



A BAKER MANUFACTURING brand

FOR IMMEDIATE RELEASE

CONTACT: Sandra McQuain
318-541-1954
sandra.mcquain@jrbstudio.com

**Animate+SC wins Best of NeoCon Silver Award;
4th Year company has been recognized for product innovation**

CHICAGO, IL – June 15, 2015 - JRB Studio, a Baker Manufacturing brand, today announced its Animate+SC product line has earned a 2015 Best of NeoCon Silver Award in the Systems Furniture Enhancement category. This is the fourth consecutive year the company has been awarded Best of NeoCon recognition for its innovation in height-adjustable work environments.

Designed for JRB Studio by Tom Newhouse, of Thomas J. Newhouse Designs, Animate+SC is a storage-centric, open plan furniture product line with fully integrated height-adjustability. JRB Studio won Best of NeoCon for the incorporation of a new spacer cabinet that enables a worksurface to fully extend above adjacent and perpendicular storage thereby maximizing work space while meeting all relevant BIFMA requirements. In addition to added functionality, the spacer cabinet allows for a more fluid design aesthetic by seamlessly integrating height adjustability.

“Having Animate+SC selected for Best of NeoCon recognition validates the innovation of the solutions we continue to bring to market and is a wonderful acknowledgement for the work of Tom Newhouse and the JRB Studio design and production teams,” stated Charles E. Martin, CEO of Baker Manufacturing Company, Inc.

*At NeoCon 2015, you can visit **Booth 7-4094**, to see the latest products, including Animate+SC and speak with the design team of JRB Studio. Additional information is also available at www.jrbstudio.com.*

###

About JRB Studio (www.jrbstudio.com)

JRB Studio, a Baker Manufacturing brand, designs and manufactures the world’s leading and most innovative height-adjustable work settings and related components. The company provides excellence in design, engineering, knowledge, dependability, and responsiveness, all yielding the finest ergonomic furniture products available today.

About Thomas J. Newhouse Design (www.thomasjnewhouse-design.com)

For more than 30 years, Tom Newhouse has been designing furniture, lighting, appliances, and other products as the owner/principal of an industrial design consulting firm located in western Michigan. Prior to 1978, he was a member of the corporate design staff of Herman Miller, Inc. He holds a degree in industrial design from the University of Michigan. He currently holds over 80 design and utility patents. Tom lectures to professional design societies and universities internationally on the topic of environmentally sustainable design and his “Four Corners” design philosophy.