

Contact: Blanca Saucedo
Marketing Coordinator
Phone: 800.585.5957
Email: blancas@encoreseating.com

ENCORE INTRODUCES LUCENT™, A BRIGHT NEW GUEST COLLECTION

October 16, 2013, Cerritos, CA — Encore shines with the lovely and luminous Lucent, a guest chair that performs brilliantly in any environment. Perfectly suited for executive offices, hospitality markets, lobby areas and multi-use spaces, Lucent is a rising star.

Long known as a source for functional, value-positioned guest and task seating, Encore is developing a name for itself as a provider of more thoughtfully designed products – pieces with an attention to detail and a fun, modern flair. With its stylish frame and delicately contoured arm, Lucent signals Encore’s transition into a more design-oriented source for light-scale, contemporary looks.

Comprised of arm and armless guest chair models in Encore’s signature metallic silver, graphite and chrome frame finishes, Lucent is defined by its slim profile and elegant metal frame. A clever feat of variable extrusion, accomplished by way of a subtle transition near the seat back, allows the slender rectangular leg in front to develop seamlessly into a more robust square leg at the rear. An expertly tailored seat cushion and smartly arched, concave back provide an elevated level of refinement, while built-in passive-flex back capability further enhances the chair’s exceptional comfort.

Lucent marks Encore’s first collaboration with Qdesign, an award-winning collective from Chicago known for their quirky, high quality industrial design. Senior designer Rick Joutras explains the inspiration: “We were chatting with Casey [Arcadia President Casey Journigan] about the challenges of envisioning – and producing – refined design details while staying within certain manufacturing parameters. The brief for Lucent arose from that, as did our solution. We wanted to create a chair that was simple – on first look – but which contained a degree of sophistication that really allowed it to express a point of view and enhance an environment. To not just be a functional object, but be part of creating the particular feeling that arises when one enters a well-appointed space.”

Adds Casey Journigan, “We had a successful experience collaborating with Qdesign on the Aloft and Domo collections for Arcadia, so we knew their design attitude and inventiveness. A casual conversation about process

— *more* —

*Lucent Guest Collection
Page 2
October 16, 2013*

led to a challenge, and Lucent was the result. This was their first project for us on the Encore side, and I think it's an exciting indication of how their approach can contribute to our plans for Encore's future".

With its elegantly considered modern structure, Lucent provides a bright spot on which to perch, rest, and wait.

#####

Raising the benchmark in design, comfort and flexibility, Encore is a leading provider of contemporary options-oriented seating and table products for a host of applications, ranging from corporate offices to educational institutions, hospitality, healthcare facilities and more.

With a focus on flexibility and personalized attention, Encore strives to provide innovative solutions for ever-changing requirements and deliver outstanding service for customers every time, offering standard lead-times of four weeks or less, an extensive Quick-Ship program, as well as partnerships with some of the most widely recognized textile manufacturers in the industry.

Sharing strong organizational ties to parent company, Arcadia, they are able to draw upon an established knowledge base of product design, engineering, sales and service, all the while maintaining competitive pricing and a comprehensive warranty on all products. An assured manufacturing capability, enduring commitment to new product development and responsive approach to customer service have solidified Encore's reputation as a leader in the contract furniture industry.

For more information, contact Blanca Saucedo, Marketing Coordinator, at 800.585.5957 or blancas@encoreseating.com.

Encore is an Arcadia company.