

For Immediate Release

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AN EXPLORATION OF INSPIRATIONAL DESIGN AND SURFACES

CHICAGO, IL – JUNE 13, 2016 – At NeoCon 2016, Nucraft is inviting our guests to join us in a creative collaboration. Throughout the showroom, they will experience Nucraft's design process as we exchange ideas and explore finishes, new designs, new concepts, and product enhancements.

"We are inspired and guided by the design community," says Nucraft CEO Matt Schad. "So it's only natural that we focus our NeoCon experience on seeking their voices."

"More than a showcase of our products, our NeoCon showroom is a venue for collaboration, sharing, and gaining insights as we move forward."

Nucraft's showroom #1166 features an array of finely crafted wood tables and casegoods with the refined, authentic, and progressive designs that have earned Nucraft multiple NeoCon Gold awards in recent years.

A highlight will be the introduction of Nucraft's Approach tables—modular and adaptive tables for multipurpose spaces. Another focus of interest will be previewing a table scheduled for release in 2017, as well as a number of enhancements to existing products.

"We're looking forward to engaging our NeoCon guests," Matt Schad, says. "Our synergy with the design community has been key to maintaining our leadership position in conference and collaborative tables and private-office casegoods. We're proud to have been named #1 in Conference Tables in the *Contract* magazine Brand Report for five out of the past six years."

New product: Approach tables, designed by Joey Ruiter

In dynamic meeting spaces where a refined aesthetic is critical, Approach tables serve many purposes.

For example, with grain-matched veneers, individual tables gang seamlessly to create an executive conference table. Then users can quickly separate and reconfigure the tables for project work, training, meetings, and other collaborative processes.

"I enjoyed the design challenge that Approach provided," says Joey Ruiter. "It was kind of like designing an off-road vehicle that can be transformed into a roadster without compromising performance and quality."

Each application has the sophisticated wood aesthetic that distinguishes Nucraft products. At the same time, each modular element accommodates today's technology and is highly functional and durable.

“Conference rooms often sit unused,” Matt Schad says. “Our customers had been asking for a product that could turn a conference room into a multipurpose space that uses real estate more efficiently. Joey did a remarkable job meeting all the criteria.”

Multiple shapes, sizes, and top material choices offer elegant solutions.

Square and rectangular tables with a T-base design allow people to sit on all four sides. The tables can be ganged together to create a conference table or other applications.

Rectangular tables with a C-base design are an ideal choice for training spaces where people sit on the long side of the table. These tables can also be arranged in conference configurations.

On all tables, two table top power options are offered that combine with modular power jumpers to ensure quick and simple connectivity between tables, which makes reconfiguration easy.

Hidden casters allow easy deployment, while locking flip tops minimize the nesting footprint. The tables are finished on the underside so they look great from any angle.

2017 Preview Table

“Nucraft is unveiling a sneak preview of a future line,” Matt Schad says, “and we’re excited to offer customers and designers an opportunity to collaborate with us and impact the final product.”

The table top design is inspired by a surfboard. The shape is all gentle curves with no straight lines. An innovative wrapped veneer creates a softly-sloped edge. The bottom is wrapped in thermoplastic polymer resin so the surface is soft to the touch. Several wire management options cleanly manage cables from floor to table top.

Product enhancements

“Nucraft engages in an ongoing dialog with customers to keep products fresh, relevant, and aligned with current and future needs,” Matt Schad says. “At NeoCon, we’re introducing a number of enhancements based on customer input and the most commonly specified specials.”

Flow tables and credenzas

An elegant T-base design is specifically for narrow tables to provide ample leg room. A metal base has built-in cable routing.

A hoop base design offers a fresh aesthetic to our best-selling conference line. An optional wire management channel mimics the leg shape and material.

Flow credenzas are now available with painted cases to create a monochromatic aesthetic that complements multiple applications. New laminate tops with an ABS edge and solid surface material provide additional pricing and durability options.

Performance Credenzas

Performance Credenzas have been one of Nucraft’s most successful product launches in the past decade. Now it is updated to address a range of aesthetic, pricing, and durability needs:

- A broader range of top material choices is offered, from laminate with ABS edge to glass, stone, or solid surfaces.
- Painted cases are a popular alternative to veneer cases for a versatile monochromatic aesthetic.
- An integrated pull adds a clean, refined aesthetic.
- A 120-inch-wide credenza, one of Nucraft's most common specials, is now standard. It consists of a 72-inch-wide and 48-inch-wide case side-by-side with a common top.

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About Nucraft

Nucraft's award-winning furniture solutions facilitate organizational collaboration from meeting spaces to private offices. Its beautifully designed, precision tailored products **integrate technology and flexibility in the workplace**. Founded in 1944, Nucraft remains family-owned and privately held serving markets in North American and the Middle East. For more information visit: <http://nucraft.com>.