



Highmark Relaunches as the Simple Solution in Office Seating *New branding strategy brings high-design down to earth*

HUNTINGTON BEACH, CA – They say you can't teach an old dog new tricks, so when Chuck Loeb, President/CEO of OC-based Highmark, decided to re-vamp the 16-year old office furniture manufacturing company, he didn't get tricky. He went back to basics instead.

Re-launching at NeoCon 2008, the new Highmark is seating made simple: simple sell, simple use, and simple service. From products to pricing, the company has strived to remake the office seating industry from top to bottom. The result is intuitive, clean, affordable and green. The new Highmark offers high-design at a down-to-earth price.

A look at the company's first product from the upcoming *InMotion* Task Seating line brings the brand to life. Designed by Francisco Romero of Phidesign in cooperation with Leggett & Platt design and engineering, the *InSync* chair combines high design with simple, breakthrough technology. The chair will make its debut in Highmark's newly designed showroom at NeoCon 2008 (#110 on the 10th floor).

The company's business philosophy comes to life in its new marketing materials, which defy industry norms in their simplicity. For example, the company's new pricing book presents the company's lines in easy *good, better, best* options with similarly simplified packages.

The simplified Highmark belies what has been an intensive branding effort by the small, privately-owned company. Loeb says that he was motivated by the belief that today's marketplace demands an easier approach to the seating industry. "The industry has gotten so complex in the way we sell and the way we design chairs, even industry veterans have a hard time figuring it all out," he says.

"The world is moving too fast to be weighed down with complexity. We thought it was time to bring things back to earth."

ABOUT HIGHMARK

Highmark is seating made simple: simple sell, simple use, and simple service. Headquartered in Orange County, CA – a confluence of fashion, art and eco-friendly design – Highmark offers intuitive, clean, affordable, and green designs built with cutting edge technology. At NeoCon 2008, the company will debut the revolutionary *InMotion* Task Seating line - the first affordable weight-activated counterbalance line in the US - with the launch of the *InSync* task chair. Founded in 1992, Highmark is known for quality, selection, and unparalleled customer service. All Highmark products come with a lifetime warranty on components, conform to international ergonomic guidelines, and are available with Speed Ship delivery. For more information about the company and its products, visit www.highmarkergo.com.