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Merchandise Mart #365

For immediate release

Nienkämper Exhibits Omada™ Conference Chairs at NeoCon 2011 A stylish chair that is both comfortable and ultra-affordable

CHICAGO, JUNE 13, 2011 – Nienkämper proudly introduced today the Omada™ conference chair at NeoCon 2011, June 13-14, at The Merchandise Mart in Chicago. When challenged with the formidable task of designing a conference chair that could meet the already high standards of **Nienkämper's** impressive office seating collection but still be priced to beat the competition, the design team from **figforty**, Terence Woodside and Lee Fletcher didn't flinch. Instead, they brought us the award winning **Omada™ Chair**. "I'm very proud of the new Omada™ chair", said Klaus Nienkämper, President and founder of Nienkämper. "We have long been established in the luxury and executive seating category, the Omada™ chair still offers Nienkämper's precise quality but at an ultra-affordable price".

A stylish chair that is both comfortable and affordable, Omada™ fits in with practically any office environment – not to mention any budget. This versatile conference chair's advanced design features a self-weighting adjustable tilt mechanism and an adjustable, distinctively profiled mesh weave back that distributes body pressure evenly while maximizing circulation. Optional, fully adjustable arms have soft, wide armrests that offer comfortable forearm support and yet are low enough to provide clearance under most work surfaces; Omada™ is also available with fixed cantilever arms. A slide feature is optional for the upholstered seat, and the back comes in 30 mesh colors that span the spectrum from neutral to vibrant. Designed by rising young Toronto industrial design firm figforty, Omada™ is one conference chair that transcends classification – it's a great choice for settings that range from private offices to training rooms.

"Omada™ is designed to be approachable, neighborly and elemental", said Lee Fletcher, Design Principal, figforty. **Approachable**, referring to visual character and a move from offices to be more residential; **neighbourly**, referring to rubber inlay in the back edges and low locations for all structural elements to protect surrounding furniture; and **elemental** referring to an elimination of covers – all structural parts are exposed. The use of knit structure for the back provides a breathable structural surface with the least amount of material mass and assembly technique. It covers a soft elastomeric edge that protects the knit and surrounding table surfaces from hard contact. As leading manufacturers of fine wood conference tables, the concept of designing a chair that pays consideration to the table it surrounds is most welcoming.

In keeping with the principle of sustainability, Nienkämper is committed to promoting the use of responsible materials and sustainable design. Omada's knit back is manufactured using a single material which is removable and fully recyclable. Omada™ can contribute to LEED® certification.

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About figforty

figforty is a Toronto based industrial design group passionate about the creation of physical objects. That passion is made real through the 'things' that surround us, the experiences they create, and how they are designed and made. Lee Fletcher and Terence Woodside created figforty combining 15 years of award winning industrial design and engineering to create a team equipped to take any product from concept through to full production. A transparent and collaborative approach to product development blurs the boundary between design and engineering, creating compelling, responsible and thoroughly designed objects. www.fig40.com

Established in 1968, Nienkämper is an internationally recognized designer and manufacturer of fine office furniture. Recognized as one of the 50 Best Managed Companies in Canada each year since 2009, Nienkämper is committed to being at the forefront of innovation; collaborating with forward-thinking designers; and pushing the boundaries of technology. Excellence from design to delivery. Please visit www.nienkamper.com

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