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WAKE: ENCORE COASTS INTO NEW WATERS

April 30, 2014, Cerritos, CA — Encore makes a splash in today's corporate, higher education and hospitality markets with Wake, a versatile collection of stackable barstools and ottomans designed to facilitate impromptu collaboration.

With a modern architectural design and an open, inviting presence, Wake strikes a balance between contemporary and casual. Its sculpted seat cascades into a slender steel frame that purposefully arcs into a perfectly positioned footrest, delivering enduring comfort for short breaks, study sessions or extended meetings.

Available in 30" and 18" heights, the series was designed to accommodate a wide variety of tasks and applications. 30" barstools work well in café, lunchroom and touchdown spaces, while the shorter, 18" height models are equally versatile and well-suited to collaborative areas. Seat options include sculpted wood in beech, walnut or white oak, an upholstered seat cushion with wood trim, and a fully upholstered model. Both heights stack up to five-high, allowing for quick and convenient storage.

Designer Christopher Panichella shares his motivation: "I wanted to design a light yet substantial stool, and became fascinated with the idea of a continuous, wrapping line that would create a stable structure. When I was able to flow the footrest into the surrounding frame, which simply and elegantly finished the design while enabling the stools to cleanly stack, I knew we had something special."

Wake is a continuation of Encore's efforts to serve the higher education and hospitality markets, while anticipating the emerging needs of today's corporate environments. The growth of shared-use space and new models of interaction, in tandem with changing modes of learning in secondary schools and universities, create a need for collaborative and flexible meet and work areas – arrangements that come together spontaneously, then reconfigure simply and quickly for the next purpose. With its ease of use, versatility, and compact size, Wake delivers on today's needs for fresh and functional product.

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Wake Stool Collection

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Raising the benchmark in design, comfort and flexibility, Encore is a leading provider of contemporary options-oriented seating and table products for a host of applications, ranging from corporate offices to educational institutions, hospitality, healthcare facilities and more.

With a focus on flexibility and personalized attention, Encore strives to provide innovative solutions for ever-changing requirements and deliver outstanding service for customers every time, offering standard lead-times of four weeks or less, an extensive Quick-Ship program, as well as partnerships with some of the most widely recognized textile manufacturers in the industry.

Sharing strong organizational ties to parent company, Arcadia, they are able to draw upon an established knowledge base of product design, engineering, sales and service, all the while maintaining competitive pricing and a comprehensive warranty on all products. An assured manufacturing capability, enduring commitment to new product development and responsive approach to customer service have solidified Encore's reputation as a leader in the contract furniture industry.

For more information, contact Blanca Saucedo, Marketing Coordinator, at 800.585.5957 or blancas@encoreseating.com.

Encore is an Arcadia company.