

NEWSLETTER VOL. I | NEOCON® 2025

# NeoCon® Newsletter

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MOORECO™

# Everything We Do is for People to Thrive

## The Thrive Philosophy

The Thrive philosophy was created to show how the conscious design of environments can impact human happiness and health through all stages of life.

Success and happiness go hand in hand. This is what it means to thrive. Having the opportunity to learn, grow, achieve, and find community provides the foundation for lifelong fulfillment. We at MooreCo think outside of the constraints of traditional settings and design our products with collaboration and lifelong learning at the forefront. As our consumers evolve, we evolve with them.

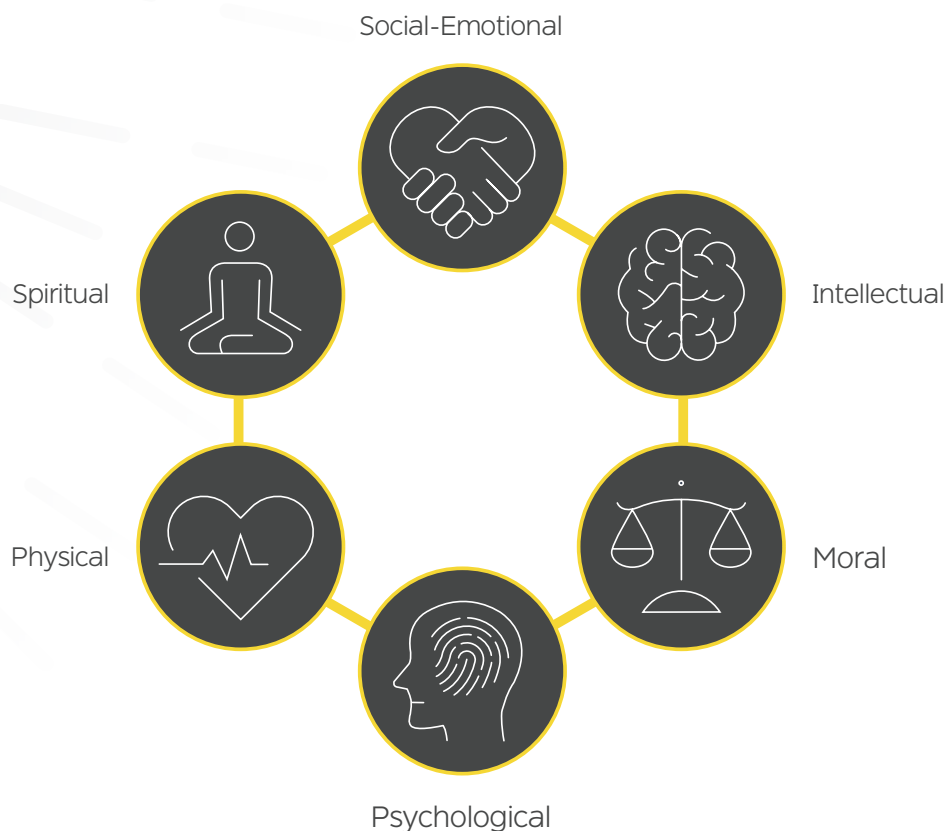
Considering the six stages of development in the crucial periods of formation and influence, the Thrive philosophy encapsulates thoughtful consideration of every space—where all are supported, encouraged, and given the tools to succeed and grow.

The Thrive philosophy will help you create environments that foster collaboration, inclusion, active learning, health, safety, sensory stimulation, and emotional wellness.



*Scan to learn  
about more Thrive*

## The Six Key Facets of Human Development:





# From the Desk of the CEO

## A Message to Our Valued Customers—We've Got Your Back®

Dear Customers,

In a time of uncertainty—with tariffs disrupting supply chains and many vendors bracing for shortages—MooreCo stands apart. The K-12 Industry is facing compressed buying windows causing delays in placing orders and last-minute scrambling. This means demand will stack up and supply won't respond with the velocity needed. The risk? Students and teachers will not get their furniture in time for their first day back to school. That's why we've taken action.

