

To: All Sales Representatives
From: Len Ruby

Krug Knocks It Out of the Park at HCD!! Four Nightingale Awards!!

Krug was very much the star of the show at this week's Healthcare Design show and conference in Phoenix. HCD has grown to become the primary and leading Healthcare event in our industry, with an overall caliber of attendees that is unmatched by any other show we participate in: where most other shows have a more minimal level of A&D and end user attendees, HCD is packed with specifiers and end users. It's a gold mine for our business, and we have emerged over several years as the leading player at this show - matching our rise as one of the very top healthcare furniture manufacturers.

Our booth was located in the most prominent position on the show floor, and once again it was clearly our booth that was the strongest among all of the displays. The excitement and positive reactions from specifiers and other customers were palpable, and for sure will be creating a lot of new opportunities and specifications. Kudos to Lauren Banas, who led the design process for the booth.

Most exciting of all, Krug was also the star of the show for the Nightingale Awards - the industry's most important recognition for Healthcare products. More so than Best of Neocon awards, the Nightingale Awards is product recognition that is highly meaningful to A&D specifiers in Healthcare. We won an amazing and unprecedented 4 awards this year, including the overall award for best product at the show:

- **Best of Competition - Ascend (our soon-to-be-introduced new powered recliner that converts to an exam table)**
- **Innovation Award in Furniture: Clinician Support – Ascend**
- **Gold Award in Furniture: Clinician Support – Ascend**
- **Gold Award in Seating: Guest/Lounge - Faeron Metal**



ASCEND PATIENT RECLINER



FAERON METAL

Many thanks to Cesar Fernandez and our Engineering teams for all their work on these exciting new products, and the other products we displayed at HCD. And a big thank you to Lauren Banas, John Rademacher and Dave Uffelmann, who led the planning and coordination of the show, and presented the products to the jury committee for the awards.

We're putting these awards and related info on the website, and will issue a customer communication (which you can also issue).

It was also good to see an increasing number of our reps attending the show - many of you are recognizing the extremely high value of the exceptional networking with specifiers and end users from your territories, and the valuable learning opportunity (to become a knowledgeable resource on healthcare furniture, space planning and design) from attending the show seminars.

It's an exciting time for Krug, and Krug reps, as we continue to move forward on our quest to be the industry's leading designer and manufacturer of Healthcare furniture.



Your ongoing input and feedback is welcome regarding Krug social media. Please send all suggestions or inquiries to gtoth@krug.ca

For further information please contact: Customer Service. A PDF copy of this notice is available on WebLink.