



## FOR IMMEDIATE RELEASE

**Contact:** Allison Kausar, Marketing Director, Via Seating . p. 775-636-1637 . e. [allison@viaseating.com](mailto:allison@viaseating.com)

# Via Seating Best of NeoCon Winners.

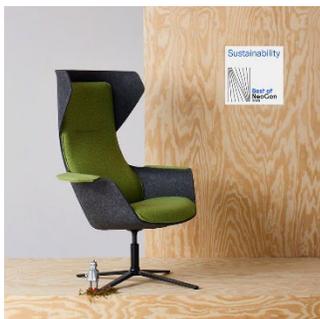
Best of NeoCon Business Impact & Sustainability Awards This NeoCon 2023.

**Sparks, NV (Wednesday, July 5, 2023):** NeoCon 2023 is now on the record and will be fondly remembered by Via Seating for years to come. Why?

The attendance through the Via Seating theMART showroom matched attendance in 2019. “We were so pleased by how busy we were this NeoCon. The quality of conversations we had with our visitors was exceptional,” says Nora Fenlon, CCO, Via Seating. Via Seating also received two Best of Neocon Awards at the show: one of the first ever Best of NeoCon ‘Business Impact Awards’ for the 4-UP chair and a second-year-in-a-row Best of NeoCon ‘Sustainability’ award, this time for the new Voom™ seating series.



**4-UP** won the Business Impact Award because of its unique telescoping gas lift functionality that enables this full function, ergonomic, Italian design chair to be utilized fully for Sit-to-Stand applications and everywhere in between! “This product provides a 100% holistic solution to sit to stand applications i.e. full utilization of functionality of a height adjustable work surface that can deliver all of the benefits to the person using it,” says Nora Fenlon, Certified Ergonomist and CCO of Via Seating. This award recognizes products that positively impact a company’s bottom line. This chair nails it for providing excellent return of investment for the employer and excellent experience for the user. “This product is two chairs in one, and facilitates full range of standard sitting positions, perfect perching and transition to standing position easily and intuitively,” says Fenlon.



**Voom™** won Best of NeoCon for ‘Sustainability’. Designed by Jörg Bernauer, Voom™ provides comfort, privacy & versatility to the user to focus and unwind. Available in two back heights—a mid back and high back—both with distinct wing arms. Voom™ is the sustainable seating solution. The outer structure is made of up to 60% recycled, shredded, PET bottles & are themselves 100% recyclable. “This is the first time a PET structure is completely load bearing! The structural integrity of the outer shell is amazing and doesn’t require any exoskeletal frame thereby delivering a beautiful, contemporary uninterrupted visual from top to bottom,” says Fenlon.



Both of these wins firmly position Via Seating as a leader that continuously delivers great product in the mid-market with the strongest lead time and warranty in the industry.

**About Via Seating:** Founded 36 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)