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## Nemschoff Addresses Customer Needs Through Strategic Alliances

*Beginning May 2007 Nemschoff Will Offer izzydesign and Playscapes Product Lines*

**Sheboygan, Wisc. (March 29, 2007)** – Today, Nemschoff announces two strategic alliances with industry leading furniture companies, izzydesign and Playscapes. The partnership with izzydesign provides Nemschoff customers with a more comprehensive product portfolio of furniture for the administrative and cafeteria spaces within the hospital. Playscapes offers innovative, high quality children’s products, designed to occupy and educate the minds of children in healthcare settings.

### **Nemschoff and izzydesign:**

Customers of office furniture and seating company izzydesign and healthcare furniture and seating manufacturer Nemschoff soon will have even more product designs to choose from, thanks to a new strategic alliance between two nimble, like-minded companies. The two companies will maintain existing sales and distribution channels, capitalizing on each other’s respective market strengths.

Nemschoff is the leading furniture provider for healthcare environments. Known for innovative, functional healthcare furniture solutions, Nemschoff prides itself on quality craftsmanship and customer focused designs. izzydesign is a champion of the New Workstyles, offering cool, affordable furniture and seating for people in home, office and education spaces.

“As the landscape in the healthcare and office furniture industries evolves, we see this alliance as an effective way to present our customers with a more comprehensive portfolio of complementary product designs,” **said Mark Nemschoff, president and CEO of Nemschoff.** “Nemschoff, like izzydesign, is known for creating new designs and personalizing products based on customer needs. Our companies share similar goals and values, and we look forward to serving our customers together as strategic business partners.”

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**Chuck Saylor, president and founder of izzydesign**, agrees. “Companies are lining up to address growing business opportunities in the healthcare market,” said Saylor. “For us, this alliance is exciting because together we can be stronger competitors in our separate industry segments. izzydesign is strong in the home and office environment, and we can help Nemschoff fill needs for their healthcare furniture customers in our areas of strength. Likewise, Nemschoff products like lounge and reception seating are appealing to home and office furniture markets served by izzy. It all ties back to izzy’s belief that collaboration and sharing core competencies helps everyone learn and grow.”

Nemschoff and izzydesign plan to display each other’s products in June at their respective showrooms at The Merchandise Mart in Chicago during NeoCon World’s Trade Fair 2007.

**Nemschoff and Playscapes:**

“Nemschoff is proud to announce its first foray into interactive children’s activities designed specifically for the healthcare environment,” said **Paul Nemschoff, COO and VP of sales and marketing of Nemschoff**. “The partnership with Playscapes adds to our market strength and allows us to continue to provide the best in innovative healthcare solutions to our customers.”

Playscapes’ products will be available through standard Nemschoff distribution lines beginning in May of 2007. The partnership between Nemschoff and Playscapes will provide a comprehensive product offering, including wall activities, play islands, wall art and playhouses for use in a wide variety of healthcare settings.

“Our overall goal at Playscapes is to improve the experience of children in healthcare environments,” said **Jim Barnard, founder and president of Playscapes**. “For every product we make, we demand that it not only entertains, but also educates the active mind of a child. We then take those activities and package them to meet the specific needs of a healthcare environment – an easy to clean, durable product which doesn’t involve a lot of parts which can get lost or cause a mess.”

Both companies pride themselves on the brand leadership they bring to their respective markets and feel a combination of the two powerful brands will better meet the growing needs of healthcare customers.

**About Nemschoff**

Nemschoff is the country’s leading healthcare furniture specialist, manufacturing seating, tables and casegoods specifically for use in hospitals and other healthcare settings. The Nemschoff product line is the deepest and widest in the industry, featuring two exceptional brands to meet the needs of healthcare environments. The Nemschoff brand offers leading edge design, extensive options and exceptional value while the Foxxman line offers quality, price-targeted furniture solutions. For additional information, please visit [www.nemschoff.com](http://www.nemschoff.com).

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**About izzydesign**

Based in Spring Lake, Michigan USA, izzydesign ([www.izzydesign.com](http://www.izzydesign.com)) combines simple, affordable furniture and seating design with advanced engineering and lean manufacturing capabilities. The company's award-winning products are part of izzycollections, izzyseating; HÅG by izzy, SuperiorSeating by izzy; and izzytextiles and finishes. Most izzydesign products are manufactured in Belton, Texas, and Spring Lake, Michigan. izzydesign's powder coated steel furniture and izzydesign's complete line of seating are GREENGUARD certified. Founded in 2001, izzydesign is a subsidiary of JSJ Corporation ([www.jsjcorp.com](http://www.jsjcorp.com)) of Grand Haven, Michigan USA, a privately held corporation that actively designs, develops, markets and brands a group of durable goods and services throughout the world.

**About Playscapes®**

Playscapes is the leading resource for innovative, high quality children's activities and furniture for healthcare waiting areas. Playscapes' mission is to design activities that occupy minds, promote health and encourage children to play well. Visit [www.playscapes.com](http://www.playscapes.com) for more information.

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