

# HOMECREST™

## OUTDOOR LIVING

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### FOR IMMEDIATE RELEASE

#### Homecrest's Eden Suggests Scandinavian Design

WADENA, MN—January, 2019—Expect homage to the golden age of Scandinavian design at Homecrest Outdoor Living's 2019 NeoCon showroom. Homecrest's Eden patio furniture series showcases the simplicity, beauty and functionality that the design movement is known for.

Eden especially compliments the minimalist aesthetic pioneered by Norwegian design and architecture during the 1960s. The table and bench tops of the series are made of a durable HDPE and resemble symmetrical wood planks, which cultivates a sense of order in the furniture style. The rectangular legs are constructed from aluminum and add proportion to Homecrest's series. This sense of balance is what makes Eden redolent of Scandinavian design.



Homecrest Outdoor Living has been based in Minnesota, a state with robust Scandinavian culture, since 1953. The company's commercial sales manager, Nathan Peterson says, "Homecrest has a rich tradition."

Eden will display in Showroom #1518 during the June 10<sup>th</sup> through 12<sup>th</sup> conference. Homecrest staff will be there to discuss their product and design approach.

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#### About Homecrest Outdoor Living

Founded in 1953 in Wadena, MN, Homecrest Outdoor Living designs patio furniture with passion for an unparalleled customer experience. As an iconic American manufacturer for outdoor living and enjoyment, we create products that deliver commercial quality and hospitality feeling. We have unique collections and items that range from modern to classic designs so that you can find your exact personal style.

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