



## For Immediate Release

### **New Stride Furniture Line Represented by Smarter Interiors Garners Top Award at International Trade Fair NeoCon 2009**

Silver Award Product Winner is Notable Achievement in Sustainability;  
Cradle To Cradle Certified

**RICHMOND, VA., July, 2009**—Smarter Interiors, a Virginia based contract furniture solutions provider, is pleased to announce an amazing addition to their product offerings: Stride™ by furniture manufacturer Allsteel. Stride, a new furniture solution designed to satisfy every possible need of a facility's interior landscape, earned a *Best of NeoCon* Silver



Award. The win was the highest honor awarded this year in the Furniture Systems category at NeoCon 2009, an international trade fair held annually at The Chicago Merchandise Mart. The competition drew 280 entries in 40 product and furnishing categories.

“We are very pleased with this new addition to the Allsteel product line,” states Greg Campbell, partner with Smarter Interiors, whose company represents Allsteel. “After a preview at an event last month, our clients are already raving about the new Stride product line. While Stride is distinguished by architectural detailing and new finishes, its appeal lies as much in its vast menu of configurations as its sophisticated appearance.”

Allsteel is known for selecting only the best designers with the highest quality craftsmanship, style, and environmentally sound design for their customers. Stride fits this high standard and offers something for every customer and every style. Comprised of work surfaces, storage and space division, Stride offers a cohesive approach to space planning. Its nearly limitless solutions work seamlessly in workplace settings ranging from open plan to private office. Incorporating novel features and storage details that typify sleek Euro-style kitchen

cabinetry, Stride was the result of a design collaboration between Allsteel and Mitch Bakker, owner of IDa Design, a Zeeland, MI-based firm.

According to Smarter Interiors' partner, Randy Alderson, Stride is also a notable



achievement in sustainability, reflecting Allsteel's commitment to environmental responsibility. "The Stride product line is the first furniture solution from Allsteel conceived and built from the ground up to be Cradle-to-Cradle certified, Indoor Advantage Gold certified and compliant with the 2008 passage of

BIFMA Design for the Environment," states Alderson. "Further, Allsteel's 'take-back' policy assures the company will reclaim any Stride component once it has reached the end of its useful life."

To find out more about the new Stride product line from Allsteel, contact Smarter Interiors at **804.358.7979** or log on to [www.smarterinteriors.com](http://www.smarterinteriors.com).

### **About Smarter Interiors**

Smarter Interiors provides tailored products and services to commercial developers, the hospitality industry, architects and interior designers. Smarter Interiors is a privately held company founded in Richmond, Virginia in 2001 by furniture industry veterans Greg Campbell and Randy Alderson. Smarter Interiors offers complete turnkey commercial and office furniture solutions. The company's capabilities include space planning; new, recycled and refurbished furniture; custom product sourcing; project management, installation and service; and move management. Smarter Interiors' industry experience includes healthcare, education, professional services, local, state and federal governments, telecommunications, public utilities, and manufacturing. Smarter Interiors has completed many installations for large healthcare, commercial and public sector clients in North America, the Caribbean and elsewhere.

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