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## NEW SHOWROOM DESIGN BOLDLY POSITIONS LACASSE AS MARKET LEADER

Showroom marks unveiling of refreshed Lacasse brand

**Chicago (June 2009)** – Groupe Lacasse, a North American pioneer in the design, manufacture and service of a broad range of high-quality office furniture, will use this year's NeoCon World's Trade Fair to unveil a bold new showroom that symbolizes its long-standing commitment to innovative solutions for the entire workplace.

"We're proud to have developed such a diversified line of products that so nicely addresses the various needs of the modern office," says François Giroux, President of Groupe Lacasse. "The showroom concept is all about attention to detail and design, which is a terrific reference to our new tag: *Everything at Lacasse is nicely done. And nicely done is a beautiful thing.*"

The new showroom marks the unveiling of a refreshed Lacasse brand, which has been simplified and modernized to reflect Lacasse's legacy of design leadership. Lacasse's award-winning product lines are linked by a dramatic illustration that sweeps across the showroom. At times organic and at times geometric, the lines mimic the science and beauty of architecture and its relationship to the art of furniture design.

The light blue color of the linear composition links back to Lacasse's newly launched catalog materials, and is influenced by the point of connection between earth, air and water.

A gathering place at the center of the showroom features a row of translucent, plexiglass tree sculptures inspired by the linear pattern that spans the showroom. Much like a marketplace, this central vantage point gives visitors a 'window' into each product line in the Lacasse collection.

The Lacasse showroom will once again be the backdrop for a new palette of colors, features and design enhancements. Its Morpheo line, for instance, will include new floating work surfaces, in response to market research showing increased interest in this emerging trend. The entire line is Greenguard® Indoor Air Quality and Children and Schools certified.

"For the first time, everything you see in the showroom is in our new catalog," says Giroux. "For more than 52 years, Lacasse has been synonymous with design nicely done and this showroom demonstrates our commitment to continuing to lead the way when it comes to quality, attention-to-detail and a breadth of solutions designed to suit every taste and every budget."

*(Cont'd on page 2)*

