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Award-winning British brand set to revolutionize commercial furniture market

Boss Design - the leading British commercial furniture brand and winner of this year's Best of NeoCon Silver Award for its revolutionary task chair, Coza - is embarking on an ambitious expansion strategy in the USA.

From its newly-acquired manufacturing plant in High Point, NC, a range of products from Boss Design's comprehensive and ground-breaking portfolio will be produced and distributed throughout North America.

Products include breakout and collaboration seating, meeting and conference chairs, together with a range of occasional, training, meeting and conference tables. A line-up of task chairs will also be available, including the award-winning Coza that has taken the UK commercial furniture market by storm. Boasting extraordinary comfort and dynamic support by using the natural flexibility of a single ribbon of material, Coza is unlike other task chairs, as it does not require multiple components or complex assembly.

Further commitment by Boss Design to the US market is demonstrated by the brand's debut at this year's NeoCon show, and the signing of a permanent space on the 3rd floor in Chicago's Merchandise Mart. Alongside high profile showrooms in London and Dubai, the 32 year old company is also hoping to secure a site for a flagship US showroom.

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Page 2/3

Commenting on this latest development, Founder and Chairman of The Boss Design Group, Brian Murray says: "The Boss Design brand is revered worldwide for its leading-edge, design and handcrafted manufacturing expertise, and our recent award at Neocon is testament to our reputation for quality and innovation.

Over the years, we have consistently propelled the innovation of office seating to new heights in the UK, and we now look forward to making the same impact on the North American market with our revolutionary products."

Created in collaboration with renowned German furniture designer, Martin Ballendat of Design Ballendat, Coza is a task chair that boasts extraordinary comfort and dynamic support by using the natural flexibility of a single ribbon of material.

Combining a pivot point and flexible Polymer shell to mimic a traditional 2:1 synchronised mechanism, Coza delivers improved levels of support, without the need for user adjustment. As well as facilitating flexible working practices, it meets the demand for more sophisticated meeting chairs to accommodate longer meetings.

For further information contact (844) 353 7834 or visit www.bossdesign.com
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Photo-caption:

Pictured here; the revolutionary and award-winning Coza task chair combines a pivot point and flexible Polymer shell to mimic a traditional 2:1 synchronised mechanism and deliver improved levels of support. Unlike other task chairs, it does not require multiple components or complex assembly.



- **Notes to Editor:** Established in 1983 and privately owned, The Boss Design group currently manufactures in four continents and has an international supply chain servicing more than thirty countries. With high profile showrooms in the heart of London and Dubai, the Group is today a leading supplier of innovative and quality engineered commercial seating worldwide. All brands within the Group are renowned for their leading-edge design and handcrafted manufacturing expertise. The Group advocates a strong corporate social responsibility policy from initial product design through to end-of-life-management, to ensure minimal environmental impact and maximum social benefits. As a carbon neutral company, the Group is committed to reducing, reusing and recycling materials within all production processes and a unique service allows its furniture to be 100% reused or recycled.

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