### Mooreco is Prepared—So You Don't Have to Worry.

#### We Anticipated the Challenges Ahead. Over the Past Several Months, We've:

- Absorbed tariff impacts to protect your pricing
- Built up record levels of inventory
- Expanded our production capacity
- Streamlined operations for faster fulfillment

As of May, we reached a record high prebuilt and stocked inventory. This positions us to fulfill new orders with speed and reliability. We currently have open production capacity, and every order in our system—including desks, chairs, and visual communication products outside of our QuickShip program—will be completed and ready to ship within two weeks. Our soft seating products will continue to follow our standard four-week lead time for non-QuickShip items. Thanks to our record-setting production output, we are committed to maintaining these accelerated lead times through the busy summer season.

#### Stable Pricing. Fast Lead Times. Total Confidence.

Unlike others, we're not raising prices. We've made the strategic choice to invest in materials and product to keep pricing steady. And while we quote 4-week lead times, most orders are leaving our warehouse in just 2 weeks—or less.

Got your order in early? Rest assured it's fully built and ready to ship exactly when you need it—even if that's months away. Need to place new orders? We will produce them and store them at no charge until you are ready to receive them.

#### We're Ready Now—and When It Matters Most.

We know the crunch is coming. Late summer is notorious for delays, and even a two-week lead time can be too long. That's why our QuickShip program offers student desks, teacher desks, soft seating, chairs and storage cabinets—available to ship within 1 week or less.

#### Act Early. Lock in Certainty.

Whether you're a school district securing the first day of class or a dealer meeting tight client deadlines, ordering early ensures your success. We won't take on more than we can deliver because keeping our promises is how we do business.

In a season filled with unknowns, MooreCo offers something rare: **certainty**. Let us be your constant—your reliable partner in creating inspiring, fully furnished learning environments.

The kids are coming back to school. We'll make sure their furniture gets there first.

#### Why Choose MooreCo? Here's What You Can Count On:

- ✓ Stable pricing through summer. No sudden increases.
- ✓ Record-breaking inventory and production capacity. We have what you need.
- ✓ Lead times of 2–4 weeks on non-QuickShip products.
- ✓ Prebuilt, stored orders. Shipped when you need them.
- ✓ Essential/QuickShip items ready to ship in 1 week or less. Not just desks and chairs! Cabinets, soft seating, and everything a learning environment truly needs.

# Let's get to work.



With appreciation,

*Greg Moore*

# Resources for Everyone

## A Plethora of Benefits + Resources For Our Dealers

- Free freight on soft seating on orders of net \$5000 or more
- Free freight on storage cabinets on orders of net \$5000 or more
- We waive set up fees for custom color powder coating on volume orders
- No upcharge for custom embroidery on volume orders
- Fastest lead times in the industry with products shipping in 5-10 days



### Resources & Benefits

- We are in several design platforms e.g., CET and Project Matrix
- Multiple state contracts
- Register/spec our product to get pricing benefits
- Submit your bid online for fast pricing response
- Interior Design Team available to support your project at no extra cost



**CET**



**ProjectMatrix**  
A Configura Group Company



**MY RESOURCE LIBRARY**



### Specified Project Registration

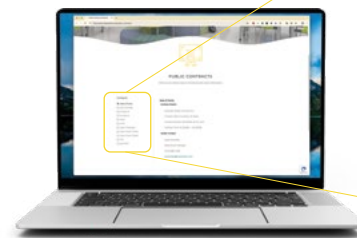
An exclusive protected pricing program created to reward you for leading with MooreCo products. Enjoy special benefits when you're the first to register your bid with us.

- Dedicated Project Management team with support from design to installation
- Free interior design support available for your design team when deadlines and projects pile up
- Free design and engineering services for build-to-order and custom products to ensure aesthetics, budget, and—above all—safety are maintained



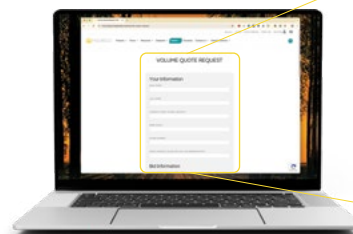
### Public Contracts

Click on each contract name to view details and contact info.



