

Affinity Classics

(For Immediate Release)

Affinity Classics Announces Agreement with The U.S. Military Academy at West Point to Produce Chairs That Represent The Academy for Graduates and Friends of West Point.

Affinity Classics LLC is licensed to use West Point trademarks in the production of West Point Chairs.

December 8, 2016, Montrose, CO – Affinity Classics LLC announced today that it has signed an agreement with the U.S. Military Academy to use official trademarks of the Academy. Each chair produced and sold will yield royalty revenue to West Point. Both Affinity Classics and West Point work with Learfield Licensing, Holland, Michigan, which facilitated the agreement.

Affinity Classics LLC produces 10 models of chairs within two product lines: Classic and Traditional. Its chairs are built in three locations: northeast Indiana, northeast Ohio, and western North Carolina. Chairs are made by Amish craftsmen in Indiana and Ohio while traditional craftsmen build the company's traditional chairs in North Carolina.



Other college chairs have been made and continue to be made in the traditional Windsor style or a variant thereof – an old English style that is popular and economical 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 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. Chair manufacturers often 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. Learn more about the West Point Chairs of the Academy at <http://affinityclassics.com/portfolio/west-point-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 10 models 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 including Cleveland State University, Colorado State University, The Ohio State University, Xavier University, the University of California, Marquette University, Dartmouth College, Tuck Business School, U.S. Military Academy, University of Wyoming, and other fine institutions. 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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