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SURFACEWORKS LAUNCHES MAJOR REBRAND

OAK CREEK, Wis. – Oak Creek based manufacturer SurfaceWorks has undergone a total brand review and has unveiled its new logo, tagline and website. The rebranding reflects both the evolution of the company as well as its vision for the future.

Since its birth in the early 2000s, SurfaceWorks has been a recognized leader and innovator in tables, worksurfaces and desking for the office, hospitality, educational and healthcare markets. Known globally for their award-winning standards, millions of design options, and one-of-a-kind specials.

The new brand identity exemplifies SurfaceWorks' promise to be the contract furniture market's most comprehensive, flexible and reliable resource for well-designed tables. The promise is reflected in the collection of colors that make up the new brand color palette. The collection's fluidity gives the SurfaceWorks brand an array of expression through color, echoing the brand's ethos around providing the most comprehensive and flexible choices to its customers.

The new tagline 'Building your tables' illustrates that SurfaceWorks' focus is always on the vision of their customer, no matter how complex. Design inspirations, specifications, and concepts alike, you can truly make their table's yours – down to the last detail.

Drastic changes have been made to the manufacturer's logo to reflect the brand's attributes – customizable, resourceful, crafted, trusted, attainable and beautiful.

The redesigned website (www.surfaceworks.us), will seek to increase SurfaceWorks' online presence and help to communicate with current as well as prospective customers. The new design-driven site is image centered and provides greater accessibility to product information.

If you missed the new look at NeoCon, be sure to stop by booth #903 to get all caught up.

About SurfaceWorks

SurfaceWorks is a leading innovator in tables, worksurfaces and desking; serving the office, educational, hospitality and healthcare markets for over 60 years. Our cutting edge solutions include unique base designs, impact resistant urethane edges and endless material and color combinations. For more information, visit www.surfaceworks.us .

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