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Visit Bretford at NeoCon 2016, June 13-15, Chicago’s Merchandise Mart, Showroom #355

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Bob Redding,

VP Marketing, Sales and Customer Care

Mickey Lay,

National Sales Manager, U.S.

Tracy Langheinrich,

Director of Product Management/Business Development

# Bretford® Focuses on Growth with Addition of Executive,

# Business Development and Sales Professionals

**CHICAGO, IL — June 9, 2016 —** To create growth in existing market spaces and movement into entirely new markets while providing top-notch service to partners and customers, [Bretford Manufacturing, Inc.®,](http://www.bretford.com/) a U.S.-based manufacturer of technology-enabled furniture for 21st century learning and working environments, today announced the appointment of Bob Redding, Tracy Langheinrich and Mickey Lay into leadership roles within the business. All three professionals will be in the Bretford Showroom (#355) during [NeoCon 2016](http://www.neocon.com), June 13-15 at the Merchandise Mart in Chicago.

Christopher Petrick, CEO for Bretford Manufacturing, Inc. said, “While our powered furniture and design expertise continue to move the dial in the education and business markets, these talented professionals are allowing us to serve our current customers and partners at a greater capacity while expanding into new market spaces, such as healthcare, security and fitness.”

**Bob Redding** **is Vice President of Marketing, Sales and Customer Care** with expertise in the education market. He is responsible for creating and driving the business plan and strategic direction for all marketing, sales and service efforts. Redding previously served as Director of Sales and Marketing at Bretford for nearly 20 years. He held sales and executive positions with Contrax, Smith System, Troxell and School Specialty before returning to Bretford earlier this year.

**Tracy Langheinrich is Director of Product Management and Business Development.** Langheinrich is focused on leading an innovation strategy that is in alignment with defining and establishing new markets for expansion with Breteford’s corresponding portfolio of products. Bringing the voice of the customer to the forefront along with further development with key partners allows for growth and revenue generation. Prior to Bretford, Langheinrich held business development, sales and partner engagement roles at Ergotron, Creation Technologies and Celestica.

**Mickey Lay has been promoted to National Sales Manager** after serving 11 years as Regional Sales Manager in the South Eastern territory for Bretford. In his new role, Lay leads the team of Regional Sales Managers across North America and is accountable for direct dealer channel sales, profit, and strategic objectives for Bretford. He has fostered long-standing relationships with customers, sales management and peers in his years at Bretford. Lay has also worked as a regional manager for Highsmith Contract Sales and was a district manager for Beckley Cardy.

**About Bretford Manufacturing, Inc.**

Bretford is a manufacturer of furniture for both learning and work environments. Founded in 1948 and headquartered in Franklin Park, IL, Bretford holds close to seven decades of expertise dedicated to the design and manufacture of sustainable furniture solutions that are made in the U.S. Each furniture design is built for quality and mobility so rooms, people and information can move and still stay connected.

The company offers smart furniture designs that support evolving technology, enabling institutions, organizations and corporations to increase productivity and efficiency. Superior workmanship and environmentally-compliant manufacturing and operation practices ensure dependable Bretford products, many of which are GREENGUARD GOLD Indoor Air Quality Certified®. The company is committed to using less energy, creating less waste, and reducing its carbon footprint. Bretford is a CarbonNeutral® certified company and its EDU 2.0 line is among the first in the contract furniture industry to achieve CarbonNeutral product certification.