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FOR IMMEDIATE RELEASE

Sedia Systems Opens Consolidated Manufacturing Operations in Asheboro, North Carolina

Asheboro, NC / April 2021 – Sedia Systems will celebrate the grand opening of a freshly renovated 60,000-square-foot manufacturing plant in Asheboro, N.C., with a traditional ribbon-cutting ceremony followed by a luncheon and facility tours on May 6, 2021.

The event, set for 11 a.m. to 3 p.m., marks the move of Sedia Systems' manufacturing from two separate leased plants in neighboring High Point, N.C., to the single location in Asheboro, which the company's ownership purchased late last year. The consolidation will streamline operations and allow for planned expansion of manufacturing capabilities, as well as moving the firm's corporate support services to the new campus.

[Sedia Systems](#) is an industry leader in designing and making innovative fixed-seating and multi-purpose seating solutions.

Last November, the company disclosed its purchase of an 11-acre site, which included a manufacturing plant built in 1986 and an adjacent 2,800-square-foot office structure. The office building also is undergoing renovations in order to house corporate support staff and to create a customer experience center and showroom for Sedia Systems' lines of fixed seating and other offerings, including the sound-management products of its Akouo Acoustics [division](#).

Wilson Troup, Sedia Systems' CEO, described the move to Asheboro as a momentous step in the 16-year-old company's strategic plan for new product development and operational excellence.

"We're perfectly positioned for sustained growth as we respond to so many delayed projects in the pipeline and we continue to win new business both in our North American markets and throughout our EMEA (Europe, Middle East and Africa) subsidiary," Troup said.

Troup also praised the Randolph County Economic Development Corporation officials and Asheboro's civic leaders for their stalwart efforts to help make the move as painless as possible.

"From the very beginning, it was clear they wanted us as part of the business community," Troup said. "It's a great fit."

Asheboro Mayor David Smith said he's excited to welcome Sedia Systems to the town of 26,000 residents and noted that the community has a long legacy of furniture and textile manufacturers.

“It’s been our bread and butter over the years,” Smith said, “But we’re doing a lot of work with training partners to make sure that people can transition from the traditional jobs in manufacturing to the jobs of the 21st century.”

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.

“We’re always eager to see a vacant building put back into use,” said Kevin Franklin, President of Randolph County Economic Development Corporation. “It’s great to have Sedia Systems come into our community. We think it’s a win-win for all parties.”

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 and manufacturing facilities are in Asheboro, 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)