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Herman Miller to Become Exclusive Distributor of Magis in U.S. and Canada

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Beginning September 2011, Herman Miller will become the exclusive distributor of products in the U.S. and Canada for Magis, the leading Italian furniture designer. According to Jack Schreur, Vice President of Herman Miller Classics and Retail, "The move is an exciting step toward offering more choices. Choice is key because technology is changing how people are working and living, and blurring the line between the two. Magis products provide more ways to support how people live and work today, and they do it with beauty, style, and quality."

From the local café, to the home patio, to the hotel lobby, these places demand a flexible set of products. Adding Magis to the Herman Miller offering gives designers and consumers a complementary collection of products that allow them to curate an entire space.

Addition is a key theme in the partnership between Magis and Herman Miller. Magis means "more than" or "to a greater extent" in Latin. For all who appreciate modern design, Magis means more choices for community spaces within workplace, education, and healthcare environments with its wide array of lightweight café seating, stools, tables, and outdoor products.

"Creating great design demands a delicate balance between craft and industrial production," notes Ben Watson, Herman Miller Executive Creative Director. "Magis, like Herman Miller, understands this intuitively." The meaning of Magis—"more than"—also captures the company's approach to design and manufacturing. Magis employs innovative processes that maximize performance, while minimizing volume of material, energy use, and environmental impact.

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News Release

Like Herman Miller, Magis believes in authored design. They have produced many iconic products, such as the Bombo Stool by Stefano Giovannoni, Jasper Morrison's Air Chair, and Konstantin Grcic's Chair_One.

"We add to Herman Miller because we are *complementare*, complementary," explains Alberto Perazza, Co-Managing Director of Magis. "Even a world apart, we do the business of design in similar ways. Both companies have many and continuing collaborations with the greatest world designers. Herman Miller is synonymous with modern classics. We are honored to be in alliance with Herman Miller in North America and very proud about working together."

About Herman Miller, Inc.

Herman Miller works for a better world around you. The company does this by designing and developing award-winning furniture and related services and technologies that improve your environment, whether it's an office, hospital, school, home, an entire building, or the world at large. In fiscal 2010, it generated more than \$1.3 billion in revenue in fiscal 2010. Innovative business practices and a commitment to social responsibility have also established Herman Miller as a recognized global company. In 2011, Herman Miller again received the Human Rights Council (HRC) Foundation's top rating in its annual Corporate Equality Index and was also cited by FORTUNE as the "Most Admired" company in the contract furniture industry. Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.

About Magis

Founded in 1976 in the bustling north eastern corner of Italy by a newcomer to the furniture business, Eugenio Perazza, Magis is today an international design laboratory that constantly puts itself to the test, seeking technological sophistication and employing a highly diversified workforce. Magis is a "factory-free" organization: in order to enhance the flexibility of its R&D activities, the company opted to outsource its manufacturing and relies on a local area teeming with skilled contractors. Magis exports 80 percent of its production to 70 countries all over the world. Magis works with very well-known designers, but it has always been open to work with young designers, even at the outset of their careers. For more information, please visit magisdesign.com.



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