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#### For Immediate Release

## Dewey and Elliot from izzy+ win Best of NeoCon® gold and silver awards

Both winning products designed by Joey Ruiter of JRuiter Studio

CHICAGO – June 2009 – It truly is *Better Together*, the new theme at [izzy+](#). That point was brought home at the 2009 Best of NeoCon competition, where Dewey from izzy+ won a Best of NeoCon Gold award for education solutions and Elliot earned a Best of NeoCon Silver award for height-adjustable worksurfaces.

These awards mark eight out of nine years that brands and strategic partners of the izzy+ business (previously known as izzy) have earned honors at [NeoCon World's Trade Fair](#), the North American exhibition of contract furnishings at Chicago's Merchandise Mart.

Designed by Joey Ruiter of [JRuiter Studio](#), [Dewey by Fixtures Furniture](#) is a complete collection of ready-to-roll tables with power/data troughs, mobile storage for wireless technology and freestanding bookcases. During Dewey's development, instructors from leading universities and community colleges helped evaluate its design and functionality. Their feedback inspired secure storage, tables on casters to remix the classroom set-up, and technology-enabled furniture like the Helpdesk, an iPod-ready teacher's station.



Also designed by Ruiter, [Elliot by izzy](#) injects elegance into height-adjustable worksurfaces. The elevating mechanism is cleanly concealed under the table surface, allowing the table to smoothly expand from 27 to 52.25 inches in height for a full range of sit-to-stand work style options. For added versatility, the base design allows multiple types of worksurfaces to pair up with Elliot, underneath or

next to its footprint.

"We are excited to work with Joey Ruiter on these two outstanding products, which generated strong interest from our customers and visitors at NeoCon," says Chuck Saylor, founder and CEO of izzy+. "Our relationship with Joey is a collaboration that shows the izzy+ *Better Together* philosophy in action – bringing together people of many talents and leveraging the strong brand recognition of Fixtures Furniture in the learning market. We are committed to learning as a significant, long-term focus for our business."

Since its 2001 launch at NeoCon, izzy+ also has earned the following product awards:

- 2008: Best of NeoCon Gold Award, HÅG Sideways conference chair from izzy, designed by HÅG and Formel Industrial Design
- 2007: Best of NeoCon Editors' Choice Award, Hannah swivel tilt task chair, designed by Dennis Foley and Chuck Saylor; original design by Dennis Foley and Jeffrey Gershune
- 2006: Best of NeoCon Gold Award, HAG Conventio Wing stacking chair from izzydesign, original design by Peter Opsvik
- 2005: Best of NeoCon Sliver Award, Calvin and Edison alternative office, designed by Mike Dressendorfer and Chuck Saylor
- 2004: Best of NeoCon Silver Award, izzySmartScreens (now Evan privacy screens), designed by David Wright
- 2003: Good Design Award, Maxwell task chair designed by Matt Chrostowski at Designworks USA
- 2002: Best of NeoCon Silver Award, Jack training table, designed by Chuck Saylor and Dan West
- 2001: Best of NeoCon, Editors' Choice Award, Clara furniture collection, designed by Chuck Saylor, Dan West, Tod Babick

#### About Best of NeoCon

The Best of NeoCon 2009 competition is sponsored by *Contract Magazine*, Merchandise Mart Properties, Inc., the International Interior Design Association (IIDA), the International Facility Management Association (IFMA) and McMorrowReport.com.

#### About JRuiter Studio

A graduate of Kendall College of Art and Design, Joey Ruiter sold his first chair design to an office furniture leader while still a student. Two years later, he won his first Best of NeoCon® Gold award. Owner of more than two dozen design patents and winner of awards for design in a variety of industries, Ruiter has been featured in *Popular Science*, *Metropolis* and "Geek-Week" on the Discovery Channel. He is dedicated to design that's responsible in manufacture, sustains the environment, and delights the user. Founded in 2003, the Ruiter product design studio has created inspiring experiences for users of its products in a variety of industries, from boats and furniture to vacuum cleaners and dental tools. ([www.jruiter.com](http://www.jruiter.com))

#### About izzy+

The employees of izzy+ ([www.izzyplus.com](http://www.izzyplus.com)) design, manufacture and market office furniture and seating that solve real problems for real people. The focus is to provide designers with the tools to create inspiring work spaces for forward-thinking customers in home offices and small businesses, in executive offices and board rooms, in hospitals and classrooms. Its award-winning products are marketed under the brand names [izzy](#), [HÅG](#), [Harter](#), [Fixtures Furniture](#), [Zoom Seating](#) and [ABCO Office Furniture](#). Based in Spring Lake, Mich., U.S., izzy+ is a business of [JSJ Corporation](#) of Grand Haven, Mich., US.

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