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News Release 10.16.09:

Friant Opens International Showroom for Overseas Customers

Oakland-based furniture manufacturer Friant Associates has opened a new showroom in Shanghai, a world center for textiles, design and commerce for at least a century.

More than 20 million people live in this cosmopolitan hub with an estimated 60 Fortune 500 companies establishing regional headquarters in the historic port city. Located beneath two iconic skyscrapers in the heart of the commercial district, the Friant Shanghai Showroom welcomes a steady stream of professionals, furniture dealers, and their clients into this open space perfect for the development of new ideas and partnerships.

Sold with global manufacturing partner Cubespace, Friant workstations model the rich and varied veneers, finishes, and fabrics. An executive chair is elevated on a lighted, circular display nearby, attracting visitors like executive director Louis Coussen of Unispace Equipos from Caracas, Venezuela: "We were able to see physical samples of the new tile systems, which we are eager to introduce into our product line. Also, we were looking for a new line of chairs, that could combine both with this new alternative and our existing office space flexible solutions."

Friant in Shanghai (equidistance from Beijing and Hong Kong) gives dealers and their customers that invaluable in-person experience: they can see for themselves the high-end quality and customized capacity of a furniture collection that goes well beyond the bestselling System 2. In this "convenient and reliable" one-stop shop, the showroom presents the panel systems, case goods, accessories, and chairs valued by a growing international clientele for its modern and classic looks and unbeatable cost intelligence. As Mr. Coussen adds, "this show room will allow us to let our own clients actually "meet" the product at its very source and early in the marketing stage."

In Shanghai, Friant is here to inspire workplace comfort on a global scale. When asked about his first international presence, Owner Paul Friant explains the significance:

"The Shanghai Showroom brings the American office standard to multinational companies making Shanghai home, and accommodates the needs of every business whether from Asia, the United States, or Europe."

Please invite your friends and colleagues to make a personal connection with Friant products, and visit us in Shanghai, where you can enjoy both the Friant showroom and downtown streets bustling with culture and commerce.

Friant Shanghai Showroom
Shanghai Tianke International Building, Room 1301
1090 Road Pingliang
YangPu, Shanghai

To learn more about Friant Associates, visit www.friant.com