

EVO has Arrived

Simo's new line of office furniture is set to redefine today's office environment.



Simo, one of Canada's leading office furniture manufacturers, is launching its new EVO line which promises to change the way people approach the office environment. With small footprints, an eco-friendly production process and elegant designs, EVO will enable our customers to effectively utilize their office spaces and make the workplace feel less like work.

"For years manufacturers have provided new designs that essentially offer the same repackaged products and simply do not address the needs of the user and marketplace," says Simo co-owner Gary Scitthelm. The first step he and business partner Louis Kelemen took in developing the new line was simple: ask people what they wanted.

Working closely with the design community, industry professionals and our customers, the Simo design team was able to zero in on what so many other manufacturers were ignoring—professionals want smarter furniture solutions that are as practical as they are beautiful. This insight enabled them to outline the criteria that would separate the EVO line from the traditional approach and take Simo's products in an entirely new direction: Efficiency, Responsibility, Elegance, Functionality, Thought and Simplicity.

Incorporating environmentally friendly production methods such as water-based finishing, wind powered facilities and FSC veneers into a sleek and functional design makes EVO an industry first.

"The EVO line will allow for effective use of available space and provide both a functional and beautiful work area for the user—EVO is our solution for the marketplace," says Kelemen.

The EVO line comes on the heels of a complete rebranding of Simo that better reflects a renewed focus on their core strengths. The idea of Concentrate | Collaborate embodies their new brand. Simo understands that effective professionals need workspaces where they can focus individually (Concentrate), as well as space where they can come together and energetically share ideas (Collaborate). Simo designs and manufactures for these two distinct workspaces; offering products and solutions to nurture both the individual and the team.

The EVO line is part of the Concentrate stream and will provide savvy professionals with a way to increase productivity and space while reducing their environmental footprint. With this new venture and brand, Simo is revolutionizing the way we look at furniture and the overall aesthetic of our environment—inside and out.

Simo creates unique workspaces for professionals in a variety of different industries. They have been manufacturing office furniture solutions for over 40 years and are located in Calgary, Alberta.

You can learn more about EVO and Simo by visiting www.Simocorp.com or calling them at 1-800-382-8190.