



Highmark Unveils Major Renovation at NeoCon *Simplicity is key to company's new brand, products, and showroom*

Showroom #110 on MerchMart Floor 10

They say you can't teach an old dog new tricks, so when Chuck Loeb, founder/CEO of Orange County, CA-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.

Debuting at NeoCon 2008, the new Highmark delivers high-design at a down-to-earth price. From products to pricing, the company has sought to remake the office seating industry from top to bottom. The result is intuitive, clean, affordable and green.

A look at the company's new showroom brings the company's philosophy to life. Dressed entirely in white with splashes of warm color, the small space's minimalist décor is used to maximum effect to convey that Highmark is seating made simple: simple sell, simple use, and simple service.

Offering NeoCon attendees a simple solution to getting their bodies 'in sync' at the conference, the company will treat showroom visitors to massages in Highmark's new *Insync* task chairs on Monday and Tuesday, June 9 & 10, from 1pm – 5pm.

Designed by Francisco Romero of Phidesign, *Insync* is the debut product in the company's *InMotion* task seating line, the industry's first affordable counterweight chairs.

Highmark collaborated with Jane Kobayashi and Maggie van Oppen of 5d Studio on the showroom redesign.

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* chair. Founded in 1992, Highmark is known for quality, selection, and unparalleled customer service. All Highmark products come with a lifetime warranty on components, 48-hour Speed Ship delivery, and conform to international ergonomic guidelines. For more information about the company and its products, visit www.highmarkergo.com.