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## seating manufacturer catches the eye of the interior design community.

Ray™ wins Best of NeoCon Silver Award.



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**FOR IMMEDIATE RELEASE**

During NeoCon 2009 in Chicago, Allseating was awarded a Best of NeoCon Silver Award in the Conference Seating Category for its Ray chair.

“As a business owner myself, I know that now more than ever, we need solutions that are both design-savvy and affordable,” says Gary Neil, president and founder of Allseating. “Inspired by post-modern icons but offered at a competitive price-point, Ray is destined to become a new classic in conference and executive seating.”

Lee Fletcher and Terence Woodside of figforty, in collaboration with Cooler Solutions Inc, designed Ray for Allseating.

Ray’s clean aesthetic is built around the innovative React™ mechanism, which intuitively adjusts the tilt tension based on the weight of the user. This makes it ideal for supporting multi-users and multi-purposes.

“As you recline, the React mechanism causes the seat to slide forward, encouraging proper posture,” explains Fletcher. “This brings the user closer to the worksurface to maximize reach and vision zones. It also prevents the arms from tilting up and hitting the table when the user reclines.”

The award-winning Ray chair marks Allseating’s first collaboration with figforty.

“We were excited to partner with figforty on their first foray into seating design,” says Neil. “As a Canadian company, we’re particularly proud to support Canadian design talent.”

### ABOUT ALLSEATING:

Founded in 1981, Allseating is one of North America’s leading chair manufacturers in the contract furniture industry. Its 100,000 square foot facility in Mississauga, Ontario, Canada is home to both of the company’s core product lines — the Allseating collection of proprietary products that feature ergonomic principles, quality workmanship and award-winning design; and the Nowseating collection of task, conference, managerial and stackable products designed to meet discerning tastes and limited budgets. Allseating also owns and operates Anatome, a line of unique ergonomic accessories.

[www.allseating.com](http://www.allseating.com)

### ABOUT THE DESIGN TEAM:

figforty is about the creation of physical objects. Founded by Lee Fletcher and Terence Woodside, figforty’s focus is on realizing the passion for the ‘things’ that surround us, the experiences they create, and how we design and make them.

[www.fig40.com](http://www.fig40.com)

Cooler Solutions Inc. is an innovation and product design company that works with organizations who want to enhance the experience of their product offerings.

[www.coolersolutionsinc.com](http://www.coolersolutionsinc.com)

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