



## A NEW STRATEGIC ACQUISITION FOR GROUPE LACASSE

Groupe Lacasse Acquires Via Seating to Further Expand its Presence in the U.S.

MONTREAL, December 5, 2018 - The Groupe Lacasse Board of Directors is proud to announce the acquisition of **Via Seating**, a designer and manufacturer of high quality commercial seating products based in Sparks, NV, USA. The purchase came into effect November 30, 2018.

For over 30 years Via Seating has led the industry with respect to innovation, design, superior comfort and quality when it comes to commercial seating. Via is well known for several innovative and award-winning products such as Genie, Proform, Vista II and Splash, just to name a few. Via was the first manufacturer in the industry to pioneer 48-Hour Quick Ship manufacturing times. This efficient production process is still at its core today.



This acquisition is of strategic importance for both companies to share expertise and manufacturing capability. It is the ideal fit for Groupe Lacasse as it supports its continuous growth strategy in the commercial seating market segment. Both parties will utilize their collective talents, abilities and knowledge on a larger scale to grow even more and at a faster pace. More importantly, Groupe Lacasse continues to grow its operational and market footprint in the U.S.

“The acquisition of Via Seating is of great strategic importance for us as it ensures immediate product and brand recognition within the U.S. market. It also adds a tremendous amount of seating expertise and manufacturing capability to our organization”, says Sylvain Garneau, Chairman and Chief Executive Officer of Groupe Lacasse. “We have worked a clear vision for both companies and it’s a win-win situation for both parties, but first and foremost for our customers, given that we will offer better and shorter lead times for our products.”

Chas Hepler, who will remain as President and CEO of Via Seating, stated “We are very excited to enter this new chapter for Via. The long-term potential for both companies is stronger together. Now is the time to take this next step to continue our momentum and to grow even faster.”

As for current day-to-day business, both Groupe Lacasse and Via Seating will work separately. Product offering and brands will remain distinct. Via Seating’s sales territories and distribution network will remain as is. Groupe Lacasse keeps its current distribution network with United Chair and Arold branded products. Both companies will use their joint operational infrastructures to increase production capacities, improve lead times and accelerate growth with new and exciting products.

In the short to mid-term, Via’s manufacturing excellence will benefit the United Chair’s product portfolio lead time, and free up manufacturing capabilities in Canada for Groupe Lacasse’s very successful Arold soft seating product line.

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great things happen in a chair

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**About Via Seating**

**[www.viaseating.com](http://www.viaseating.com)**

Headquarters in Sparks, Nevada USA

Founded in 1987

Company size 100-150 employees

Ergonomic Motion Seating, Task Seating, Executive Seating, Conference Seating, Lounge Seating, Outdoor Seating, Modular Seating, Guest Seating, and Collaborative Seating

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**About Groupe Lacasse**

*Founded in 1956, Groupe Lacasse is a North American leader in the design, manufacture and service of a broad range of high-quality furniture products for all types of work environments. The company is based in Saint-Pie, Quebec, Canada and provides work to more than 565 employees.*

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