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CONTACT:

Peter Greene, V.P. Marketing & Design
212.688.0044 x 102

fixturesfurniture

APRIL 2006—FIXTURES FURNITURE REBRANDED

Fixtures Furniture is rolling out a new look. Conceived by Chicago-based design shop **Perkins + Will / Eva Maddox Branded Environments**, the rebranding of this 60-year old manufacturer of institutional stacking chairs and tables includes a coordinated palette of finishes; 16 opaque thermoplastics, nine translucent thermoplastics, 10 frame finishes, 10 laminates and matching trim.

New textile partnerships with Sina Pearson, Knoll Textiles, Mayer Fabrics and Momentum bring new character to Fixtures' collection of everyday furniture for meeting, waiting, training and dining environments.

This exciting collection of materials is sampled in a bright orange binder now hitting the market, which contains entirely new photography, catalogs and information to aid the specifier in selecting Fixtures products. Astro, Fixtures' hallmark 1961 product, which defined the field of high density stacking in its time, has had a face lift and new reappears in a fresher, lighter form.