#### Contracts

- ☒ State of Florida
- ☐ New York State
- ☐ Ed Data NY
- ☐ Ed Data NJ
- ☐ MHEC
- ☐ NCPA
- ☐ State of Mississippi
- ☐ State of North Carolina
- ☐ State of South Carolina
- ☐ TIPS
- ☐ Buy Board



#### VOLUME QUOTE REQUEST

##### Your Information

FIRST NAME:

LAST NAME:

COMPANY NAME / DIVISION / CONTACT:

PHONE:

MOBILE:

EMAIL:

##### Bid Information



### Our Dedication To You Goes Beyond Words

[MooreCo's] expertise in creating innovative and functional furniture solutions was first-class, and we were thrilled with the final result. The new furniture solutions are modernized, versatile, and perfectly aligned with the vision of our client for enhancing their students' learning experiences. We highly recommend MooreCo to any organization seeking top-quality furniture solutions."

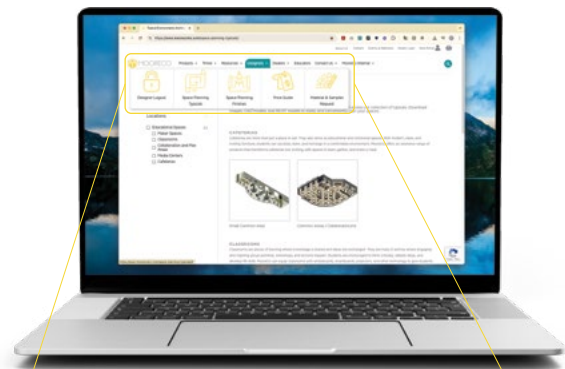
*Patricia Runge*

*Associate Interior Designer, O'Connell Robertson*

# Benefits of Registering as a Dealer and as a Designer

## Designer Dashboard

The Designer Dashboard equips you with powerful tools to quickly and effectively specify MooreCo products. Available with fully designed environment typicals, product groupings, and individual Revit and CAD files for every product. Explore a rich library of case studies, white papers, and expert collaborations to support and elevate your projects. The cart can generate your BOMs instantly by creating part numbers and descriptions from thousands of materials and finishes.

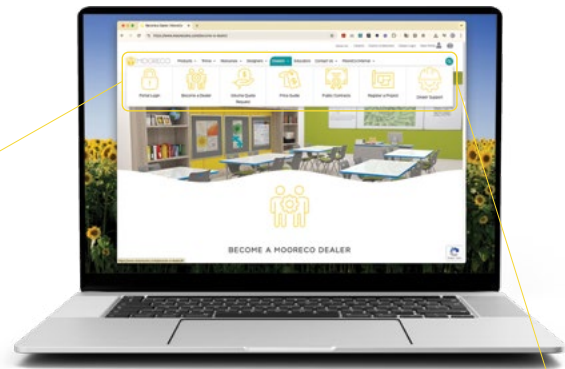


Registered Designer Access

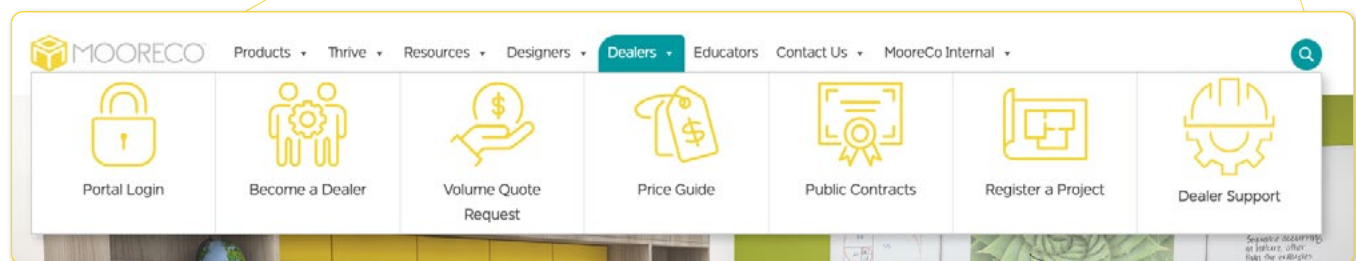


## Dealer Dashboard

Easily stay on top of your business with the Dealer Dashboard. Manage open quotes, track order statuses and invoices, and monitor cases and claims in one centralized place. You'll also have quick access to product information and tools to submit bids and quotes seamlessly.



