

FOR IMMEDIATE RELEASE

Coalesse® Introduces Shade for the Emu Advanced Collection
Shade is a new collection of elegant outdoor umbrellas



San Francisco, CA -- Coalesse, the leader in premium live/work furnishings, is pleased to introduce a new collection of umbrellas for the Emu Advanced Collection. Created by the Emu research center in collaboration with French designer Christophe Pillet, Emu Shade boasts beauty, functionality and quality and is perfect for all outdoor environments.

“At last, a durable, contract-worthy collection of umbrellas with elegant design that goes with any décor,” said Robert Arko, Creative Director for Coalesse.

Emu Shade is the result of extraordinary technological research and innovative materials to develop an extremely practical, yet sophisticated design. The umbrellas are light, yet exceptionally strong because they are built with an all-aluminum frame. Opening and closing is made easy by a system of levers and balances. The aluminum ribs are easily replaced without having to remove the canopy.

The canopy is made with white, weather- and stain-resistant acrylic fabric with openings at the top to allow the wind to flow through, improving stability. The support bases were designed so that they can be attached to the ground, if necessary, and have a steel cover that increases the weight for additional wind resistance.



Available for order as of May 17, 2010, Shade can be specified in 7 different sizes and is available in both offset and center post versions.

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Emu Shade will be featured at NeoCon® World's Trade Fair in Chicago, IL, June 14-16, 2010, at the Merchandise Mart's new Artisan Cellar Cafe sponsored and at the Coalesse booth no. 1032.

For further information on Coalesse, please visit www.coalesse.com

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About Coalesse

Coalesse, a leader in sustainable design, offers award-winning furnishings for office, home and other work/life destinations. More than a collection of products, Coalesse is a cause. It's a belief in the solution, more than in the object. It's a belief that experiences matter and space should be inspiring.

Unifying the 100+ years of Metro Furniture, Brayton International, and Vecta brands, along with strategic partnerships with Carl Hansen & Søn (Denmark), EMU (Italy), Walter Knoll AG & Co. (Germany), and Viccarbe (Spain), the company provides premium furnishings for corporate, hospitality and residential settings.

Coalesse is dedicated to researching and leveraging insights about work and lifestyle within the context of technology, business process, and social patterns. With over 70 industry design awards, including NeoCon Gold and GOOD DESIGN awards, Coalesse creates unique furnishings that fit the continually evolving way in which people work.

Coalesse is able to draw upon the formidable resources of its parent company, Steelcase Inc., the world's largest office furniture manufacturer.