



Highmark Introduces *InSync* – the first affordable counterbalance chair

OC-based company known for simplicity is first to market with the next evolution in chair design

HUNTINGTON BEACH, CA (9 June 2008) – Orange County, CA-based Highmark will unveil the office seating industry's first affordable counterbalance line of chairs at NeoCon 2008, company officials announced today.

The company will launch the *In Motion* task seating line with *InSync*, a high-performance task chair designed exclusively for Highmark by Francisco Romero of Phidesign in cooperation with Leggett & Platt design and engineering. Featuring *Body Balance*, a weight-activated counterbalance technology, *InSync* combines high design with simple, breakthrough technology.

InSync is easy to use. Simply sit down. *InSync* conforms to the user's body and continually adjusts itself with every movement or change of posture and balance. Since it self-adjusts, *InSync* eliminates human error, thereby reducing workplace injuries and stress. Its unique design ensures the user is in the correct position and remains ergonomically supported.

The introduction of *InSync* raises the bar in chair design, serving as a new industry benchmark for technology and simplicity. *InSync* features a unique adjustable lumbar, created by Romero for Highmark, offering increased support, especially to the extensive task user. It also uses a knitted back upholstery, tailored to fit over the frame of the chair. *InSync* offers handcrafted fit & finish, top stitching detail, and a European sit.

Highmark Founder/CEO Chuck Loeb says he jumped at the chance to bring the first affordable counterbalance chair to the market. "*InSync* is the next evolution of chair design. With its intuitive technology, clean, simple design, affordable price, and green materials, it is design perfected. We are proud to be the first to make such an advanced chair viable for the average office."

InSync is 98% recyclable, made of 21% recycled post-industrial material and will undergo LEED certification when the chair goes into production in June 2008. It comes with mid-back or high-back options, fixed or height & width adjustable arms, the floating lumbar support system or high profile polished aluminum base. The 3D knitted back upholstery comes in a wide range of colors and patterns, making the *InSync* suitable for all styles of décor.

(more)



InSync

Dimensions:

- Mid Back version:
width: 27.5" depth: 27.5" height range: 36" to 41"
- High Back version:
width: 27.5" depth: 27.5" height range: 40" to 45"

Material:

- Seat upholstery: Fabric, Vinyl or Leather
- Back upholstery: Structural Knit

Features:

- Body Balance Control
- 3D knitted back upholstery
- Mid-back
- Fixed Arms
- High Profile Fiberglass Reinforced Nylon Base
- Extra large 65mm twin wheel casters

Options:

- High-back
- Height and Width Adjustable Arms
- Adjustable Lumbar Support System
- High Profile Polished Aluminum Base

Designer's Name:

- Francisco Romero of Phidesign

Eco-friendly elements:

- Sleek design: *InSync* takes the confusion out of ergonomic chairs and eliminates the need for so many parts in the process. A simple dual-function paddle adjusts for seat-height and multi-positional lockout
- 98% recyclable
- Made from 21% recycled materials.

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.