Registered Dealer Access



## Dealers, Designers, & Educators

We take pride in the extensive resources and tools we provide for everyone. Explore our Knowledge Base filled with blog posts, webinars, case studies, white papers, and success stories—along with tutorials covering best practices and guidance on product selection for various needs. You'll also find a comprehensive library which includes images, environments, brochures, catalogs, product configurations, materials & finishes, and more



# MooreCo Exclusive: Porcelain Steel

## Innovative and Award-Winning Products

Porcelain steel desks and tables only by MooreCo. We knew we could improve the learning and teaching experience by replacing regular laminate surfaces with porcelain steel. We dedicated years of research, engineering, and testing to develop this one-of-a-kind tabletop solution that no other manufacturer can offer.

### Benefits

- **Sustainability:** Produces up to 320 times less CO<sub>2</sub> than regular HPL.
- **Better Visual Acuity:** Significantly reduces glare and eye strain, never ghosts, and enhances color contrast.
- **Better Erasability:** Erases three times better than HPL and ensures a spotless smooth surface while resisting staining and ghosting for life.
- **Cost Efficient:** Delivers 95% cost savings by providing a lifespan purchase and avoids 17 costly HPL replacements.
- **Cleaner + Safer:** The non-porous surface reduces the growth of bacteria and the edge band avoids the accumulation of dust and debris left by markers.
- **Chemical + Heat Resistant:** Class A fire rated and resistant to harsh chemicals, extreme heat, and physical wear, making them ideal for labs and maker spaces.
- **Accepts Magnets:** The magnetic surface is ideal for interactive learning and hands on learning.
- **Durability:** The tabletops feature a metal backing, making it a robust work surface, withstanding up to 3000lbs of weight. It does not dent, scratch, or warp!



Elate Task Stool

The Elate Task Stool is the perfect blend of comfort, style, and adjustability, providing a flexible solution for stimulating focus and motivation in your working environment.



Scan to explore  
porcelain steel

### Erase Obstacles with New Porcelain Steel Tabletop Shapes

Our porcelain steel dry erase family is growing. This scratch-resistant, dent-resistant tabletop is only available at MooreCo, and we've added even more tabletop shapes to help you create an inclusive, active-learning environment.





## Porcelain Steel Desks & Tables Collection



Hierarchy Beam Desk



Hierarchy Creator Rectangle Desk



Hierarchy Rectangle Desk



Hierarchy Shapes Desk



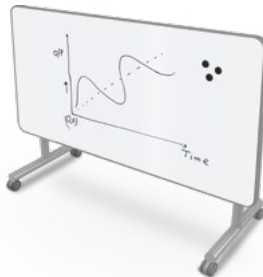
Hierarchy Activity Kidney Table



Hierarchy Activity Rectangle Table



Hierarchy Creator Rectangle Table



Inklüd™ Flip Top T-Leg Table



Inklüd™ Fixed Height T-Leg Table



**Want to earn an HSW credit?**

Ask one of our sales representatives about our latest CEU!



Approved  
Continuing  
Education



Louisiana  
Office of the Governor  
State Board of Examiners  
of Interior Designers

# Custom Products

We Deliver What You Need

- Our furniture Design + Engineering teams customize our offering ensuring safety and testing
- Free embroidery on orders over \$8000 *\*terms and conditions apply*
- No set up fee for custom powder coating on orders of 20 cabinets or more *\*additional 6 weeks lead time*
- Built-to-order/spec, casegoods, visual communication boards, tables, and more



Scan to explore  
the TruPlush™  
difference



Koil



Blossom



Dot Rocking Stool



Compass Cabinet Mini H2 + Lectern Top



Hierarchy Ensign Table



Inklüd™ Pedestal Base Table



Mixed Storage Cabinet



Recto Reception Desk



# Why Choose MooreCo?

We Have the Best QuickShip Program. Period!

