

# HOMECREST™

O U T D O O R L I V I N G

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## FOR IMMEDIATE RELEASE

### Maddox: A New Aesthetic from Homecrest

WADENA, MN—January, 2019—Homecrest Outdoor Living will share their fresh take on patio furniture aesthetics at NeoCon 2019. The Minnesota company's Maddox series, pairs teak-inspired materials with unusual angles, evocative of mid-century architecture.

Maddox tables and benches use wide-slatted, faux-wood tops with bold aluminum borders, giving an eye-catching first-impression with a fully practical surface. But, where the design truly impresses is in its legs that cut a non-perpendicular angle to the ground, creating a striking silhouette. Maddox proposes a path away from the rounded styles typical of modern furniture design.



Homecrest commercial sales manager, Nathan Peterson, says his company wants to create “distinctive furniture to suit any outdoor space.” Maddox’s HDPE construction makes for a product that weathers any outdoor climate without sacrificing its visual flair. The collection comes in three choices of faux-wood top colors to create the contrast with the industrial metal borders that define Maddox’s style.

Maddox 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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