



highmark
seating made simple

on the mark

Highmark Receives Greenguard Certification

Highmark has been awarded GREENGUARD Indoor Air Quality Certification.

GREENGUARD Certification is awarded by the GREENGUARD Environmental Institute (GEI), a third-party, non-profit organization committed to improving indoor air quality.

Green manufacturing has become a critical issue for many customers, so make sure you highlight our GREENGUARD certification when presenting Highmark products.



InSync

InTune
(new in '09)

Highmark Gears Up for NeoCon 2009 with New Products and C-Suite Options for InSync



InSync is now available in leather and fabric backs and a new grey finish option (below right).

Since launching InSync and our 'seating made simple' brand promise last year, Highmark has defied industry trends by growing in sales and representation.

We plan to continue the momentum by unveiling new products in the revolutionary InMotion series along with new options for InSync at NeoCon 2009.

Now available in fabric and leather, as well as a new grey finish InSync becomes suitable for the C-suite but maintains its 'Main Street' pricing.

We'll also debut two new InMotion chairs at NeoCon: InTune and an InSync stool.

InTune offers the same health benefits found in InSync at an even lower price point of \$699.



Come by the Highmark showroom to check out our new offerings (10th floor / #110), and send your customers and colleagues by, too. If they haven't yet experienced the Highmark difference, a few minutes in our chairs will be sure to get them 'in sync' with our intuitive, clean, affordable, and green designs!

Field Notes

Why Highmark Hits the Mark with Customers

by Greg Luna



The financial crisis has created smarter buyers who expect more value but want to pay less. This is what Highmark delivers.

With contract-level components like molded foam and cam locks and a full lifetime warranty, Highmark is an unbeatable value for discriminating tastes with conscientious budgets.

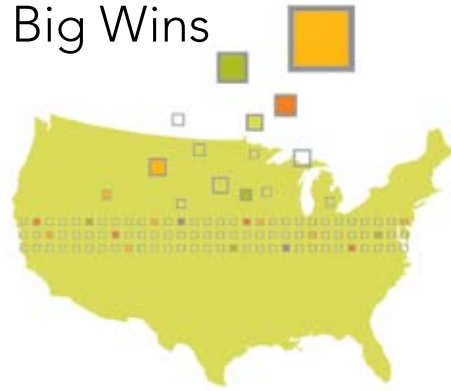
The company's broad range of seating allows complete package solutions for any project, be it task, conference room, call center, or executive seating.

Best of all, Dealers can spec Highmark and offer high design that fits their clients' budgets while maintaining their gross profit.

Highmark's affordable quality, design, and functionality hit the mark. Present it to smart buyers who demand high design at down to earth prices.



Big Wins



428 Ten guest Chairs
Knoll Dealer
Healthcare Facility - Tennessee

244 InSync task chairs
Haworth Dealer
End user Pantry convenience store chain

400 Emme task chairs
Knoll Dealer
End User State of Alabama Military

150 InSync task chairs
Teknion Dealer
End user Noble Energy - Texas

244 Open Air task chairs
Herman Miller Dealer
Production Company in S. California

150 InSync task chairs
Teknion Dealer
End User Texas Stadium
Dallas Cowboys - Texas

Congratulations!



More Rewards for YOU

We're extending and expanding the Highmark Rewards program.

From May 15th to October 31st, Dealer Sales Associates can earn Highmark Rewards

by selling InSync, as well as the:

- Modela
- Modus
- Open Air
- Lynx
- Emme
- Ten
- Camber

Learn more at – <http://www.highmarkergo.com/webroot/rewards.php>

Coming Soon: a video guide to presenting Highmark. Stay tuned!

Highmark in the News

Interiors & Sources May 2009
New InSync options included in NeoCon Preview

MMQB April 27, 2009
"Change that is Working:
Highmark is a good news story in an industry beset by gloom and doom"

Interiors & Sources February 2009
InSync named an Editor's Choice product



For a product demo please contact your local Highmark representative or visit highmarkergo.com or call 800-441-4975.
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