

PRESS RELEASE

Borgo Contract Seating Announces New Showroom in The Merchandise Mart for NeoCon 2023

Chicago, IL - Borgo Contract Seating is excited to announce the launch of their new permanent showroom in The Merchandise Mart, debuting at NeoCon 2023. As the world's leading platform and most important event of the year for the commercial interior design industry, NeoCon has provided an ideal backdrop for Borgo's innovative seating solutions since the company's inception. The new showroom, located on the 11th floor, will feature a range of seating solutions designed for a variety of commercial applications, including office, healthcare, education, and hospitality environments.

Borgo's President and Founder, Alessandro Spassiani, stated, "We are thrilled to be launching our new permanent showroom at The Merchandise Mart, one of the premier destinations for the commercial design industry. This expansion is a testament to Borgo's commitment to providing innovative, high-quality seating solutions that meet the needs of our customers across a range of industries. With our new showroom, attendees will have the opportunity to experience firsthand our unique blend of design, comfort, and quality."

The new showroom will showcase Borgo's latest products and designs, including the company's signature lounge, common areas and fixed seating. Attendees will have the opportunity to explore Borgo's extensive range of seating solutions and see firsthand how the company's designs seamlessly integrate form and function to meet the specific needs of any commercial environment.

"We understand that choosing the right seating solution is an important decision for our customers," continued Spassiani. "That's why we've designed our new showroom to provide a comfortable and engaging environment where attendees can truly experience the benefits of our products. Our knowledgeable sales team will be on hand to answer any questions and guide attendees through our range of seating solutions, from the initial concept to installation."

Borgo's commitment to sustainability is also on display in the new showroom. Attendees can explore Borgo's environmentally friendly products, including the company's environmentally friendly fabrics and recycled materials, as well as the company's innovative manufacturing processes that minimize waste and reduce their carbon footprint.

"We believe that sustainability should be at the forefront of every design decision," said Spassiani. "We've made a conscious effort to reduce our environmental impact throughout every stage of our design and manufacturing processes. We're excited to showcase our sustainable practices and products in our new showroom."

Borgo Contract Seating has been a trusted leader in commercial seating solutions, celebrating their 40th anniversary next year. The company's commitment to design innovation, sustainability, and customer satisfaction has earned them a reputation as a leader in the commercial seating industry. With the launch of their new permanent showroom in The Merchandise Mart, Borgo is continuing their tradition of excellence and innovation in the commercial design industry.

About Borgo Contract Seating: Borgo Contract Seating is a leading manufacturer of commercial seating solutions, offering a range of products designed to meet the unique needs of any commercial environment. With a commitment to design innovation, sustainability, and customer satisfaction, Borgo has earned a reputation as a trusted leader in the commercial seating industry. The new Borgo showroom will be located on the 11th floor, showroom 116 and will be open to visitors during NeoCon 2023.

For more information on Borgo Contract Seating, please visit www.borgo.com.