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Showroom at The Merchandise Mart: 10-1067A



FOR IMMEDIATE RELEASE

Stir to Open Permanent Showroom at The Merchandise Mart in Chicago

April 27, 2015 – Los Angeles, CA – Stir, creator of the award-winning Stir Kinetic Desk, will unveil a new permanent showroom at The Merchandise Mart in Chicago during the NeoCon World’s Trade Fair, the largest furniture show of its kind in North America. The showroom, on the Mart’s 10th floor, will feature the company’s newest desk, the Stir Kinetic Desk M1. Stir desks are height-adjustable and driven by software that senses your presence, learns your preferences, enables you to set goals and actively reminds you to change positions throughout the day.

“Having a permanent presence at the Mart in Chicago – not only during NeoCon, but year round – is an important and strategic investment and reinforces our commitment to creating products for the contract furniture industry,” said JP Labrosse, CEO and founder of Stir.

To create the space, Stir hired Grand Rapids, Michigan-based design firm Designvox whose principals include former izzy+ CEO Chuck Saylor.

To help celebrate the new permanent showroom, Stir will be giving away a Stir Kinetic Desk M1 each day of NeoCon. People will be able to enter the drawing at www.stirworks.com/neocon, starting May 4, 2015, and running through June 17, 2015. Entrants do not need to attend NeoCon to enter but do need to be from or related to the office furniture industry. Each day, the winner will be announced directly via email and social media.

This year marks Stir’s second appearance at NeoCon. The Los Angeles-based product design company captured the attention of the contract furniture industry at its very first NeoCon in 2014, receiving a

Best of NeoCon Gold award for the flagship F1 desk. The new M1 expands the Stir experience beyond the home and corner office, ready for full-office installations from 10 to 10,000 desks. The M1 offers features similar to the F1 but with a slim, flexible design and lower price point.

The Wall Street Journal's Geoffrey Fowler recently [reviewed the M1](#): "Living with the M1 for two weeks has convinced me of the virtues of a sit/stand desk. Without one, I lose all sense of time and could easily not move out of my chair for three hours – especially when I'm writing. The M1 shifts me up and down without robbing me of focus."

Visit Stir at its new showroom, 10-1067A, during NeoCon at The Merchandise Mart in Chicago.

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About Stir:

Stir creates adaptive technology products for the home and office to help people do their best work. The "Stir Experience" is about thoughtfully weaving technology into products and places to increase productivity, improve health and create inspiration. The company's flagship Stir Kinetic Desk launched in late 2013 and won top honors and accolades, including Popular Science 100 Greatest Innovations of 2014, an Interior Design 2014 HiP award, Entrepreneur Magazine's 100 Brilliant Companies and a Best of NeoCon 2014 Gold Award. The company is based in Los Angeles, California, and is privately funded. The Stir Kinetic Desk is designed and built in the USA. More at www.stirworks.com

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