



LONG-TIME FURNITURE MANUFACTURER MONTISA REVEALS NEW BRAND IDENTITY AND REFRESHED PRODUCT LINE

After 100 Years of Success, the Michigan-Based Furniture Company Welcomes the Next Century with a New, Modern Look

GRAND RAPIDS, MI, November 15, 2017 – Announced today, Montisa will rebrand its identity and launch a refreshed product line for the modern work space. After over a century of reputable furniture manufacturing, Montisa is reimagining the marketplace by marrying craftsmanship with efficiency and technology.

Born out of a need to provide durable milking stools to farmers over a hundred years ago, Montisa carries on that mantra of practicality and quality to their next phase of product design. While Montisa's business has shifted from equipping the farm to making the modern workplace stylish and functional, it still follows the same core values that earned its admirable reputation in 1906.

Using solid wood and steel, it manufactures products in small batches, delivering authentic industrial style designs that can stand up to a demanding work environment.

“After over 100 years of success, we look to the next century with fresh eyes and a fresh look,” says Montisa COO, Larry Leete. “With a resurgence of customer appreciation in artisan-style methods and domestic-made products, the time is right to rebrand and expand.”

“Durability has always been essential to our products and design; we built our business on this principle. In fact, we are so confident in the lasting performance of our pieces that we’re backing them with a 100-Year Guarantee, a rare promise in any industry,” adds Leete.

As of November 15th, Montisa will begin rolling out its modern line of furniture, announcing three updated desk systems, eight workspace accessories and new surface materials, including raw steel and reclaimed wood for all products. Additionally, they will expand the color selections for their iconic milking stools, allowing customers to customize them to any color.

All updated products will be stamped with the company's logo and year produced, a promise and testament to customers of the product's enduring quality. This renewed identity will extend to the company's website, printed materials, packaging, and be reflected in the interior design of its headquarters.



A priority since its founding, Montisa values its customers and their current and future need for customization and efficiency. In line with this sentiment, buyers will be able to purchase furniture pieces item by item, with a guarantee that each product will work with the other. Work spaces can start simple with one to two pieces and easily expand to more complex and larger office systems. The company coined BYOE, or “build your own environment” to give a name to this flexibility and forward thinking solution.

“Build-ability is important to our customers, which is why we stress the modular nature of our products-- we make easy to start with pieces that fit a certain floor plan and budget, but are easily added onto as needs change.”

The new brand will be implemented late 2017, with the updated website currently live.

About Montisa

It all started with the metal milking stool we designed to fit a specific workplace need. Over 100 years later, workplaces challenges have evolved, but our focus on helping you conquer them is still the same. We still work in small batches, investing every order with the personal attention and quality craftsmanship that are part of our heritage. From desks to storage, work tools, technology, and yes, even our famous stools, we've got what it takes to help you get things done.

MONTISA

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