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ENCORE SEATING RE-INTRODUCES ITSELF WITH NEW BRAND IDENTITY

Cerritos, CA — Southern California-based Encore Seating announces the launch of its updated brand identity. The smart, contemporary new look speaks to Encore's evolving product line, which has transitioned over the past several years to encompass a broader, more sophisticated range of executive, conference and task chairs as well as multipurpose seating.

"Much of Encore's success can be attributed to its options-orientation, flexibility and attention to detail, yet we felt these characteristics were not being fully portrayed through its existing graphic presentation," says Encore's Helen Kim, Director of Marketing. "To capitalize on Encore's strengths and growing reputation in the contract furniture arena, we felt it was necessary to build an even more compelling and lasting brand image."

After a comprehensive search, Encore engaged Irvine-based design firm Curtis Creative Group to develop its new identity. With just the right spark for the role, founder Kirt Kim soon realized that his instincts were right on target with Encore's.

"Encore has a strong history of building lasting relationships with its sales representatives, customers and its employees. Since people are what drive Encore, we put relationships at the heart of the brand strategy. The idea behind the logo is to communicate a powerful message of teamwork and excellence by using shapes and colors that represent integrity, unity and dependability. We hope that the new brand image will elevate Encore's perception to the highest level and bring a positive experience to those who choose them," states Kirt Kim.

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Previewing the updated look at NeoCon 2009 amidst several new introductions and best-selling collections, Encore clearly marked the commencement of its future direction with assertiveness and inspiration.

“We are thrilled to be able to reintroduce our products with an impressive new look. For us, our identity is also a powerful sales tool with a great story behind it,” states Encore’s Director of Sales, David Logsdon.

The results of the new logomark and branding presentation will be seen across a number of platforms – from new marketing communication materials including new binders, product brochures and fabric sample cards to website enhancements, collateral items and an elevated trade show presence at this year’s NeoCon East show in October.

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Encore Seating provides affordable, options-oriented seating products for managerial, executive, guest, conference and multiple seating applications. Designed with both functionality and visual appeal in mind, all of Encore’s products are offered with a comprehensive choice of ergonomic capabilities, chair controls, arm selections, base styles, and upholstery options while maintaining a stylish aesthetic for design-savvy customers.

With standard lead times of 2 weeks or less, an extensive Quick-Ship program that guarantees shipping on most products within 48 hours, as well as partnerships with some of the most widely recognized textile manufacturers in the industry, Encore is well equipped to satisfy requirements for a host of applications, ranging from corporate offices to educational institutions, hospitality, healthcare facilities, and more.

Since 1999, Encore Seating has been answering a marketplace need for quality products at a great value, helping to raise the benchmark in design, comfort, and flexibility with competitive pricing and a lifetime warranty on all seating components. Encore’s 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 seating industry.

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