

NeoCon®

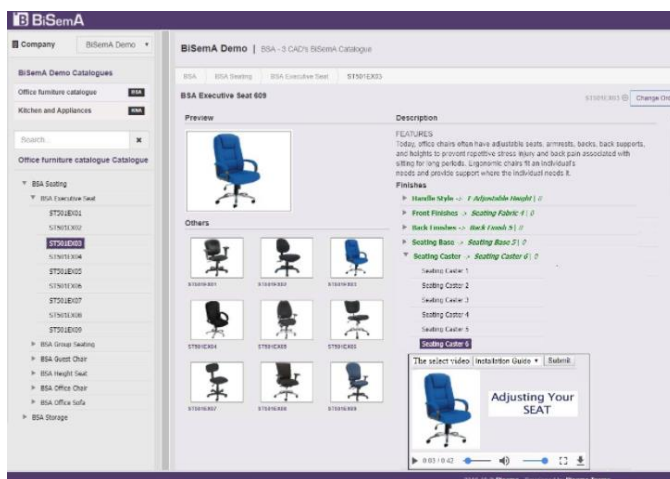
A SPOTLIGHT ON NEW & NOTABLE BRANDS & SOLUTIONS ON NEOCON 50's 7TH FLOOR EXHIBIT HALL

(Chicago, IL – May 3, 2018) NeoCon, June 11-13, heads into its milestone year with a sold-out 7th Floor Exhibit Hall replete with exciting advancements and 95 new to NeoCon brands from around the world. Organized into five main categories: furniture & fabrics, interior building products, interior finishes and materials, technology and flooring, the 7th Floor showcases the latest in commercial products from nearly 300 exhibitors. A rich resource for new innovations for a range of vertical markets, the 100,000 net square foot space is a must see component of NeoCon. This year there will be a strong focus on tech, flexible furniture, sustainable materials, as well as a proliferation of acoustic solutions as exhibitors are addressing new needs with intelligent innovations.

According to Julie Kohl, vice president of NeoCon exhibitor sales, “The 7th Floor Exhibit Hall exemplifies the best brands and products by category, expanding on the permanent showroom offerings and elevating the NeoCon experience. The stellar lineup of exhibitors gives attendees a chance to see countless new products first-hand. It also provides an opportunity to discover exciting, new resources as several brands are making their NeoCon debut including **BiSema** (Canada), **Bretford** (USA), **DeVorm** (Netherlands), **Luceplan USA** (Italy), **Mikomax Smart Office** (Poland), **Narbutas Furniture Company** (Lithuania), **Polarmoss USA** (Finland), and **Silence Business Solutions** (France). Others including **AMQ Solutions** (USA), **Arconas** (Canada), and **Rouillard** (Canada) are back after a brief hiatus.”

Here is a preview of some of the new and notable brands and solutions on display at NeoCon 50:

New to NeoCon 50:



BiSemA (7-2136)

BiSemA Corporation will be presenting new, cloud-based, contract furniture specification services that host catalogues for office furniture and kitchen manufacturing companies. The company will start providing end to end online contract furniture specification services for architects, interior designers, residential and commercial specifiers, and contract furniture dealers. www.bisema.com

**Bretford (7-1125)**

Bretford's newest product, Juice Mobile Power, is an Active Charging™ solution. This category-creating mobile power system, with proprietary FLI Charge technology, changes the game for IT and facility managers by delivering a safe, effective, flexible way to turn a single outlet into a power source for the entire classroom or office, at a fraction of the cost of a retrofit. Juice Mobile Power eliminates the tangled web of non-compliant, overloaded extensions cords, with a flexible solution that moves and adapts with the user. www.bretford.com



DeVorm (7-7074)

DeVorm will be showcasing BIG Table | Modular Table System, LJ Series | PET Felt bars and stools, Mute | Acoustic PET Felt Panel, and Nook | Lounge Chair at NeoCon 50. Most of the products are PET Felt - a material made from recycled plastic bottles. The products are an outcome of the company's vision about sustainable design. Each element is highly customizable; they offer 10 unique color blends of PET Felt. In addition, users can choose any frame color of a fabric. www.devorm.nl



Luceplan USA (7-3014)

Luceplan is introducing its fifth acoustical lighting fixture, Farel, at NeoCon. Farel by Diego Sferazza epitomizes the efforts of Luceplan to develop lamps that combine high-quality lighting, outstanding sound-absorption performance and refined design: an original suspension lamp created to improve the comfort of spaces, thanks to a constant focus on parameters of perception as well as aesthetic-functional factors. <https://www.luceplan.com/>



