

PRESS RELEASE..



Zenith is about the design, manufacture and distribution of high quality products. As another step in our ongoing commitment to bring excellence to the market, we are pleased to announce a strategic alliance in Australia with international design leaders Formway.

Effective October 1, 2009, ZENITH and Formway Design (New Zealand) have formed an Australian partnership to market, distribute and manufacture Formway products. Zenith will be taking over Formway's manufacturing and distribution operations and assuming responsibility for all sales and marketing for Australia.

Formway is a major global player in the design of inspirational, leading edge workplace products. As a recipient of several prestigious international design awards, Formway takes pride in having a meaningful understanding of the complexities of the workplace. By combining this understanding with fresh, unencumbered thinking, Formway continues to lead the industry with fresh, imaginative solutions.

ZENITH is one of Australia's largest manufacturers of workstations and distributor of high quality contemporary contract furniture to the architectural and design industry. Service and performance have seen ZENITH grow to become a leader in the Australian market

ZENITH is a strong highly recognised national brand in Australia with showrooms and operations in every major city complemented by professional sales teams, project managers and logistics. Formway Design products complement ZENITH's existing portfolio allowing us to offer a comprehensive approach to the marketplace.

Together we will maximize opportunities in the Australian marketplace and learn and share from our joint experience and offer products from Formway Design including LIFE, HUM and PLUS .

And we are very excited about the upcoming Australian launch of the new BE chair which recently won the NEOCON Gold Medal award.

Alan Buckner

Phillip Duggan

A handwritten signature in black ink, appearing to read 'Alan Buckner'.

A handwritten signature in black ink, appearing to read 'Phillip Duggan'.

Formway
Chief Executive Officer

ZENITH
General Manager

If you require any further information please contact Barbara Schmidt
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