

For Immediate Release



Date: 22 Jan 13
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Indiana Furniture Introduces Gesso, Desking made Modular and Modern

Jasper, IN, January, 21, 2013 -- Indiana Furniture is pleased to reveal Gesso, the veneer version of its highly successful laminate casegoods, Canvas. Like its predecessor, Gesso offers forward-thinking modular flexibility and light scaling to create comfortable, appealing work settings. This product is for people who like the aesthetic and environmental attributes of Canvas but desire the richness of wood veneer. The two product lines work well together, making it possible to combine them in the same office environment without compromising the overall design of the space.

Multi-level surfaces add visual interest to the office setting but are also specified for pragmatic reasons. Collaboration amongst team members is enhanced by using lower height credenzas. It provides a feeling of openness and encourages sharing of materials and ideas. Standard height units offer a more traditional presence with added storage capacity. "Indiana Furniture designed the product to complement the variety of different roles found within an office," states Mike Blessinger, V.P. of Sales and Marketing. "Gesso provides a specific solution for each individual."

Upper storage units feature standard and sliding door options. When used in conjunction with modular and low height storage, they achieve varying overall vertical heights of 58", 70", and 82". The product was developed around human dimensions. Its elements feature built-in convenience, including storage components easily accessible from seated or standing positions.

Gesso continues to be customized through plentiful material selections. Indiana Furniture offers 5 luxurious veneer options including walnut, cherry, maple, quartered walnut and wenge. Four edge profiles are available for tops. Metal accent materials come in 8 shades from black to white. Seven pull styles in either aluminum or black complete the look.

"Great design and quality construction aren't the only benefits of this product," Blessinger adds. "With our exclusive UV Advantage finish, Gesso becomes one of the most durable products available." Indiana Furniture was one of the first to use an ultraviolet finish on all exposed surfaces – not just the top surface, and to make the UV finish available without an upcharge. UV Advantage finish is part of Indiana Furniture's continued interest to use leading-edge technology and make responsible environmental choices.

Along with numerous products available from Indiana Furniture, Gesso is GREENGUARD Indoor Air Quality certified. It has achieved BIFMA level 2 certification and is available with FSC certified wood. Indiana Furniture was FSC CoC Certified, in 2012.

About Indiana Furniture:

Indiana Furniture, headquartered in Jasper, Indiana, for over a century, is committed to providing our customers with office furnishings of the highest standards in quality and craftsmanship. Through advanced information systems and state-of-the-art technology, our company delivers a wide range of environmentally conscious products, styles and sizes at competitive prices. To learn more, visit www.IndianaFurniture.com.