

## FOR IMMEDIATE RELEASE

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**Express personality, stature, and attitude. Choose Silea<sup>EH</sup>.**  
*Furniture that speaks well of your organization.*

**WAYLAND, NEW YORK – March 22, 2018** – Building on the successful Silea™ casegoods brand, designer Mitch Bakker, principal of IDa Design, wanted to expand the possibilities across the workplace with SileaEH by providing furniture applications in both closed and community spaces, broadening the materials and options available, and incorporating height adjustability into the aesthetic of the product.

“SileaEH is extremely versatile and beautifully imagined with a breadth of materiality to suit an array of tastes, while staying sensitive to budget,” Bakker explained. “Today’s work environments are ever-evolving, and SileaEH creates spaces that not only speak to a work style, but addresses times of privacy, times of collaboration, and times of mobility.”

IDa designed enclosed office spaces suitable for the executive, minimal footprint and minimal aesthetic offices, and applications suitable for small enclosures used for private calls and touchdown work.

“Focused work and privacy are necessary for productivity,” Zach Raven, IDa Design Lead stated. “We didn’t want to lose sight of that in the redesign.”

Multiuse office configurations with collaborative extensions, small meeting tables, writable surfaces, and media-enabled tack zones can transition a private office space into a guest presentation and interaction area. This same office easily then morphs into a lively teaming space.

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“SileaEH makes the most of multifunctional spaces whether enclosed or in a larger, community space,” said Jason Wolfanger, director of product development for Gunlocke. “Employees, who may travel frequently, can use these offices when they are not traveling for focused work, but the space becomes a casual meeting or project space by other team members when they are out of the office.”

From the shaping of new work surfaces to the non-handed pulls, the gracefully modern aesthetic of SileaEH is intentionally designed to accommodate individual taste and workstyles – down to the smallest detail. SileaEH flexes for the way people really work, with sit-to-stand adjustability, seamless integration of technology management, and components to connect thinkers and facilitate collaboration. This includes mobility in the communal space. The SileaEH Workwall — in both free standing and wall mounted versions — and the Lounge Level Media is a perfect complement to the casual meeting space, as well as the ideal touchdown space for the worker on the move.

SileaEH material options start with Stratawood, a rapidly renewable, reconstituted, straight-grain veneer, flat cut, as well as quarter cut natural veneer; thirteen laminate options; and four paint options for the chassis and main components. Other materials provide choices for environments seeking a mixed-material look, including six back-painted glass options, three solid surfaces, and four metal finishes.

SileaEH will be at Gunlocke’s showroom June 11 through 13 at theMart in Chicago, Suite 1126, for NeoCon 2018 and available for orders July 15, 2018.

For more information about SileaEH or Gunlocke, contact 1-800-828-6300 or visit [www.gunlocke.com](http://www.gunlocke.com).

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## **About Gunlocke**

Since 1902, Gunlocke leads the industry in designing, manufacturing and marketing enclosed office and collaborative contract furniture for high-performance and aesthetically

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discriminating office environments. Specializing in casegoods, seating, and tables, the company carries forward a tradition of quality craftsmanship and technical expertise. In addition, it features the Gunlocke Advantage – legendary support for dealers, architects, designers and their clients, all backed by the industry’s strongest warranty. The Gunlocke name stands for lasting design integrity, uncompromising manufacturing excellence, and enduring substance, communicating status in meaningful ways. Nine U.S. presidents and leading business decision makers have made Gunlocke products their choice.

Gunlocke invites its partners and customers to visit one or more of its showrooms, strategically located in Chicago, Dallas, San Francisco, New York City, and Washington, D.C., as well as at its headquarters in Wayland, New York.

## **About IDa Design**

IDa is a small, agile studio that creates smart and effective product solutions for commercial environments. Since its inception, IDa Design has been designing innovative solutions for manufacturers using a highly collaborative process. Attention to the detail is at the foundation of what IDa is about.

IDa Design has been recognized with numerous awards including 16 Best of NeoCon awards and 4 Good Design awards, along with other awards such as HIP, Best of Year, and Metropolis Likes.