

Date: 21 September 2021  
Contact: Paula Schmidt, Director of Marketing  
Phone: 800.422.5727  
Email: Paula.Schmidt@indianafurniture.com

---

## **Indiana Furniture Encourages Living The Plush Life With Their Expanded Portfolio.**

Jasper, IN, Sep 21, 2021 – Indiana Furniture continues to set new standards for affordable, design-friendly products. Today the company announced an expansion of their portfolio with six new and enhanced lines set to launch over the course of summer and fall of this year. These additions take design and flexibility to the next level, amplifying style and functionality across a broad range of applications to better support personalization and overall productivity.

They've taken height adjustability to new elevations, comfort to new degrees of relaxation, traditional styling to modern sensibility, and personalization options to an entirely new form of luxe—to “live the plush life,” says Mike Blessinger, VP of Sales & Marketing for Indiana Furniture, which also happens to be their theme for the upcoming NeoCon show in Chicago during the first week of October.

Indiana Furniture proudly introduces Plush Lounge, Polka Modular Seating, Cush Pillows, and enhancements to Canvas, Gesso, and Jefferson Casegoods. “We’re taking our products to another level of design,” says Blessinger. “Expanding our portfolio to include more models and options with premium details allows us to better meet the needs of our clients and their diverse levels of style, all while seamlessly working with our current offering.”

Now more than ever, design for commercial and home spaces is blending. The new Plush Lounge seamlessly brings together the endurance needed for commercial spaces with the relaxed comforts of home. Introducing a smart range of freestanding and modular seating components, along with coordinating tables, that provide the flexibility and comfort needed in today’s ever-changing environments. Whether you’re looking to exude relaxed casual or simple sophistication, Plush has your seat.

Polka will dance into the Marketplace this fall. Designed by their UK partner, Edge Design, Polka is a flexible and fun modular seating range with soft curves and gentle waterfall seat edges. Its low, wide stance and asymmetric shapes provide a striking alternative for sitting, relaxing, and touchdown working. Polka is perfect for atriums, lobbies, and collaboration areas in a wide variety of facilities and environments, like learning and corporate, among others.

The perfect pillow can help to make any lounge a little more stylish, a private nook a little cozier, and the overall room a little brighter. Indiana Furniture aims to enhance spaces with new Cush Pillows. Available in multiple shapes and sizes, and with or without piping, to bring the comforts of home or add sophistication to any space.

New additions to the ever-popular and cohesive Canvas Laminate and Gesso Veneer casegoods expand the lines’ range of design and personalization. From an expansion of height adjustable units to new glass door and magnetic marker board options to a broader scope of black finishes and gold pulls, Canvas and Gesso provide opportunities for more elegant and clean styling, all while keeping users functional and productive.

Jefferson is time-honored elegance with today's flexibility. The line allows you to capture classic details with a variety of stately pieces to showcase a rich and distinguished history, while meeting the functional needs of modern working spaces. And with the new enhancements, which include the addition of reception and integrated height adjustable units, creating cohesive and productive working environments has never been easier. Add new down lighting, glass shelving, or premium veneer—which meets the specifications required by the U.S. Army Corps of Engineers, as well as other government entities, national contracts, and purchase agreements—to take working spaces to the next level.

The culmination of these additions provides customers with simple yet elevated go-to options, offering unexpected details at the right price point. These lines build upon simplicity and flexibility while allowing you to create eye-catching spaces. Whether you are looking to outfit an executive office, team space, collaborative area, or anything in between, Indiana Furniture's portfolio provides what's desired for today's facilities.

"We encourage you to live the plush life with Indiana Furniture," added Blessinger. "Our broadened portfolio effortlessly integrates to flex the style, function, and comfort of working spaces. Whether you're looking to get the most out of shared environments, make a statement in a private office, or anything in between, our designs fluidly blend into any interior concept."

These introductions in addition to other recent launches, like Rockstar Task Seating, Iconic Casegoods, Strut Table Legs, Fifteen Pods, and Runna Pouffes, come together to create a richly luxurious, beyond comfortable experience. See it for yourself in their Chicago showroom, space #1054A, at The Mart during NeoCon, October 4 – 6, 2021 or contact Indiana Furniture directly for additional information.

Indiana Furniture's products are manufactured in the USA, they consider the environment by using renewable and recyclable materials, allowing them to achieve indoor air and BIFMA level® certifications, and meet or exceed the standards set forth by BIFMA Compliance®, giving you confidence in the construction and durability of the offerings.

To learn more about these new launches and other ways Indiana Furniture is bringing style, function, and ease to office furniture, go to [www.IndianaFurniture.com](http://www.IndianaFurniture.com).

## **ABOUT INDIANA FURNITURE**

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing office furnishings of the highest standards in quality, craftsmanship and backed by industry best customer service. Through a culture of continuous improvement, flexibility and state-of-the-art technology, our company delivers a wide range of environmentally conscious products at competitive prices. To learn more, visit [www.IndianaFurniture.com](http://www.IndianaFurniture.com).