

# MMQB

NOVEMBER 21, 2016

- 
- National's Alloy Benching
  - Momentum Receives Quality Award
  - OM's Truly. Scores a Hat-Trick

We are **Truly.**<sup>™</sup> Thankful  
for all the kudos!



Nightingale  
Awards



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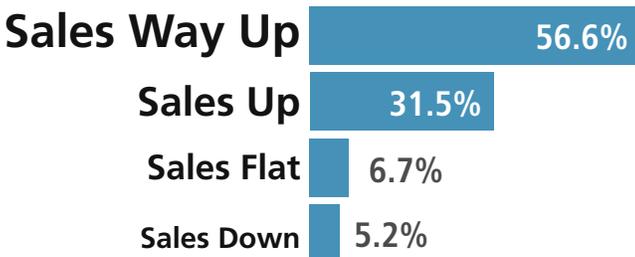
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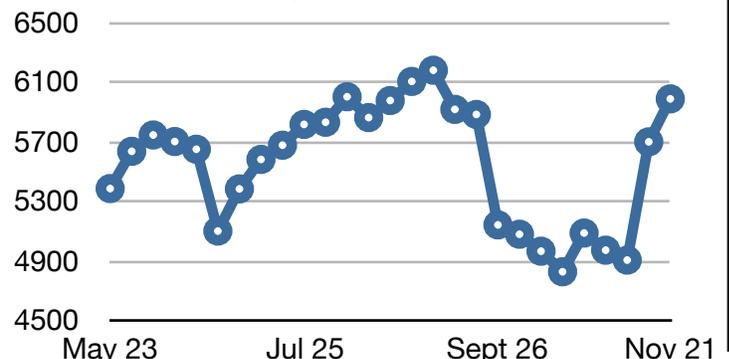
### MMQB Online Poll

How will the industry react to President Trump in 2017?



### MMQB Industry Index @ 5,993.75

YTD gain or loss: +22.60%  
(2015 finished with a year-over-year loss of -17.34%)



## Truly. Earns Widespread Recognition: Standout Design And Aesthetics Result In Numerous Industry Awards

► Ergonomic thought leaders at ErgoExpo in Las Vegas, Nevada, recognized Truly. with the 2016 Attendees' Choice Award.

OM's Truly. chair has captured the imagination of industry leaders in the A+D, healthcare, and ergonomics communities, underscoring the chair's burgeoning traction and broad-based appeal.

Ergonomic thought leaders at ErgoExpo in Las Vegas, Nevada, recognized Truly. with the 2016 Attendees' Choice Award. Regarded in the industry as a prin-

ciplined stamp of approval for ergonomic productivity solutions, the Attendees' Choice rounds out Truly.'s 2016 three-peat. The hotly admired chair hadn't even unpacked its bags from last week's Healthcare Design Expo & Conference, where it won the Nightingale Gold Award for Conference Seating, and is still basking in the glow of the A+D community's nod of approval with Interior Design magazine's annual HiP Award.

These well-rounded accolades support the proposition that Truly. is a task chair that genuinely delivers. Warm yet contemporary styling seamlessly coordinates with smoothly engineered features, and result in a chair

ideally suited for today's multi-purpose work places and work spaces. Healthcare specifiers, architects, designers and ergonomic specialists all recognized Truly.'s potential to contribute to the built environment through product design and innovation that contributes to good and healthy living.

Francisco Romero of Phidesign applied his unique background in architecture, applied math, and design to the versatile and well thought-out Truly. Its good looks reflect a growing consideration of the range of working spaces, from home offices and start-ups to contemporary and traditional corporate offices. Truly.'s engineering addresses one defining



## NEWS

concept: Can a chair gracefully integrate a back height adjuster and adjustable lumbar support with multiple ergonomic options in a high-end aesthetic? Truly. responds with a resounding yes. Its exoskeleton construction centers around a strong vertical yoke that serves as a chair-spine, delivering functionality and range of motion while also providing a distinctive design flair that brings the chair together, literally.

Combining next-generation materials and well-considered design, Truly. features innovations such as its TrueFit backrest technology, a lively “technical” backrest support membrane that not only adjusts in height, but also allows for a bowable lumbar support curve that is adjusted via a patent-pending activation system. The carefully engineered polyback pattern is cut and positioned to curve, respond, and recover, while the relationship between the back height adjuster, lumbar support, and ergonomic paddles within the exoskeleton allows for a response feedback loop between the user and chair.

Design elements include a new sophisticated color palette for the contoured, perforated polyback; polished aluminum and matte black finishes; an option for an elegantly tailored upholstered backrest; a sleek new arm profile (or an easy exchange with any of OM’s more than 40+ arm choices); and a back shroud that encases and facilitates the architecture of the chair’s movement. A polished aluminum yoke

is topped by a graceful, adjustable headrest. A nameplate, used when a headrest is not specified, comes in one of six colors that provide an opportunity for self-expression. Myriad control mechanisms and a wide library of arms, casters, cylinders, and seat sizes are available. Truly. can go understated or loud, whatever the environment or personalities require. Truly. is truly a game changer in any working environment. Taken altogether, it is easy to see why Truly. is a responsive chair that you can make truly yours.

Formally launching January 2017, Truly. is flexible enough to be the go-to choice for any work, conference or executive environment.

### **MooreCo Completes Acquisition of VanerumStelter**

► MooreCo Inc, completed its acquisition of VanerumStelter LLC.

VanerumStelter, specializing in innovative and ergonomic educational furniture, joins the MooreCo family of brands along with Balt and Best-Rite. This brand expansion allows MooreCo to provide a full product range for any learning environment, from the most traditional of needs, to the latest in STEM, STEAM, makerspaces, and other high impact environments.

“The VanerumStelter brand represents a perfect fit for MooreCo to fulfill our strategy

of offering the optimum solutions for every active learning environment. We will now be able to utilize the best of both the VanerumStelter and MooreCo distribution networks to better serve the needs of all our customers. With others in the industry exiting either for strategic or financial reasons, we have chosen to invest and to be the best at supporting all the needs of the marketplace”, said Greg Moore, CEO of MooreCo Inc.

Jim Meier, General Manager of VanerumStelter states, “Our greatest assets have always been our people and our innovative product offerings. By joining forces, we have augmented the quality of those assets. Our entire team is excited to join MooreCo to continue to support the transformation in learning today, supporting the evolution to more collaborative and interactive learning environments. The combined dealer, design, and end user networks will have many more options when specifying and making purchasing decisions to meet all client needs.”

Project management services, products, and customer service will be fully supported by the MooreCo state-of-the-art facilities, headquartered in Temple, Texas. VanerumStelter products will also be incorporated into the flagship MooreCo showroom located in Austin, Texas.