

Elite Mfg. Debuts Innovation in Furnishings Designs

New Product Categories for Contemporary Metal, Glass and Upholstery Specialist Designers Carl Muller, Rick Lee, Cory Grosser and James Wen Lead Charge

SANTA FE SPRINGS, CA., April 22, 2009 – Contemporary metal, glass and accent upholstery specialist Elite Manufacturing Corp. debuts innovative furnishings and accent items at the spring High Point Market, in their IHFC showroom, space D-520.

“Consumers today expect to get a lot out of their purchases,” said Peder Sorensen, vp, sales and marketing, Elite. “The products we are bringing to market deliver great looks as well as smart function and the right price. For us, the role of the designer goes beyond the showroom or retail floor display. Anything we produce has to make sense for the way people are living now.”

Leading the charge for the company’s Elite Modern collection this season are furniture and product designers Carl Muller, Rick Lee, Cory Grosser and in-house designer James Wen.

Grosser, who has worked with Bentley Motors, Mini Cooper and Bombay Sapphire, among other high profile clients, created Brocade, an original metal design reminiscent of a Spirograph shape, made from polished chrome tubular steel pipes. This unique item can be ordered with an upholstered cushion or ½-inch round glass top – it easily serves as seating or tables and is available in two sizes. Olympia, another occasional table design by Grosser, joins concentric metal rings and glass to mesmerizing effect. At suggested retail pricing of \$399.00 for the 24-inch end table and \$599.00 for 42-inch cocktail table, Elite shows design leadership at a lower price point.

Rick Lee’s mixed media Churchill bar cart represents a new product category for Elite and spotlights the manufacturer’s expertise with leather wrapping. Two compact components featuring Champagne plated metal surfaces and glass tops are hinged to cleverly conceal full-time storage when the bar is not open. Carpet casters aid rolling on any type of floor covering.

The San Francisco designer’s curvaceous metal and upholstery Hudson bench and ottoman was actually inspired by the St. Louis arch and promises comfort and functionality in any contemporary or modern setting. Finally, Lee’s gently cantilevered Wave lounge chair and ottoman are the newest additions to the collection by the same name, which was successfully launched by Elite last fall.

Muller, Elite’s primary product designer since 1993, masters the sleek marriage of metal and upholstery with a group of barstools, end and cocktail tables. Nautilus occasional table bases feature a fluid, spiral curve wrapped in leather or Ultrasuede® fabric, topped with precise, laser-cut Champagne-plated steel accents and weighty glass tops.

Lounge chairs are an important new growth area for Elite and its target customers. This season's high-end introductions are also from Muller, who created the futuristic-looking Chill and Mod swivel chairs and matching ottomans with metal bases.

"There is a large void in the metal and leather seating category that appeals to the high end designer," said Sorensen. "Elite's custom order capabilities provide upholstery cover and metal finish options, along with a 10-working day turnaround. Everything is made here, in the U.S."

The Edge barstool from in-house designer James Wen is another metal and Ultrasuede® pairing. His cover choice is ideally suited to the product's use because the high performance ultra-microfiber, now made from recycled materials, withstands spills and wears well. The barstools are also available in leather or microfiber. A built-in hydraulic lift adjusts seat height to accommodate counter or bar. Metal finish options, another Elite specialty, include Topaz, Onyx, Mocha, Sienna, Pearl White and Bronze.

Muller's Blox and Dotz, two artful room divider screens crafted of sturdy steel tubing in interlocking patterns, round out the spring Market introductions.

Elite Mfg. celebrated its 20th anniversary last year when it also unveiled a newly renovated High Point Market showroom.

ABOUT ELITE MANUFACTURING

Founded in 1988 by Peter Luong and Robinson Ho, Elite Manufacturing Corp. began producing promotionally priced metal-and-glass desks before evolving into mid- to high-end line of contemporary furnishings. Today, the company is known for its signature designed metal-and-glass dining tables and chairs, occasional tables, bars and barstools, entertainment units and home office furniture, all of which are made to order and shipped from its California-based factory within 10 working days. www.elitemfgusa.com

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[High-resolution images available upon request]