

Geiger Unveils New Brand Identity

ATLANTA, GA, June 3, 2026-- Geiger, a furniture manufacturer known for creating elevated workplace designs, today debuts a new brand identity. Rooted in a clean aesthetic and designed to be rich and immersive, the rebrand reflects the company's vision for an evolving workplace where craftsmanship is at the forefront.

The new Geiger brand exemplifies a refined, modern sensibility. Anchored by a deep forest green hue with orange accents, the color palette reflects the importance of wood as a material for Geiger—the brand offers only the top one percent of architectural-grade veneers. Through the new identity, elevated details can be found across all channels and experiences. This also marks Geiger and DatesWeiser, a longstanding partner, officially coming together as one unified Geiger team. This step improves the client experience, drives clarity, and increases brand affinity.

"This brand work is a synthesis of the best parts of the Geiger and DatesWeiser brands and marks an important shift in how we use our design voice in everything we create," shared Creative Director Stephen Floyd. "The rebrand marks the start of our next chapter."

The unification strengthens Geiger's design leadership and expands on the brands' shared history of partnering with leading designers such as BassamFellows, Carole Baijings, and EOOS. Combining Geiger's expertise in premium wood casegoods with DatesWeiser's focus on conferencing environments and custom solutions, the integration positions the teams for continued evolution.

"Uniting our brands under a refreshed Geiger is an exciting day in our history and pivotal in our journey to continue inspiring our clients and design partners," commented Vice President & General Manager R.J. Stelter. "Now through one seamless experience across digital platforms, sales, design, and client services, we will continue to create unique solutions—a win for our clients and associates alike."

High-Touch, an exhibit currently on view at MillerKnoll New York, reflects the Geiger legacy that continues to influence the brand's future. The show highlights longtime brand collaborator Ward Bennet's contributions, reexamining minimalist interiors through the work of Bennett and designer Joe D'Urso.

Visit geigerfurniture.com to learn more about the brand and reserve a ticket for the exhibit [here](#).

About Geiger

Geiger is a furniture manufacturer known for its refined approach to materiality, proportion, and craft. Creating furniture solutions for workplace, residential, and hospitality environments, the brand brings an uncompromising attention to detail to everything it produces—from precisely matched veneers to designs engineered to look, work, and feel cohesive. Drawing on a longstanding collaboration with Ward Bennett, the designer's philosophy of timeless, purposeful design continues to guide Geiger's approach today. Partnering with some of the world's foremost designers and artisans, Geiger creates unparalleled design solutions, thoughtfully crafted for all the senses. Learn more at [Geigerfurniture.com](https://geigerfurniture.com).

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