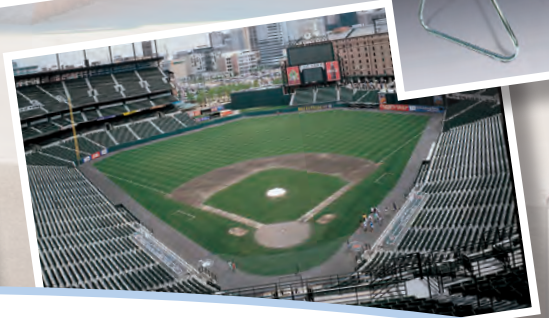


A Solutions Company.



 AMERICAN SEATING



To our valued customers,

At American Seating, we are guided by one vision: to be the premier provider of innovative, world-class solutions to the office, education, and entertainment markets. We use the principals of continuous improvement and a team-based culture to aggressively accomplish our vision.

We demonstrate a sense of urgency to guide the development and implementation of products and services that provide the “best value” solutions to meet the needs of our customers. We are committed to being a fierce competitor in our markets and an excellent corporate citizen in the communities we serve. We also arm all of our employees with the knowledge and tools to increase reuse, reduction and recycling in their day to day activities.

Our renovated corporate headquarters in Grand Rapids, Michigan encompasses several campuses dedicated to design, development, manufacturing and testing. American Seating is committed to providing the most well thought-out, thoroughly tested, product solutions in the marketplace.

As Chairman and President of a company with a substantial history like ours, our promise is to make your experience with American Seating satisfying and productive.

Thank you,

Ed Clark
Chairman and CEO

Thank you,

Tom Bush
President and COO



Value Proposition

Experienced

American Seating is well into its second century of doing business, with a proven reputation in many of the world's most famous venues. Our history and experience have positioned us as a solutions company that consistently offers the industry's most intuitively engineered products with a track record of innovation.

Preferred

We have a simple formula for success — listen to our customers, perfect the product design, then build it beyond the standards of our competitors. It's American Seating's mission — to set the industry benchmark for durability, reliability and customer satisfaction.

Consistent

What good is product longevity if the newest designs won't work with the existing? Our current product offering is typically compatible with pre-existing designs. We strive for solutions to assure long-term customer satisfaction.

High ROI

American Seating product solutions provide exceptional return on investment over the life of a facility. Our products last for decades and can be easily refurbished by design.





Solutions Provider

Education Market

American Seating was the inventor of the original student-desk combination. As classroom needs changed and technology evolved, American Seating responded to the needs of the college and university market as well as the K-12 market. We provide quality education product solutions for classrooms, auditoriums, lecture halls, cafeterias, libraries, break rooms, conference rooms, and administration offices.

Office Furniture Market

Our contract office furniture is a trusted solution to commercial organizations of all sizes, as well as various federal, state and local government entities throughout the country. As a response to today's pace of business, our office products are designed with three key elements in mind — compatibility, adaptability and flexibility. These advantages are vital to American Seating's success in this market segment.

Entertainment Market

Our fixed seating solutions fill venues around the world, from Parque O'Higgins in Chile, to Radio City Music Hall in New York City, to Dodger's Stadium in Los Angeles. American Seating is a trusted supplier delivering long-lasting solutions for performing art centers, ballparks, stadiums, arenas and worship facilities.





Expert Resource

Innovative Team

Our product developers and engineers never stop asking the question, "How can we make our products even better?" Every product we make undergoes rigorous testing to exceed industry standards.

Design Planning

Our designers and seat planners work with today's latest technology to design an environment you can succeed in, and is supportive of your facility needs.

Project Management

Our dedicated support team is ready to ensure that your project is ordered complete, delivered on time, and installed quickly and correctly. Our installation management team has a thorough understanding of our current and past generations of products with the expertise to ensure a high-quality installation.

Support Tools

Literature, pricebooks, case studies, fabric and finish cards, product specifications, as well as a product image library, are all available through the American Seating website.

Sustainability

American Seating has been committed to environmental stewardship for years, and has taken a proactive approach to minimizing our environmental impact. We also constantly examine new ways to implement the latest methodologies that will help us care for our planet from our own front yard. One of our five company principles is "To be responsible stewards of the environment by utilizing materials and manufacturing processes that are sustainable and lessen our impact on the planet." Our products exceed the norm for durability, and are often refurbished rather than replaced.



“The most amazing thing was to see if American Seating would be able to incorporate the self-rising mechanism without jeopardizing the old seats,” said Hanlon. Working around the clock, American Seating was able to machine a hole on the side of the original standard to insert the self-rising mechanism. “We were absolutely amazed by their work,” added Hanson. “We really questioned whether or not it could be done, and the fact that they were able to make it work and not change anything in these historic seats is the most amazing part.” After all of the refurbishing work was completed, all seats were shipped back to Fenway for reinstallation. “It was like putting a delicate puzzle back together,” said Hanlon.

Paul Hanlon

Senior Manager of Ballpark Planning for the Boston Red Sox

“American Seating’s product was at the right price-point; we wanted to get value out of the product, and what really stood out for me was that American Seating is known for university environments; they understand ‘wear-and-tear.’ And the product is American-Made.”

Kayce O’Brien

Johnson & Wales University

“Replacing our existing variable rise seating system was a priority for us in being able to provide our customers with a more stable, comfortable and reliable seating system during events,” said Bill Harpole, Vice President of Operations for Verizon Center. “To coincide with the riser system, American Seating’s Dimension 675 seat was chosen due to its comfort, durability, ease of use and performance with the Telematic 200 system.” Said Harpole.

Bill Harpole

Verizon Center

Since 1886, American Seating has set the standard for product design, durability and comfort. Today, we remain committed to exceeding the expectations of our customers. Our achievements serve as the platform for new and innovative products that continue to be the benchmark of our industry.



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