MooreCo's Thrive Philosophy embraces the importance of flexibility and collaboration in any learning environment. Our new QuickShip program has been carefully curated to offer a variety of products that truly accommodate the needs of students and teachers, no matter the age or learning style. Considering the six key aspects of human development, our QuickShip program creates consciously designed environments with most products shipping in 5 days or less.

From porcelain steel top desks and tables, to tech + av equipment, we have what you need. Scan the QR code to see our full QuickShip offering.



Scan to Browse the  
fastest Quick Ship  
program in the  
industry



Hierarchy Shapes Desk +  
Porcelain Steel Top



Inklüd™ Flip Top T-Leg Table  
+ Porcelain Steel Top



Hierarchy  
Monroe Desk



Hierarchy Activity  
Kidney Table



Avid Single  
Pedestal Desk



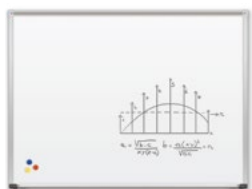
Hierarchy  
5-Star Chair



Hierarchy  
Grow Stool®



iTeach® Spider  
Flat Panel Cart



Porcelain Steel Whiteboard +  
Deluxe Aluminum Trim



Inklüd™  
Mobile Whiteboard



Compass Maxi  
H3 Cabinet



Beanies  
by MooreCo

# Spaces We Outfit

Educational Spaces, Work Spaces, and Everything in Between

We offer the sharpest competitive edge. There is no space or environment we can't accommodate. From our extensive families of desks and tables, seating, visual communication products, technology, soft seating, media and community furniture, we can furnish any facility from top to bottom.



