



FOR IMMEDIATE RELEASE: Friday, March 26, 2021, at 1:00 PM PST

## **Via emerging stronger**

*Letter from Chas Hepler, Via Seating CEO to Via Seating Partners.*

---

Dear Via Seating partners,

I believe we are on the last leg of this global pandemic. The light at the end of the tunnel is getting brighter.

The disruption and chaos we have all gone through together has been significant. Everyone is wondering what will new normal look like and what does 'safe' even mean anymore? At the same time, we reflect and appreciate so many things we used to take for granted. I for one can't wait to get back on a plane!

As we come out of this, we hear about corporate clients struggling to navigate; shutdowns, V-shape recoveries, 3<sup>rd</sup> and 4<sup>th</sup> waves, all of which have everyone's heads spinning and supply chains seriously challenged. We also hear about competitors having longer lead times due to component shortages and other issues. Thankfully, Via invested in inventory during this time, so that our quick ship program and deliveries would not be impacted. We were determined that our partners could continue to rely on us to meet their client's seating needs with confidence.

In addition to this, Via has continued to expand and invest in multiple areas of our business:

**NEW PRODUCTS:** We launched 5 new incredible series last year! Our first ever all mesh task seating collection 'ONDA' and our newest multi-use series 'Eclipse' both winning ADEX Design Awards. 'Eclipse' was also won a 'Red Dot' design award. Our two new lounge products 'Muir' and 'Nebula' are getting rave reviews. And our incredibly versatile 'Genie Flex' heavy duty task series with innovative TPU back is in stock and shipping. See all new products here: <https://online.flippingbook.com/view/720510/14-15/>

We dramatically expanded our outdoor category with new versions of 'Sierra' and 'Tahoe' along with a new, competitively priced series 'Cortina'. This category is on fire and we have the right products to meet this demand. See outdoor products here: <https://viaseating.com/outdoor/all-outdoor/>

**MARKETING:** We launched our new, lightning fast 'Spec it 2.2' chair building tool. We initiated our own extension on CET and we have made our online presence much more user friendly across the board. Via has partnered with My Resource Library and are launching a powerful advertising campaign to reach more specifiers and influencers. You will see Via Seating all over MRL and in their outreach tools.

**GOVERNMENT & CONTRACTS:** Via is designated as essential and is a small US based manufacturer. We have unique products that meet Army Corps of Engineers Spec and are on GSA, VHA IDIQ, and a whole range of SLED contracts. See here: <https://viaseating.com/solutions/government/contracts-purchasing-groups/>



**VIA LEARNING STUDIO:** We have developed this space to provide valuable, insightful content to the A&D community on topics that range from; Sustainability to Health and Wellness. See our full range of CEUs here: <https://viaseating.com/via-learning-studio/>

We could not have done all of this without you! We can honestly say that we are stronger from the challenges we experienced during this time and are excited for what the future brings.

Thank you to all of you, our partners for the support you have given us during this time. We Look forward to continuing to serve you as we move forward!

Chas

**About Via Seating:** Founded 34 years ago in Sparks, Nevada, Via Seating manufactures and distributes contract seating solutions specifically designed for North American customers. Their portfolio of products covers task, conference, lounge/collaborative, multi-use, executive & outdoor seating. Via Seating is a seating specialist and was the first to offer its entire range of seating within a 48-hour manufacturing time.

**Media Contact:**

Allison Kausar - Marketing Director  
Via Seating

775-636-1637

[allison@viaseating.com](mailto:allison@viaseating.com)