

For Immediate Release

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## **Indiana Furniture Expanding Portfolio with Seven New Product Solutions.**

JASPER, Ind., June 3, 2020 – Indiana Furniture continues to set new standards for affordable, design-friendly products. Today they announced an expansion of their portfolio with seven new lines set to launch over the course of the summer. These additions were designed to provide both style and functionality across a broad range of applications, including helping companies to better outfit working spaces amid the COVID-19 pandemic and beyond.

As Indiana Furniture celebrates 115 years, they are inspired by the essence of yesteryear, of people, places, and things that are legendary, and by modern concepts and desires that will shape our future. They designed their latest additions to breakthrough the everyday, while providing for every day.

Indiana Furniture proudly introduces Iconic Casegoods, Rockstar Seating, Fifteen Lounge and Fifteen Pods, Runna Pouffes, Strut Table Legs, and Screens+Dividers. “These designs represent craftsmanship, grace, and modern sensibility. They represent yesterday, today, and tomorrow,” states Mike Blessinger, VP of Sales & Marketing for Indiana Furniture.

With a nod to the ‘50s and ‘60s, Iconic’s clean lines, tapered legs, and unexpected details present a timeless, approachable quality while being suited to outfit a multitude of areas, including private office, open plan/benching, storage components, small meeting areas, and ancillary spaces. And there are features that only Iconic offers, including an Illusion profile, unique mixed-material pull and cabinet accents, one-of-kind twisted bookcases, and uniquely crafted legs that provide a fresh perspective at every angle.

Created for everyday use in every application, Rockstar task seating features generous, contoured proportions and standout comfort for users of all sizes. With a choice of mid or high back, arm, base, and caster options, weight-activated controls, and button detailing, this chair offers diversity to suit any environment and user.

Fifteen Lounge and Fifteen Pods were inspired by Indiana Furniture’s partnership with Edge Design. Fifteen Lounge is a mix of freestanding and ganging modular components designed to create shared and private moments for a wide range of linear and curved applications, while Fifteen Pods provide users with a personal getaway space, private meeting, or collaboration location, and can be placed anywhere in a facility. Designed around the science of acoustics, Fifteen Pods helps to keep conversations contained within and external noises out.

With its combination of stylish design and distinctive upholstery, Runna Pouffes express luxury and elegance while being the perfect option for impromptu meetings, additional seating, or simply being the component that completes a design. Created by Edge Design, Runna is available in small and large sizes and nearly limitless upholstery options.

Dress up a casual drop-in meeting room or add prestige to an executive suite. The Strut table leg is designed with precision minimalist lines and angles to establish modern sensibility in any work area. Available in silver or black, Strut easily works with many of the popular lines in Indiana Furniture's portfolio, including Canvas, Gesso, Aura, Tri-One, and more to create a signature look.

In response to changes in working environments spurred by COVID-19, Indiana Furniture has expanded their options to further provide privacy and safety for employees. Their functional range of screens and dividers make it easy to create space division within any environment, on nearly any product. Simply add their new styles, with expanded widths and heights, to a worksurface, training table, and/or reception desk to create privacy, add protection, or further define personal space.

"We encourage you to take a fresh look at Indiana Furniture. Our broadened portfolio effortlessly integrates to flex the function of working spaces," added Blessinger. "Whether you're looking to get the most out of shared environments, make a statement in a private office, or anything in between, our designs fluidly blend into any interior concept. And now with our entire portfolio being available on CET Designer, it's easier than ever to specify Indiana Furniture."

To learn more about these new launches and other ways Indiana Furniture is bringing style, function, and ease to office furniture, go to [www.IndianaFurniture.com](http://www.IndianaFurniture.com).

#### **ABOUT INDIANA FURNITURE**

Headquartered in Jasper, Indiana since 1905, we have focused on developing relevant products at competitive prices, delivering operational excellence, and providing world-class service. Driven by our passion for craftsmanship and instinct for innovation, we actively help companies flex the function of their working spaces through a broad yet integrated portfolio of products. Every day, we are demanding a better future for ourselves, our customers, and our communities. We believe hard work and integrity are fundamental to our mission, that healthy and safe workspaces are key to long-term success, and in protecting a planet where all of us can thrive. To learn more about our capabilities, products, and services, visit [www.IndianaFurniture.com](http://www.IndianaFurniture.com).