Mikomax Smart Office (7-10034)

Mikomax Smart Office will be featuring the new Hush Line of independent, mobile spaces equipped with the power module, lighting, and ventilation system. Debuting for the first time at NeoCon, Hush Work is the separate mobile space designed specifically for individual work. It is ideal for maximum privacy to focus more efficiently on work. www.mikomaxsmartoffice.pl/en



Narbutas Furniture Company (7-4062)

NARBUTAS is an innovative manufacturer based in Europe, creating solutions for a modern office. The company has a wide professional sales network in more than 40 countries and is always expanding to new markets. NeoCon 2018 is a great opportunity for NARBUTAS to build a better brand awareness in the USA and meet current and future business partners. NARBUTAS exhibition will have a wide range of products that are a necessity for tomorrow's office. www.narbutas.com



POLARMOSS USA (7-2036)

POLARMOSS, founded in 1985, is a Finnish company that is one of largest manufacturers and suppliers of dried and colored reindeer moss products in the world. POLARMOSS designs and manufactures handcrafted high-quality interior design products from colored and preserved reindeer moss. The company's entire production chain is carefully handmade; from environmentally responsible handpicking of raw material, available in northern forests, to packing of Polarmoss Interior Design products for worldwide deliveries. POLARMOSS will be debuting "Polarmoss LAB" at NeoCon--a laboratory where customers can view the many various possibilities of the company's moss and customized projects they offer. www.polarmoss.fi



Silence Business Solutions (7-1102)

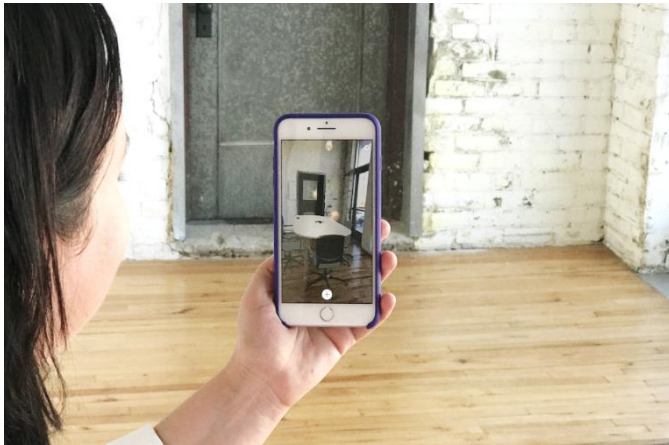
French manufacturer of acoustic and connected solutions since 2015, Silence Business Solutions aims to resolve noise pollution in open spaces. La Boîte à rêves (The Dream Box) offers users a recovery cocoon thanks to its revolutionary concept. Users will have the choice among twelve light and sound atmospheres and a 15 minute program designed for power-napping. The ideal duration of a power-nap is 15 to 20 minutes. This duration allows enough time to fall into a light sleep and remain there for at least 2 minutes. This duration can restore someone for a whole afternoon. www.sbsmobilier.fr

Notable New Products:



Arconas (7-8068) Created by Morelli Designers, Arconas' Morelli bench is a new addition to Arconas' growing line of outdoor public furniture. Recognizing the able products, the Morelli bench was designed to provide a comfortable waiting experience and raise the value of outdoor public spaces. This sophisticated bench features solid aluminum cast legs and supports either perforated steel planks or pipe wood slats. These perforations are an aesthetic and purposeful

design choice that reduces the heat of the seat, making it a comfortable choice in multiple climates. www.arconas.com



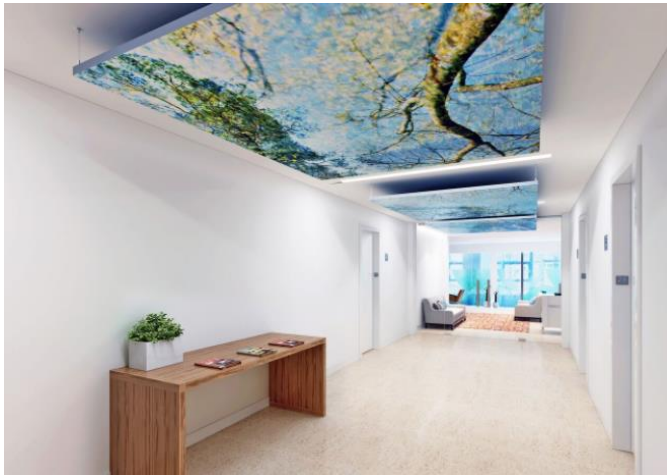
Configura (7-5129)

