Geiger Celebrates its commitment to craftmanship with Made with Meaning Brand Campaign

ATLANTA, March 7, 2023 – Geiger, part of the MillerKnoll collective, is celebrating its commitment to craftmanship with a new brand campaign, *Made with Meaning*. The campaign celebrates the skill, passion, and know-how that goes into every Geiger and DatesWeiser product and speaks to the commitment to the company's core values: Wood Mastery, Quality Through Craft, Beauty and Timeless Design, and Producing Responsibly.

Each piece of furniture from Geiger and DatesWeiser starts with the highest quality materials which are shaped and finished with precision and care to create products that elevate the experiences of people wherever they use them: from the private office to the open plan, and from the boardroom to the home.

"The Made with Meaning campaign celebrates the unparalleled refinement and quality craftmanship of Geiger and DatesWeiser's products," said Mary Tudor, Senior Marketing Manager at Geiger and DatesWeiser. "Our designs celebrate precision-crafted details while maintaining an uncomplicated beauty which would be unattainable without the commitment and know-how of our designers and manufacturers. They are integral to our success."

Made with Meaning also gives a glimpse into the manufacturing process taking place at each of Geiger's three facilities:

- The Atlanta Fulton facility and its craftspeople focus on the brand's iconic casegoods. With decades working alongside the world's top interior designers, the professionals here create luxury, custom configurations for clients of all sizes. By using a collection of unique yet easily configurable parts, Geiger One Casegoods offers a versatile infrastructure that creates spaces that feel custom with ease.
- The Hildebran, NC facility focuses on seating and upholstery. From conference chairs to lounge seating and office chairs, each seat produced at Hildebran is held to the highest standards of precision and quality.
- DatesWeiser is manufactured at the Buffalo, NY facility where there is an increased focus on customization. Discerning customers partner with architects and designers to create custom conference solutions using a vast portfolio of mixed materials and innovative processes.

Geiger has always been proud to serve customers across a range of industries, working with its A+D partners to create statement-making spaces that offer a premium level of polish and sophistication. In 2021, Geiger joined operations with DatesWeiser, who specializes in exceptional standard and custom-made conference and meeting room solutions that incorporate technology in discreet, clever ways that never detract from the beauty of the design.

Since its beginnings in 1982, the DatesWeiser brand has earned a reputation as a design partner committed to customer choice and innovation. It is this dedication to quality, collaboration, and innovation—values that have also been synonymous with the Geiger name from Day One —that made DatesWeiser a natural fit with Geiger.

To learn more about Geiger and DatesWeiser, or to connect with a dealer, please visit the Geiger website, www.Geigerfurniture.com.

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About Geiger
At Geiger, why we do things and how we do them are inexorably one. Achieving quality through craft, celebrating materiality through elegant simplicity, improving the work environment for individuals through design that endures. Standards of craftsmanship and customer satisfaction set more than 50 years ago by founder John Geiger have driven the company's growth and continued to inspire people today. Founded in Toronto and headquartered in Atlanta since 1979, Geiger is a wholly owned subsidiary of publicly held MillerKnoll (NASDAQ: MLKN).

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