Scan to discover  
inspo spaces



Early Childhood Classrooms + Hallways

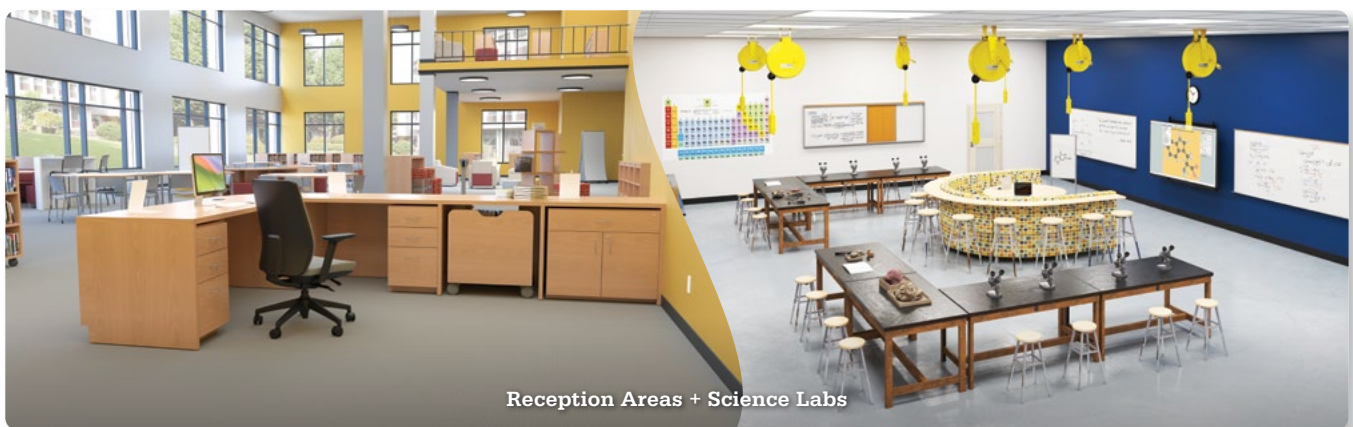
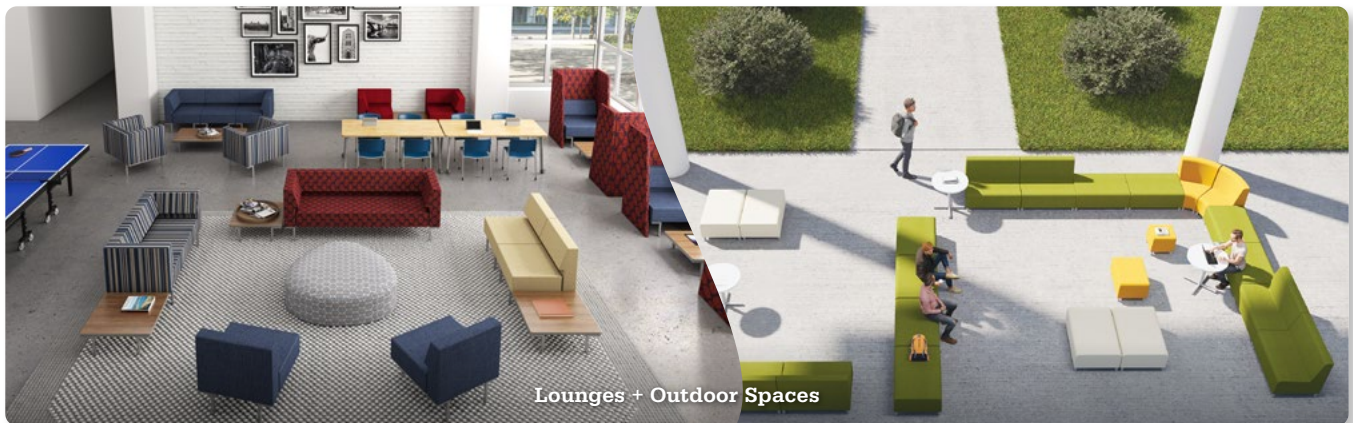
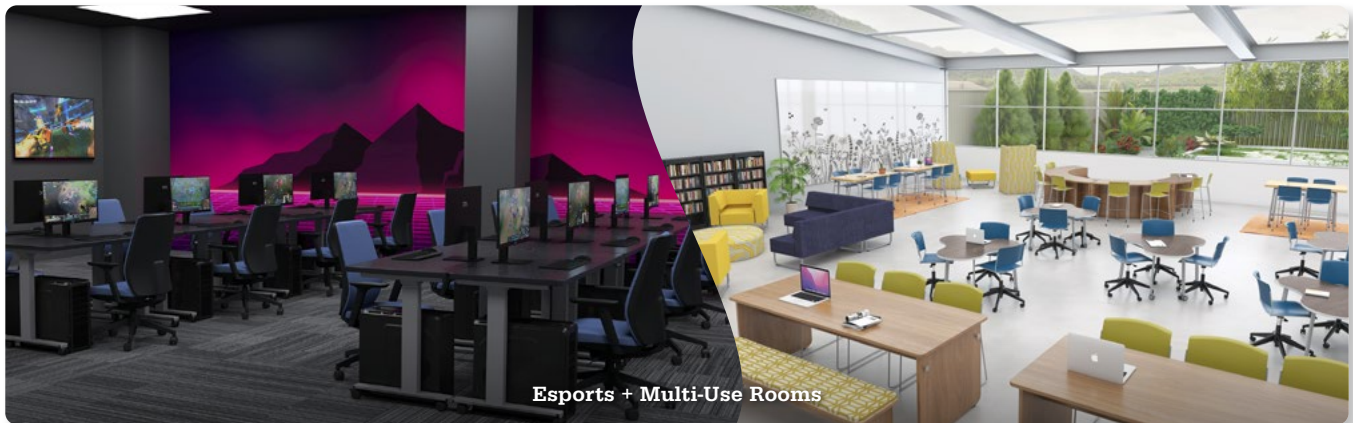


Learning Spaces + Cafeterias



Maker Spaces + Robotics









Lobbies + Corporate Waiting Rooms



Open Offices + Biophilic Work Areas



Conference Rooms + Training Rooms



Break Rooms + Outdoor Work Spaces



# Learning & Working Outdoors Has New Meaning

Designed with the principles guiding MooreCo's Thrive Philosophy, Phoeby brings transitional indoor/outdoor learning and working spaces to a new level. This truly unique line of modular soft seating is inspired by the remarkable adaptability of amphibians to effortlessly move between aquatic and terrestrial environments.