Configura, maker of CET Designer software, will have on display InstantAR, an augmented reality (AR) CET Designer Extension created by Praxik. Minneapolis-based Praxik offers mixed-reality solutions for businesses, including InstantAR, which allows CET Designer users to “project” their designs in a client’s space using a phone or tablet. Used by thousands of people globally, CET Designer helps manufacturers and their dealers by providing a single software solution for space planning and product ordering. The solution is used in a number of industries that manufacture configurable products; these industries include office furniture, kitchen and bath, material handling, industrial machinery and laboratory/healthcare. CET Designer is Configura’s “core” Parametric Graphical Configuration (PGC)-based software platform. www.configura.com



Doug Mockett & Co. (7-9030)

Doug Mockett is presenting exciting new collections of power solutions: PCS64 – Illuminated Pop-Up Power Dock, PCS94 – Freestanding Tabletop Power, PCS87 – High Capacity Flip-Up Power Grommet, and PCS77 – Pop-Up Kitchen Power Grommet. The collections of Power Grommets, or Power & Communication Systems (PCS), bring convenient power options to the surface level or wherever one needs them. With PCS77 – Pop-Up Kitchen Power Grommet (pictured), users can press to pop up for access to outlets, then press down to hide away when not in use. www.mockett.com



dTank Furniture (7-2004)

dTank Furniture is proudly announcing the launch of their newest product, CoArt Acoustics, at NeoCon. CoArt Acoustics is a complete acoustical art system that combines effective acoustic solutions with custom and ready-made art for architects and designers in corporate, hospitality, and healthcare environments. The product offers a variety of configurations from wall mounted or suspended in a room, to freestanding options. Some key features include double-sided and interchangeable art fabric and dry-cleanable fabric up to 100 ft. long. www.dtank.com



Framery (7-7062)

Sometimes the most productive thing to do is rest. During long, intensive workdays, NapQ comes to the rescue. The 5th and newest layout to the Framery Q line, NapQ's sofa set can be easily transformed from a workspace into a comfortable bed; allowing one to recharge whenever necessary. Users need just to pull the switch to turn off the light, lean back on the soft pillows and dive underneath the warm blanket. NapQ will be on display at this year's NeoCon. Attendees can experience the products at the Framery Oasis of Happiness on the 1st floor North Central Lobby and at Framery main stand #7-7062 on the 7th floor. www.frameryacoustics.com/en



ICF (7-10058)

ICF introduces the Bower Collection. Open, organic, and gentle, this collection of work pods, lounge chairs, and adjustable screens brings a natural and calm aesthetic to the workplace. The collection was inspired by the rambling-style nests created by the bowerbird of designer Adam Goodrum's native Australia. The architecture of the collection's design supports visual and acoustical privacy. Entirely modular, the Bower range of products is designed for ease of assembling on-site in work places. www.icfsource.com



Koncept (7-9086)

Koncept, an innovator in contemporary, minimalist, and energy-efficient LED lighting solutions, is delighted to introduce Royyo. Available as a Desk Lamp, Floor Lamp or Pendant Light, Royyo's minimal silhouette houses complex inner technology for a marriage of form and functionality. Interchangeable base plate options allow users to customize Royyo Desk and Floor at ease. Royyo Desk features an embedded USB port, allowing users to charge any USB - compatible device. The Royyo Pendant casts a bright and even light. Multiple Royyo Pendants can be combined to make a stunning focal point, or just one can be hung for a minimalist aesthetic. www.koncept.com



SNOWSOUND (7-5018)

SNOWSOUND will be launching a new Snowsound-Fiber Product, “Si Sboccia” which means “to bloom” in Italian. It’s hand-made from our patented sound absorbing Snowsound-Fiber Textiles in Velvet. Designed by Moreno Ferrari, one of Italy’s most distinguished fashion designers, it offers a tactile perception very different than any typical acoustic panel in the industry. The various layers of the sound absorbing fabric folds offers a medium to trap the sound waves and mitigate echo in many different types of spaces. www.snowsoundusa.com

NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. CEU seminars are \$60 when registered online by June 8; onsite registration is \$70. Marquee/Keynote presentations are free; registration is required. NeoCon press registration for credentialed media is available online at www.neocon.com.

Media can find additional details and images [here](#). For showroom and exhibitor news, images and real-time information, follow NeoCon Shows on [Facebook](#), [Twitter](#), and [Instagram](#), and by using the hashtag #NeoCon50

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