

(For Immediate Release)

Announcing Affinity Classics' Bold, New Style of College Chair

Affinity Classics Has Released Its Newest Design – The Affinity Mission Chair – A Premium, Upholstered, Amish Sitting Chair for Alumni and Affinity Groups

September 1, 2016, Montrose, CO – Affinity Classics LLC announced today that it has begun delivering **The Affinity Mission Chair** to the collegiate products market. This chair is the first premium, college chair in the Mission or Craftsman Style, a significant innovation for the collegiate market – an impressive, heavy, well-constructed chair with firm seating, and made by Amish craftsmen in northeastern Ohio. This chair is constructed with exceptionally strong joinery that represents the best of Amish construction.

Previous college chairs have been and continue to be made in the traditional Windsor style or a variant thereof – an old English style that is popular and inexpensive to construct. The principal construction elements are simple turnings (spindles) and tapered socket joints which are not exceptionally durable. Although tapered socket joints can absorb a lot of stress, such joints tend to loosen over time and continued use. Also, factory-made Windsor spindle components tend to have cross-grain pieces which are often less strong than hand-made chairs. Factories also cut corners with low-quality, liquid glues. Affinity Classics' hand-made chairs offer more strength and durability despite intense use, through more modern joinery including mortise & tenon joints, internal dowels and pins, reinforcing screws, and high-quality, natural hide glue. They also use laminated wood (plywood) for their seats. Some college-chair companies mill their components overseas and only assemble the parts in the U.S., whereas Affinity Classics makes all parts locally in order to control quality and ensure that all parts fit perfectly.



Pricing for the Affinity Mission Chair will depend on several cost components including university licensing fees, royalties, choice of wood, logos, fabrics, and shipping to customers. Pricing to the customer will be approximately \$999, including shipping and depending on cost considerations particular to the institution that each chair represents. Learn more about the Affinity Mission Chair at <http://affinityclassics.com/portfolio/mission-chair/>.

About Affinity Classics LLC Affinity Classic LLC is a privately-held manufacturer of premium hardwood sitting chairs that represent academic institutions, businesses, and other organizations that have constituents, members, and alumni who demonstrate loyalty, affinity, and nostalgia for their former association and former associates. Chairs are known as College Chairs, University Chairs, Alumni Chairs, Graduation Chairs, Recognition Chairs, Retirement Chairs, and Logo Chairs.

Affinity Classics delivered its first College Chair for the University of Colorado Anschutz Medical Center in Aurora, Colorado in 2008. Since then, the Company has expanded its product line to six styles of chairs in many woods, finishes, fabrics, and leather. Known for its uniquely modern styles, the company intends to maintain its commitment to innovation within the college-chair market. For more information, please visit <http://affinityclassics.com/>.

Affinity Classics serves the Alumni and Friends of leading colleges and universities which include Ohio Institutions, Cleveland State, Miami University, The Ohio State University, and Xavier University – also several universities in other states. Affinity Classics also provides custom chairs to medical centers, non-profits, and businesses.

Contact To learn more about the College Chairs of Affinity Classics, please contact Public Relations, Affinity Classics LLC, P.O. Box 1714, Montrose, CO 81402, Telephone: 866.748.2230, Fax: 303.353.0532, Info@AffinityClassics.com

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