

For Immediate Release

Contact: Angela Grabau
agrabau@nucraft.com
616.368.2474 (Primary:Cell)
616.328.8302 (Office)

NUCRAFT AWARDED BEST OF NEOCON GOLD FOR APPROACH TABLE

CHICAGO, IL – JUNE 13, 2016 – Nucraft wins Best of NeoCon Gold for the Approach table designed by Joey Ruiter.

“We are honored to have won this year’s award. Nucraft values our collaboration with designer Joey Ruiter and continuing to create elegant solutions for our customers and their evolving workspaces,” says Nucraft CEO Matt Schad.

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 awards in recent years.

Approach tables are modular and adaptive tables for multipurpose spaces.

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.

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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>.