

CONTACTS:

Karen Andersen  
Marketing Manager  
312-229-4414  
[kandersen@sediasystems.com](mailto:kandersen@sediasystems.com)

Bruce Buursma  
Media Relations Consultant  
616-502-9834  
[bruce@brucebuursma.com](mailto:bruce@brucebuursma.com)

FOR IMMEDIATE RELEASE

### **Sedia Systems to Consolidate Manufacturing and Support Services in Heart of North Carolina**

Chicago, IL / November 2020 – Sedia Systems’ ownership has acquired a nearly 11 acre parcel in Asheboro, N.C., in order to consolidate its fixed and multipurpose seating manufacturing operations at a single site, as well as allow for anticipated future growth and expansion of its engineering and other corporate support staff.

The purchase includes a 60,000 square-foot plant built in 1986, used most recently for furniture manufacturing. It also includes an adjacent 2,800 square-foot office building. Both structures will undergo extensive updating and renovation before Sedia Systems moves its manufacturing operations there early in 2021 from two separate leased facilities in nearby High Point, N.C.

“We’ve been looking aggressively for a long-term home for Sedia Systems to flourish and we found it in Asheboro,” said Sedia Systems’ CEO Wilson Troup. “We’re projecting very strong growth in 2021 and beyond, based in part on so many delayed projects this year and increased penetration of Sedia Systems’ products throughout the Americas and through our EMEA (Europe, Middle East, and Africa) subsidiary.”

The company, founded 16 years ago and headquartered in Chicago’s West Loop District, has steadily grown its product offerings through the years to become an industry leader in the fixed seating category. Sedia Systems has brought innovation as well as a fresh aesthetic to auditorium and lecture hall seating, fueling its success in both domestic and global markets.

Troup said the company will be seeking to add manufacturing, engineering, and other support staff positions in the new location and expects to break ground in the next 12 to 18 months on a showroom and customer experience center on the property.

“With the additional product lines we’ve created over the past 16 years,” he noted, “the increasing demand for those products precipitates the need for more space. We’ve also recently launched an acoustics division called Akouo Acoustics and we can easily imagine developing and manufacturing new lines for Akouo in Asheboro, as well.”

Asheboro is the seat of Randolph County in the geographic center of North Carolina, just 15 miles south of High Point and about 90 miles northeast of Charlotte.

“It was a pleasure working with Sedia Systems during their due diligence,” said Crystal Gettys, Randolph County Economic Development Corporation’s Business Recruitment Director. “Their business is perfectly suited for our community and we have the strengths that will help Sedia Systems grow. We have the grassroots, skilled workforce they are looking for with both furniture and textiles in our blood.”



### **About Sedia Systems**

Sedia Systems is a leading global manufacturer of lecture hall and auditorium furniture, offering the widest range of fixed seating in the industry for education, corporate, healthcare, government and public assembly markets. Sedia Systems' passion is to provide insightfully designed fixed seating solutions grounded in a client-focused approach. Sedia Systems corporate offices are located in Chicago, IL, with operations in High Point, NC. Its Chicago showroom in The Mart, suite 11-121, is open to the public by appointment. Sedia Systems EMEA (Europe, Middle East, and Africa) is based in Dublin, serving countries and regions beyond the Americas. Explore your options at [Sedia Systems!](http://www.sediasystems.com)