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Indiana Furniture Brings Workplace Solutions to Life in Pringle-Ward NYC Showroom

JASPER, Ind. — July 15, 2026 — Indiana Furniture is celebrating the success of its New York City showroom, opened by its independent representative Pringle-Ward and led by Susan Goldschrafe. Since opening, the showroom has become a valuable local resource for designers, dealers, and clients throughout the five boroughs, Long Island, lower New York State, and Northern New Jersey, offering an immersive setting where visitors can experience Indiana Furniture workplace solutions firsthand. The showroom reflects Pringle-Ward's ongoing commitment to bringing thoughtful furniture applications to life in ways that support collaboration, focus work, leadership spaces, and employee well-being.

Located in Midtown Manhattan, the 4,500-square-foot showroom features more than 20 Indiana Furniture product collections in a variety of workplace settings. The open and welcoming main space features Plush Lounge and Kirby Occasional Tables, creating an inviting environment for gathering and informal meetings. Throughout the showroom, Synergy Partitions help define spaces while maintaining an open, flexible aesthetic. Visitors can also experience a dedicated touchdown area featuring Chat Work Tables, demonstrating solutions for both individual focus work and spontaneous collaboration.

The showroom also highlights private office and conference applications. An executive office vignette showcases Gesso height-adjustable casegoods, while a conference setting featuring Catalyst Conference demonstrates how today's meeting spaces can integrate functionality, comfort, and technology.

"A showroom experience provides the opportunity to interact with our solutions in a meaningful way," said Mike Blessinger, Vice President of Indiana Furniture. "While photos and digital tools are valuable, there's no substitute for seeing a workspace in person, exploring material combinations, and experiencing the quality and craftsmanship firsthand. The ability to compare finishes, laminates, textiles, and other surface materials helps clients make more informed decisions and move forward with greater confidence."

Beyond showcasing standard applications, the showroom also highlights Indiana Furniture's customization capabilities. A distinctive kitchenette installation constructed with Canvas Casegoods components demonstrates how the company's solutions can be adapted to support unique design visions and functional requirements beyond traditional workplace environments.

"Since opening in March, the response from the dealer and design community has been incredibly positive," said Susan Goldschrafe, principal of Pringle-Ward. "The showroom gives visitors the opportunity to experience Indiana Furniture solutions in a way that reflects how people work today. Whether they're planning collaborative spaces, private offices, or conference environments, customers can see firsthand how thoughtful design can support productivity, flexibility, and

employee engagement. Our team is excited to continue providing a local resource where customers can explore ideas, evaluate options, and bring their workplace vision to life."

The five-member Pringle-Ward team is available to support clients throughout the specification and purchasing process, helping translate inspiration from the showroom into practical workplace solutions. For additional information or to schedule a showroom appointment, contact Pringle-Ward at (201) 220-3524 or visit www.pringleward.com. Follow Indiana Furniture and Pringle-Ward on social media for the latest showroom updates, product news, and team activities.

ABOUT INDIANA FURNITURE

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing office furnishings that meet high standards for quality and craftsmanship, backed by industry-leading customer service. Through a culture of continuous improvement, flexibility, and state-of-the-art technology, the company delivers a wide range of environmentally conscious products at competitive prices. To learn more, visit IndianaFurniture.com.