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ANIMATE+ wins Gold Award at NeoCon 2012

ANIMATE+ recognized for height adjustability, innovation, flexibility and affordability

CHICAGO, IL – June 11, 2012 - JRB Studio, a Baker Manufacturing Company brand, today announced its new product, Animate+, was selected as a Best of NeoCon – Gold Award winner in the category of Tables: Height Adjustable Work.

Designed in partnership with Thomas J. Newhouse, Animate+ is table-based solutions that provide distinctive flexibility and reconfigurability for the next generation workplace.

Building upon the market-leading features of the Animate table, Animate+ utilizes a very small kit of parts — screens, mounting rails, cable raceways, and distinctive storage elements — to address the ever changing needs of today’s workplace. It can be easily configured and reconfigured into an unlimited variety of worksettings — from individual workstations to benching or touchdown stations, from collaborative configurations to private offices, from conference rooms to entire floor plates. Animate+ delivers this flexible functionality and versatility, all with the option for maximum sit-to-stand height adjustability.

“The goal of the Animate family of products is to provide ergonomic solutions which are affordable, yet flexible enough to easily respond to the ever changing needs of today’s work environment,” stated Charles E. Martin, JRB Studio’s CEO. “Having Animate+ recognized at NeoCon validates the solution we are bringing to market and is a wonderful acknowledgement for the work of Tom Newhouse and the entire JRB Studio team.”

At NeoCon 2012 visit **Booth 7-6052**, speak with Tom Newhouse and the JRB Studio team, and see Animate+, a new catalyst for a new way of working. Additional information is also available at www.jrbstudio.com.

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