

For Immediate Release

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NUCRAFT NAMES VP OF MARKETING AND PRODUCT DEVELOPMENT

COMSTOCK PARK, Mich. – June 8, 2015 – Nucraft announced Sheri Cuccarese has joined the company as vice president of marketing and product development. A new position for the company, Cuccarese's responsibilities include leading new product development and management as well as developing and executing programs to promote the Nucraft brand and bolster market growth.

"We are pleased to have Sheri Cuccarese join the Nucraft family," said Matt Schad, CEO of Nucraft. "Sheri's deep knowledge and experience in the office furniture industry will help Nucraft bring new value to our customers, designers and channel partners."

Cuccarese has more than 25 years of senior leadership experience in marketing, product development and sales both within the office furniture industry as well as other industries.

"Nucraft has an amazing reputation of superior service levels and well-designed, innovative products," Cuccarese said. "I look forward to working with the Nucraft team."

Prior to joining Nucraft, Cuccarese lead a national sales team at Rain Bird. Past positions include director of marketing and product development at Haworth, director of marketing communications at Herman Miller and brand manager at Izzy Design.

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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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