Phoeby Indoor and Phoeby Outdoor work together to create a comfortable, cohesive space that blurs the boundaries between indoor comfort and outdoor freedom. Evolving, forward-thinking design that seamlessly moves from indoor to outdoor is becoming the preferred choice for K-12, higher education, and commercial spaces. Harness the benefits of being present in nature without compromising style or comfort with our revolutionary new line of outdoor soft seating.



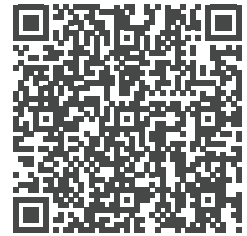
*Scan to learn more  
about Phoeby*



# Show Highlights

Modern, Mobile, Adaptable—and That's Just the Beginning

Our soft seating transforms spaces into inviting, collaborative nodes of connection and inclusivity. User experience is paramount. From lounges, learning spaces, libraries, and residential settings, our comfortable, ergonomically designed soft seating puts users first. Let's get creative with curved, straight, and modular soft seating to build spaces where everyone functions at their best.



Scan to see the  
newest products



Orbit® Low Back Chair



Orbit® Low Back Chair + Tablet Arm



Orbit® Kids Low Back Chair



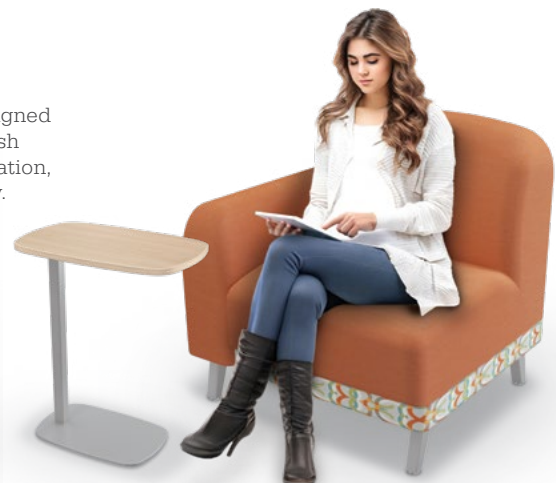
Luly™ Loveseat – Both Arms



Luly™ Occasional Table



The ergonomically designed  
seating features plush  
cushions, power integration,  
and ADA flexibility.



Luly™ Tablet Table

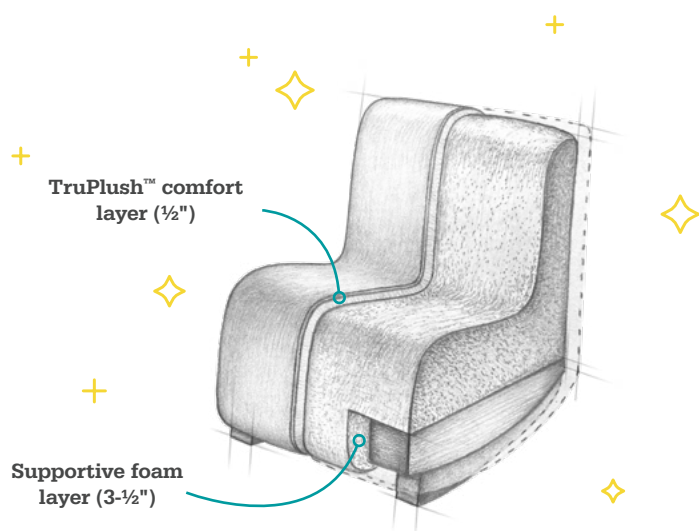
Luly™ Chair –Right Arm



Introducing



TruPlush™ is our latest innovation in soft seating—bringing a noticeably softer, more inviting feel to select products without affecting lead times or warranty. It's not an add on. It's an upgrade.



