

on the mark

MONTHLY UPDATE – MARCH 2008

DEALER ISSUE 2

Highmark Announces “Seating Made Simple” Brand Strategy and Value Pricing Packages

WHAT'S NEW

Highmark has repositioned its 2008 product line-up and its pricing into a tiered “good, better, best” format. After conducting a great deal of research, we’ve learned that it makes sense for us to provide package pricing bundles within our seating applications. Next month, we’ll officially announce our new product pricing and distribute our new price list, sales binder and new sales materials.

Our new motto is being “intuitive, clean, affordable and green” in everything we do - from our processes and programs - to our manufacturing and assembly.

We are working hard behind the scenes to be the office seating company that is easy to do business with by offering simple service, simple products, and simple pricing. We’re simplifying the product offerings while maintaining a full seating line within the market.

We will be featuring fifteen to eighteen new “spotlighted” chairs. Each spotlighted chair will be available in Bronze, Silver and Gold versions, and

OUR SIMPLE PHILOSOPHY

Simple Sell

“Good, Better, Best” line-up. Full seating line.

Simple Design

Intuitive controls. Clean lines. “Green” product. Cool new “look and feel”.

Simple Service

Warranty program. Labor program. Freight, assembly. No-haggle policy.

our latest price book will be organized to reflect these new improvements.

We are excited about the simplicity of our product lineup and our new simple selling strategy. This fresh, new, vibrant approach will help simplify the buying process. We believe in the recent trend where seating is more intuitive – with fewer controls – and will be cleaner, simpler, and more green-minded. Highmark plans to stay one step ahead and be at the forefront of this exciting movement in office seating.

“The new ‘Seating Made Simple’ philosophy is ideal for Highmark at this stage of our business. It is a platform for growth and will keep us focused on designing and selling chairs in a way that makes sense and meets the needs of our customers.”

—Chuck Loeb, President

Mark Your Calendars

NEOCON

June 9 – 11, 2008

The Merchandise Mart
Chicago, IL

Stop by the revamped Highmark showroom and check out the official debut of our brand-new, intuitive chair, the first in the InMotion Series. We’ll have some cool giveaways and great information for you when you stop by and visit!

come see the
InMotion chair at

NeoCon®
World's Trade Fair 2008

WHAT'S COMING

New InSync Chair Uses Counterbalance Technology to Intuitively Self-adjust to the User

Highmark has been working with chair designer Francisco Romero for nearly two years on the design and production of its first "InMotion" series chair, which will debut at Neocon 2008.

The new InSync chair will use counterbalance technology, and will be the first ever chair of its kind in office seating to utilize counterbalance technology at an affordable price point. This chair essentially conforms to the user's body and will continue to adjust itself whenever the person moves or alters his or her position in the chair.

Tension is automatically adjusted according to the user's body weight, allowing a person to sit in the chair, recline back and - without adjusting knobs or levers - have the correct upper and lower back support and be perfectly balanced wherever

he or she stops during recline, without even thinking about it! This equates to major reductions in potential back injury through increased ability to move freely and be comfortable at all times without fiddling around with multiple levers and controls. There is only one lever to touch on the InSync chair!

Over the past five years, high-end office chair designers have begun focusing on the function of a chair to support the user's upper and lower back while simultaneously allowing the user to move freely even while sitting. Users can recline with as much ease as possible, and little to no restriction. This is a

dramatic change from the way office chairs used to be designed, relying on paddles and levers for fine-tuning and adjustment to maintain a "static" supported position.

"InSync is simple perfection in design combined with simple service. It's a win-win value proposition."

Francisco Romero, Designer

The InSync chair is remarkably affordable and is comparable to the Knoll Life Chair and the Human Scale Freedom Chair.

HIGHMARK High Five

Each month, Highmark takes a moment to recognize our **valued dealers** and **representatives** for their outstanding sales and service efforts. We also like to welcome new dealers and representatives who have recently joined the Highmark team.

We are happy to announce **"High Fives"** for these new representatives:

Design Lines

Northern Wisconsin and Northern Illinois

Adaptive Furnishings

Northern California and Reno, Nevada

CHAIR OF THE MONTH

Designed by **Francisco Romero**, the Ten features a **stylish, contemporary design, lean curves** and a **slender profile**. It truly is a "10" in all areas:

- Design
- Comfort
- Flexibility

The Ten task or guest/side chairs are available in black thermoplastic or with an upholstered seat and back for added comfort. The Ten task or stool are available in two frame colors - black and silver - and can be accessorized with arms, casters, glides, or with a polished aluminum base.

TEN



The task version features a basic task or swivel tilt control.

Check out Paul's Selling Tips to learn more about how to market this amazing chair!

Paul's selling tips

Selling the TEN chair

The versatility of the Ten with its clean design lines and added comfort allows acceptance in any environment from guest seating to break rooms. Ganging allows further application into schools and universities.

The Ten task chair, guest/side chair and stool version provide excellent comfort and versatility. The chairs are ideal in conference settings, office and school environments, studios, labs, tech support and training settings. The Ten stacks up to eight high, and stacks up to the competition:

	Highmark TEN	Brayton Enea 3501S	Keilhauer Also 3620
Price	\$399	\$699	\$527
Arm Option	Yes	No	Yes
Task Stool Option	Yes	No	No
Upholstered Seat/Back	Yes	Yes	Yes
Ganging	Yes (\$25)	No	Yes (\$35)
Caster Option	Yes (\$25)	No	Yes (\$115)

HIGHMARK

APRIL SNEAK PREVIEW

- New Logo
- New Look and Feel
- New Sales Materials
- Public Relations Update
- Web Site Refresh



Check our website for the new spiff sheet!

For a product demo or to find an authorized Highmark dealer, visit www.highmarkergo.com or call toll-free at 800-441-4975.

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