

SANDLERSEATING

For Immediate Release

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Experience The Latest Innovative, European Designs And Flexible Furniture Solutions From Sandler Seating During NeoCon 2017

Chicago, IL [June 12, 2017] – Sandler Seating officially launches a number of new collections at NeoCon 2017, for their twelfth year as exhibitors at the trade show. Exhibiting on the 10th Floor of the Merchandise Mart, Showroom 1099, Sandler Seating continues its mission to deliver cutting edge European designs to the U.S contract market and beyond.

“We are building on the momentum and buzz from last year’s show, with a selection of new designs from our European Partners,” said Roy Sandler, CEO of Sandler Seating. “More than ever before, designers are searching for furniture solutions that combine original style with practicality for commercial environments and we are excited to unveil an expanded portfolio of innovative, forward-thinking, European designs – unique to our brand - for today’s contract markets.”

Specializing in high-quality, original collections designed by award-winning European designers, the company is focused on delivering one-of-a-kind furniture collections and concepts to the U.S. contract market. This year, Sandler Seating will highlight a number of new products, with a particular focus on their Inclass and Tonon collections. With careful attention to today’s workplace and commercial market trends and through the company’s strong connection to skillfully crafter European furniture manufacturers, Sandler can thoughtfully curate collections that the U.S market is craving.

Product Highlights

Sandler Seating enters NeoCon with a selection of new products from the InClass collection. Designed by Carlos Tiscar, Lapse makes its premier appearance at NeoCon, highlighting an inventive solution for lounge and waiting areas in corporate and commercial environments. The modular seating system accounts for the various demands of modern day public furniture, resulting in upholstered seats, backrests, lateral or intermediate arms and tables that can all be combined with ease to produce original configurations. Joining Lapse is Tetris, an additional seating system encompassing the latest trends of chic minimalism and the structure of geometric shapes. The upholstered Tetris collection transforms lounge, hospitality and workplace environments with its multipurpose, movable units, whilst the privacy panels offer the additional and contemporary option of creating quiet work spaces within busy open offices.

From the Tonon collection, Marshmallow by Martin Ballendat has been on a high since its release earlier this year, winning awards from *Best of BDwest* and the *IIDA/HD Product Design Competition*. It's not hard to see why the side chair has attracted attention, thanks to its ergonomically designed polyurethane foam shell which offers an extremely soft yet supportive cradle. Created by Mac Stopa, River Snake embodies the flair and adaptable style that the designer has become renowned for. Available in a variety of colors, River Snake's singular stools can be used singularly to form countless shapes and unique configurations, supported by an optional linking system.

Additionally, Nassau 1.1 builds on the popular Nassau range from the Metalmobil collection which received a popular reception at NeoCon 2016. The Nassau 1.1 takes the stackable, air-molded polypropylene chair and enhances it with an upholstered front for further comfort in indoor spaces.

About Sandler Seating

*Since originating in the UK in 1946, Sandler has built a reputation for delivering authentic and high-quality furniture. With roots in upholstery and seating craftsmanship, Sandler has extensive knowledge of the furniture industry, delivering quality products to customers for over 70 years. Sandler has since expanded its furniture categories to include desking, contract accessories, and Woodlook® collections. Through strategic partnerships with European furniture companies, Sandler services hospitality and contract markets offering an extensive collection of unique products and furniture lines. In 1996 Sandler established its presence in the U.S. with a dedicated customer service team, distribution center and a sales force of over 80 independent sales representatives offering national coverage in all market segments. As part of Sandler's environmental stewardship, the company sources wood only from certified sustainable sources and uses recyclable materials. Sandler brands include **Sandler Seating**, **Sandler Office**, **Sandler Audience** and **Sandler Woodlook**.*