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Three H Opens New Showroom in the Mart

Move to a larger more prominent space in keeping with new brand vision

FOR IMMEDIATE RELEASE

Chicago (June 10, 2013) - **Three H Office Furniture Systems** officially opens the doors to its new showroom at The Merchandise Mart in Chicago for the start of the NeoCon design exposition.

The new 3200 sq. ft showroom on the coveted third floor of the Mart will effectively double the size of the previous Three H space. Designed by Alin Copil, in collaboration with Three H, the showroom is a larger more prominent presence for the company, reflecting the brand positioning and vision of an A&D, project-driven company.

Copil created a space-design concept that embodies the physical brand experience of Three H. At the central core is a monolith feature wall that at once welcomes the visitor and subsequently acts as the center of a product showcase experience.

The showroom mirrors the design vision of the recently opened corporate showroom in Toronto.

The rich tones of the new laminate colors along with the bright variety of **Maharam** fabrics are in keeping with the traditions of North American design palette - as well for the future directions of office furniture.

Adding a unique element in the design process was the opportunity to partner with **Allseating** and **Patcraft** on the integration of seating and carpet tiles respectively. A collaboration that is typical of the day-to-day work of interior designers.

With the larger showroom, Three H is now able to showcase its broad selection of private office, open plan, conference and reception products. And the introduction of **The Premiere Series™** is the most significant step towards completing a total re-design of its product lines over the past 5 years to meet the needs of the contract and A&D marketplace.

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Page 2

Three H Opens New Showroom in the Mart *(Continued...)*

Three H has re-set all its product lines to better serve the expanding market for quality, design-savvy products at a value price-point: A value proposition that matches well to the current and future demands of more sophisticated clients and design professionals.

“Our investment in the US market is a reflection of our confidence in a rapidly growing presence of our brand in North America. There is a keen focus by the dealer and design community to source design forward products at value pricing.” Roy Dittmann, President of Three H.

“The timing of our product design, service and pricing strategy with the needs of the marketplace couldn’t be more in synch. And watch for additional new products this coming year that will continue to address the demanding design/value needs of the marketplace.” Gary Hierlihy, VP, Sales & Marketing of Three H.

“To build on our tag line: Offices. Perfectly Tailored. we would add: Perfectly designed and priced for the new economy.” Adds Dittmann.

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