



highmark
seating made simple

on the mark

New Year's Resolutions...

by Chuck Loeb

Highmark President/CEO

As we begin 2009, many are anxious about the economy. But at Highmark, we feel that our brand promise positions us well for the future. Good value becomes more critical in tough economic times, and that's just what Highmark offers.

We're continuing our efforts to establish Highmark as the top manufacturer for quality and service. This year, Highmark will:

- Eliminate chairs manufactured overseas from our lines. We'll still import components, but moving forward, all Highmark chairs will be assembled in our Huntington Beach headquarters to ensure consistency in quality
- Continue to partner with cutting edge designers who specialize in *intuitive, clean, affordable, and green* designs
- Invest in high-end components to ensure customer satisfaction and durability
- Streamline our offerings, culling lines that don't meet our *'intuitive, clean, affordable, and green'* standard
- Invest in additional resources for Representatives and Dealers, as well intensive training for our internal employees to ensure superb service at all times
- Complete the process to become *Greenguard* certified, and should achieve this standard before NeoCon 2009

The enthusiastic feedback we've received so far proves that there is still demand for great quality and value. Of that we are certain, so an uncertain economy won't slow us down!

BKM OfficeWorks Designers Fall in Love with New InSync Chair from Highmark

Here's what BKM had to say about InSync



"This chair makes me feel so fantastic, I don't want to leave."




"What a beautiful, comfortable chair. I will definitely recommend the InSync."



Representative Kevin Rodenbeck recently presented InSync to BKM OfficeWorks, a work environment design company in San Diego.

With 20 years of experience serving clients like HP, Sony, Johnson & Johnson, Verizon,



InSync awarded 
Certificate of Excellence
from Buildings Magazine

and the FBI, BKM has built a reputation for unsurpassed customer service and a relentless commitment to quality.

Many thanks to Rodenbeck for sharing this info with us. We'd love to hear from you, too. Please send us feedback/photos you receive about Highmark's intuitive, clean, affordable, and green designs and we'll publish them in future editions of On The Mark!

The Difference is in the Details

by Paul Anderson
Vice President of Sales

We are two years in to our efforts to transform Highmark into the premiere manufacturer of office seating. We've invested in design & engineering, developed a unique Simple Sell, Simple Use, Simple Service brand, and created tools that communicate the Highmark difference to our representatives and dealers.

Now the time has arrived to capitalize on all that work. Highmark has produced the first

mid-market chair that meets or exceeds the quality of high-end chairs. The difference is in the details. You'll find the following in InSync and in the majority of Highmark products:

- **Molded foam**, which is better for long term sitting, fit & finish of fabrics, and better for the environment.
- **Cam locks** eliminate knobs that are awkwardly placed and often go missing for arm width adjustment.
- **Wider range ratchet backs** increase range of back height adjustment with seven settings
- **Tighter fitting J-Bars** drastically improve the stability of the chair

- **Bases that are 20% larger** than standard reduce the chance of users falling in their chairs
- **Casters that are 20% larger** than standard improve user mobility around the workstation.
- **Heavy-duty 24/7 task chair options** in five different designs support up to 350 lb. users.

These improvements have eliminated the need for clunky "specialty" chairs to offer your clients the simple solution to all of their office seating needs. If you haven't ordered your sample, do so today. There has never been a better time to experience the Highmark difference!



InSync



Emme



Camber

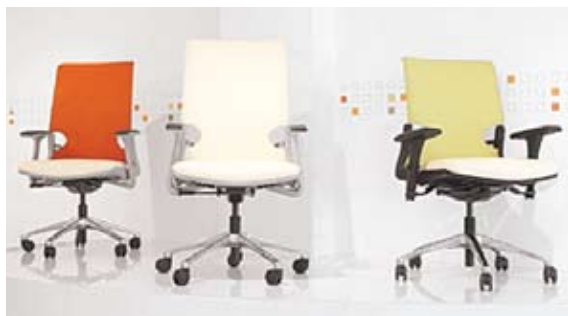


Highmark InSync Rewards Program

We've seen great results from the Highmark InSync Rewards Program. Dealers and reps around the country

are earning great prizes, full spiff, and happy, satisfied clients selling InSync. Congratulations to a few early winners whose holiday stockings overflowed with iPods, Wii gaming systems, flat-screen TVs and other great prizes:

The InSync Rewards Program ends March 31, 2009, so there is still time win. If you need extra program brochures, please contact your local Highmark representative, email: receptionist@highmark.com or call: Yesenia Leal at 714-903-2257.



- (Gold): Haworth Dealer - CA 80 InSyncs
Knoll Dealer - IL 69 InSyncs
- (Silver) Teknion Dealer - TX 28 InSyncs

Or register online at: <http://www.highmarkergo.com/webroot/rewards.php>

Don't forget: we are offering a 50/50 discount for all Insync floor samples. Join the Highmark InSync Rewards Program today!