

FOR IMMEDIATE RELEASE



HBF Introduces Mid-Back Version to Conexus Lounge Seating Collection

- Fresh design features enhance the latest award-winning series by Michael Vanderbyl -

Hickory, NC - December 2016 – Following a successful introduction at NeoCon, Michael Vanderbyl's award-winning Conexus lounge chair collection will be enhanced with a mid-back version. The chair's new, mid-back height increases its flexibility across less formal environments, while still maintaining the modern beauty and signature craftsmanship for which the original is best known.

True to the original version, Conexus mid-back fills the void between task and lounge seating but with more visual lightness due to the lower backrest. This silhouette, combined with the sculptural shape, elegant upholstery or wood back, and slim profile, makes Conexus mid-back a practical solution for lobbies, lounges, and modern collaborative environments. It allows its users to relax while waiting as well as maintain a comfortable, seated position to carry on a conversation with a person seated next to them.



Jay Rubino, Vice President of Product Development, “At HBF, we closely follow market trends and feed our observations right back into our design methodologies, the Conexus mid-back is a prime example of this. We’re confident that this latest introduction will suit the evolving needs of our customers and make a statement in the marketplace.”

In terms of comfort, Conexus mid-back does not fall short. The slightly reclined backrest maintains the chair’s ergonomic features and back support thanks to custom bracketry for a comfortable seating position that perfectly lies between lounging and upright sitting. Conexus also features self-return swivel to keep a tidy appearance.

Conexus mid-back is available in two versions: fully upholstered or with a Walnut wood back. The wood back options are especially striking; made out of one piece they showcase the beautiful wood grains of the flat-cut walnut. The optional ottoman complements both options and is available with a Walnut shell or fully upholstered. The Conexus base is available as polished stainless steel or powder coated black. By mixing and matching all of these finishes with HBF’s upholstery options, designers can achieve a classic, formal lounge chair look for an executive suite or a funky, colorful aesthetic for a startup tech office.

Conexus’ most important detail is also its most elegant -- the wood edge almost disappears into the upholstery with no welt, giving the appearance of a piece made from a single seamless material. This technical feat speaks to HBF’s dedication to craftsmanship and quality, with a final product in which only paper-thin edge and upholstery are visible. The chair has been thoughtfully designed from every angle, so that it is just as beautiful from the back as it is from the front and can be used in any location.

“Today’s work environment has much greater fluidity between conversation and work,” explains Sarah Claypool, HBF Director of Marketing. “Conexus and Conexus mid-back were designed with this concept in mind, meaning ‘connected’. With Michael’s understanding of the industry needs and the craft that HBF brings to furniture making, he has captured the essence of HBF’s heritage and translated it into a refined design for modern workspaces.”

In addition to serving as a creative guide for the HBF brand throughout its history, Vanderbyl has designed two other key collections for them: the Charlie lounge series and the MV9 conference chair.

Conexus also boasts impressive environmental attributes. At the end of its life, its components can be easily recycled or composted. It is SCS Indoor Advantage™ Gold Certified and is level® 2 Certified. Conexus also provides LEED V4 and LEED 2009 Contributions.

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About HBF

HBF reveals the intentionality of design in everything we make through attention to detail and impeccable service. Our expertise comes from understanding how furniture creates relationships between people, environments, and objects — a holistic perspective for living and working. Part of a two-hundred year legacy of furniture manufacturing within North Carolina, HBF produces many of our products locally in Hickory N.C. HBF is recognized for its innovative design and craftsmanship; we collaborate with leading designers to produce furniture with an emphasis on craft, comfort and sustainability. For more information visit: www.hbf.com.

About Michael Vanderbyl

Michael Vanderbyl has gained international prominence in the design field as a practitioner, educator, critic and advocate. Since being established in San Francisco in 1973, his firm – Vanderbyl Design – has evolved into a multidisciplinary studio with expertise in identity, print and digital communications, interiors, showrooms, retail spaces, signage, textiles, fashion apparel, packaging, furniture and product design. Printed work by Vanderbyl has gained recognition in every major design competition in the United States and Europe; his work is part of the permanent collections of several museums and is featured in national and international publications. Vanderbyl's showroom and product designs have also earned numerous awards and distinctions.

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