Phoeby Indoor/Outdoor Soft Seating



Recto Circulation Desk



Elate Drafting Stool



Elate Task Stool



Elevate Wind Down



Constellation All Foam Soft Seating – Sun



Tinker All Foam Soft Seating Puzzle Piece Set



Tinker All Foam Soft Seating – Comfy Block V

# Product Offering

Discover a Plethora of Products for Every Age, Use, and Budget

Make the most out of any space with thoughtfully-designed products, conceived under our commitment to enable all to thrive—no matter their learning or working style. Our entire offering features top-of-the-line, aesthetic, adaptable, easy-to-move, flexible, mobile, sturdy, and time-tested furniture, media space & AV, and visual communication products.



Scan to see full product offering

## Desks



Student



Teacher



Teacher Mobile



Reception/Admin



Office



Exclusive

## Tables



Student



Makerspace



Media



Exclusive



Activity



Flip Top/Nesting



Community/Group



Cafe/Lounge

## Chairs



Student/Classroom/Task



Rocker



Stacking



Tablet



Exclusive



Office



Teacher

## Stools



Student



Task/Lab



Swivel/Wobble



Soft Seating

## Media Space & AV



iTeach® Flat Panel  
Wall Mount



Compass Cabinet  
+ TV Mount



iTeach® Spider  
Flat Panel Cart



MediaSpace Flat  
Panel Cart



MoorePower®  
Tower



Interactive Projector Board  
+ Whiteboard System



Interactive  
Projector Board

## Visual Communication



Porcelain Steel Whiteboard +  
Deluxe Aluminum Trim



Horizontal  
Sliding Board



El Grande  
Whiteboard



Framed Magnetic  
Glass Board



Fluent Office  
Series Glass Wall



D.O.C. Mobile  
Room Divider



Divvy D.O.C. Mobile  
Room Divider



Inklüd™ Mobile  
Whiteboard



Platinum Mobile  
Reversible Board



TLC-2  
Platinum



Hierarchy Grow  
& Roll Mobile  
Glass Board



Visionary® Curve  
Colors Mobile  
Magnetic Glass Board



# Compass Cabinets

All-in-One, Mobile, Cost-Effective Storage Cabinets

True to our Mighty 8 design principles, Compass is a versatile, modular system where a single cabinet seamlessly adapts into multiple functional solutions—merging storage with media display, integrating easel capabilities, or transforming into desks and islands that offer generous workspace and abundant storage.



Scan for full  
Compass line up



Compass Island – Quad



Compass Island – Round



Compass Island – Square



Compass Cabinet  
Mini H1



Compass Cabinet  
Midi H1



Compass Cabinet  
Maxi H1



Compass Cabinet  
Midi H2



Compass Cabinet  
Midi H2 + Ogee Top



Compass Cabinet  
Maxi H2



Compass Cabinet  
Maxi H2 + TV Mount



Compass Cabinet  
Midi H3



Compass Cabinet  
Maxi H3



Compass Cabinet  
Grande



Compass Mobile  
Teacher Workstation



Compass Single Cabinet  
Teacher Desk



Compass Single Cabinet  
Teacher Workstation



Compass Double Cabinet  
Teacher Workstation



Compass Dual  
Cabinet Teacher Desk

# Casegoods, Storage, + Organization

## Adaptable Casegoods to Sleek Storage Towers

Our fully functional and flexible casegoods and storage options can be tailored to fit any library, media center, office or administrative space, retail, or training area.



Porto Mobile Book Tower



Stazio Angled Book Stand



Porto Mobile Book Cubby



Porto Mobile 4-Sided Book Cart



Tallo Mobile Metal Book Truck



Schoolworks Bookcase



Array Shelving



Community Table



Recto Reception Desk



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