



highmark
seating made simple

on the mark

InSync Gets High Marks at NeoCon 2008 Seating Made Simple the buzz of the show



Highmark's showroom NeoCon 2008

More than 700 people visited Highmark's new showroom at NeoCon 2008. Reactions to InSync were overwhelmingly positive, and word spread quickly that Highmark had hit the mark with its new brand positioning.

Journalists, industry VIPs and influencers from every corner of the world came to see the first affordable counterbalance chair. They applauded Highmark and designer Francisco Romero of Phidesign for bringing high design down to earth with InSync.

Monday Morning Quarterback equated InSync to an Audi TT in its June 16th 'Furniture We Like' column, noting its "refined technological look that performs exactly as you would expect it to... a good value."

On June 27th, FM Link said "anyone looking for [a quality ergonomic chair] needs to try Highmark's InSync for its intuitive solution."

Highmark was front-page news on days one and two of the NeoCon Show Daily for its unique offering of massages in its showroom. Visitors got 'in sync' mind, body, and soul with five-minute massages given while they were seated in InSync.

InSync, the new showroom, and the Highmark brand positioning of seating made simple have continued to earn the company great media coverage. Check out the stories on the Highmark website: www.highmarkergo.com.



In The News

MMQB 12-May-08

Feature announcing new Highmark brand position/InSync

MMQB 2-Jun-08

InSync included in NeoCon preview roundup

NeoCon Show Daily 'A List' 9-10 Jun-08

Front page announcement about massages in Highmark showroom

Office InSight 6-Jun-08

InSync included in NeoCon preview feature

MMQB 16-Jun-08

Photo of HM showroom included in NeoCon feature

FM Link 16-Jun-08

InSync featured as spotlight product on homepage; remains included in product tab

Interiors & Sources June-08

InSync included in NeoCon preview feature

Healthcare Design June-08

InSync was lead item in product roundup "NeoCon Scrapbook"

MMQB 23-Jun-08

InSync is compared to an Audi TT in 'Furniture We Like' article on products at NeoCon

FM Link 6.27.08

InSync listed as THE ergo task chair to buy in feature 'NeoCon Ids trends in workplace design/furnishings'



InSync awarded Certificate of Excellence from Buildings magazine, Buildings is a monthly for decision-makers in commercial, institutional and governmental real estate.

Field Notes: A Rep's Perspective

OED joined forces with Highmark in May. Before we signed on, we talked with Chuck Loeb and Paul Anderson about their plans for bringing Highmark's seating made simple philosophy to market.

When we saw their vision brought to life in the Highmark showroom at Neocon, and in their presentation of InSync and its collateral, we were impressed.

OED has been one of the leading rep firms in the office furniture business for 35 years. We all agree that the new Highmark is one of the most exciting things to come along in years.

InSync truly does bring high design down to earth and the showroom brought the simplicity message to life. There was a constant flow of visitors and the reviews of InSync were unanimously enthusiastic.



New Dealer/Rep Groups

A warm welcome to the latest Rep groups to partner with Highmark • McGlynn Associates, New England • Blessing Associates, Pennsylvania • Robert Wilson Associates, NY/NJ



Breaking News



Highmark proudly announces the launch of the Quickstacker, a high-density stacking chair that takes the category to new heights.

With a slim, sleek design and sturdy steel and polypropylene construction, the Quickstacker stacks 40-high on the companion dolly and fits through a standard 80-inch doorway. It can easily stack 8 to 10 chairs high sitting flat on the floor without a dolly.

Since NeoCon, the OED team has had the opportunity to present InSync to many of the local dealers in the Atlanta area. We've gotten a phenomenal response.

The complexity of most active ergonomic chairs makes InSync a slam-dunk. Counterbalance technology makes a lot of sense, and with InSync's price points, the target audience is endless. The chair also has such great aesthetic appeal we feel the design community will start specifying InSync for major projects.



Dave Hornecker is the principal of OED. Based in Atlanta, OED has provided design and space planning, showroom product demonstrations, and product samples to manufacturers, dealers, and end-users through the Southeast US for more than 35 years.

Quickstacker takes comfort to new heights as well. Designed by Gregory Saul, IDSA of Tolleson Saul Design, the intuitive, clean, affordable, and green Quickstacker offers the superior ergonomics of task-level chairs.

The Quickstacker is available with or without arms and comes in six classic colors; with black or chrome frame, ganging clips, and clear nylon glides. Look for more options next year.

The Quickstacker is ideal for any office with storage concerns. Shipping now, so call your Highmark representative or Highmark at 800.441.4975 or customerservice@highmarkergo.com for samples.

InSync changes the rules for Mid Line Seating



Paul Anderson

Since the launch of Humanscale's Freedom, Knoll's Life, and Allsteel's Sum chairs, the marketplace has embraced counterbalance

technology. It's easy to see why. Free of all the paddles and knobs of common ergonomic chairs, counterbalance technology is easy to use. Just sit down.

Until now, this technology has been found only in high-end chairs. The launch of InSync brings high design down to earth.

InSync conforms to the user's body and automatically adjusts with every movement, change of posture and balance. Since it self-adjusts, InSync eliminates human error, reducing workplace injuries and stress. Its unique design ensures the user is in the correct position and remains ergonomically supported at all times.

InSync offers:

- a unique adjustable lumbar, especially good for the extensive task user
- a knitted back upholstery, tailored to fit over the frame seamlessly
- handcrafted fit & finish, top stitching detail, and a European sit
- Currently going through Green Guard Certification, InSync is 98% recyclable, made of 21% recycled post-industrial material

InSync can be purchased in any configuration to suit your client, but generally falls into the Better price category with the following packages:

- **Bronze** – Mid back, fixed arms \$799
- **Silver** – Mid back, h/w-adjustable arms with pivot and sliding arm caps; adjustable lumbar \$899
- **Gold** – High back, adjustable arms with pivot and sliding arm caps, adjustable lumbar and polished chrome base \$999

InSync – Intuitive, Clean, Affordable, Green, Intuitive technology; clean design; affordable price point; green for the environment.