

FOR IMMEDIATE RELEASE

Contact:

Cheryl Kramp

Exemplis Corp.

(714) 995-4800 x464

ckramp@exemplis.com

**NEW SOFT SEATING COLLECTION FROM IDEON NOW AVAILABLE IN
OVER 40 MODELS DESIGNED FOR HIGH TRAFFIC AREAS**

Aviera is the first soft seating collection in the industry to offer both wood and metal choices in the same design aesthetic.

Cypress, CA, April 14, 2014 — With the Aviera collection, IDEON is the first manufacturer to offer maple, beech, or powder-coated aluminum arms in the same beautiful, durable and ergonomic design. This exciting new soft seating collection includes guest, patient, bariatric and multi-seating in four seat widths with plenty of options.

“Aviera is a beautiful, durable, and pleasurable seating experience,” says John Phillips, Vice President of Industrial Design. “The curved, beveled profile conveys beauty, simplicity and comfort. The high-end styling and ergonomic arm design was developed in-house by the IDEON design team.”

Aviera with Wood Frame & Arm

Aviera beech and maple chairs are available in four wood stain finishes plus stain-to-match. Getting in and out of the chair is easy thanks to the beveled arms. They are comfortable to grip without sharp edges that can leave an impression on skin. “All Aviera wood surfaces feature silver ion antimicrobial finish” says Mark Mannon, Director of Product Marketing for IDEON. “That inhibits the growth of mold, mildew, and bacteria – a real plus for healthcare or education applications.” Easy-to-clean polyurethane arm caps are an option.

Wood models are available now, with IDEON’s standard 10-day lead time on all configurations and options with standard fabrics. Suggested list pricing for the 21” maple guest chair and grade A fabric is \$835.

Aviera with Metal Frame & Arm

The lightweight and durable aluminum frame and arms can be specified with powder-coated silver metallic or graphite finish. They have the same design aesthetic and benefits as the wood arms – a first for the industry. The metal arms come standard with a polyurethane arm cap. An optional wood arm cap is also offered. Metal seating is available for order at this time, with extended lead times during the next two months. Suggested list for the 21” metal guest chair with grade A textile is \$767.

--- MORE ---

IDEON, 6415 Katella Avenue, Cypress, CA 90630
www.ideondesign.com

Built to Last

Steel frame construction with metal-to-metal connections provides a structurally sound seating experience. Large cleanout areas and field replaceable component assure easy maintenance. The dual-density foam seat provides comfortable and versatile seating for high-traffic environments in healthcare, education, corporate common areas, hospitality and government.

Dozens of Configurations

The fully customizable collection features two back styles and open or upholstered arms. Seats can be specified in 21", 24", 30" and 44" widths. Four linking tables round out the offering to create an ideal solution for high-traffic entry, reception, waiting and common areas. Cube and occasional tables are also available from IDEON.

About IDEON

IDEON lounge seating and table collections are designed for education, healthcare, hospitality and office environments. IDEON delivers high-quality, stylish lounge seating affordably and quickly, with an industry-leading 10-day turnaround time. Timely shipping and the flexibility of a build-to-order business model has revolutionized the way furniture is specified. IDEON is a brand of Exemplis Corporation, a leading U.S. designer and manufacturer of build-to-order furniture. Exemplis is headquartered in Cypress, California.

Learn more at ideondesign.com.

IDEON and Aviera are trademarks or registered trademarks of Exemplis Corporation.
Copyright 2014 Exemplis Corp.

###