

For Immediate Release

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NUCRAFT HELPS CUSTOMERS DO MORE WITH LESS AT NEOCON 2015

CHICAGO – June 15, 2015 – Nucraft today unveiled its updated Chicago showroom at NeoCon 2015. A continuum of Two4Six vignettes throughout the space, including two private offices, two transition spaces and three collaborative areas, demonstrates how organizations can achieve more connectivity, interaction and efficiency with less cost, time and space.

“Our customers are being challenged to do more with less,” said Matt Schad, CEO of Nucraft. “The refreshed Chicago showroom exemplifies how organizations can maximize real-estate efficiencies by leveraging smarter, flexible meeting spaces and multifunctional furniture.”

Two4Six improves collaboration within the private office, supports impromptu meetings in small collaborative spaces and provides long-term flexibility as organization’s facility needs change over time.

“Increasing demand for collaboration, shrinking real-estate footprints and ubiquitous technology are all contributing to the more with less paradigm,” said Schad. “The Two4Six Collection offers a refined solution to this challenge.”

In addition to the Two4Six vignettes, clean, simple accessories and architectural elements support the more with less theme. Maharam fabrics, stone from Great Lakes Granite and Keilhauer seating are featured throughout the showroom while a bicycle from Detroit Bikes makes a sophisticated design statement.

The 4,000-square-foot showroom is located at suite 1166 on the 11th floor of the Merchandise Mart.

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About Nucraft

Nucraft provides inspiring designs and custom capabilities to help designers deliver exacting fit, finish and value in collaborative, private, reception and training spaces worldwide. Nucraft’s award-winning products serve customers with imaginative solutions integrating technology and flexibility into furniture in new and inventive ways. Founded in 1944, headquartered in Grand Rapids Michigan, Nucraft remains family-owned and privately held. For more information visit: <http://nucraft.com>

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