MEMO

DATE: January 23, 2017

RECIPIENTS: Groupe Lacasse Canadian Sales Representatives and Valued Dealers

SUBJECT: **NEW! / Groupe Lacasse Healthcare Furniture Solutions - SENCHA Collection**

SENCHA / Pleasing aesthetics adapted to the healthcare market!

We are happy to present SENCHA; a new healthcare furniture collection signed by Groupe Lacasse. SENCHA offers a complete range of seating and freestanding tables specially adapted to the realities of healthcare environments.

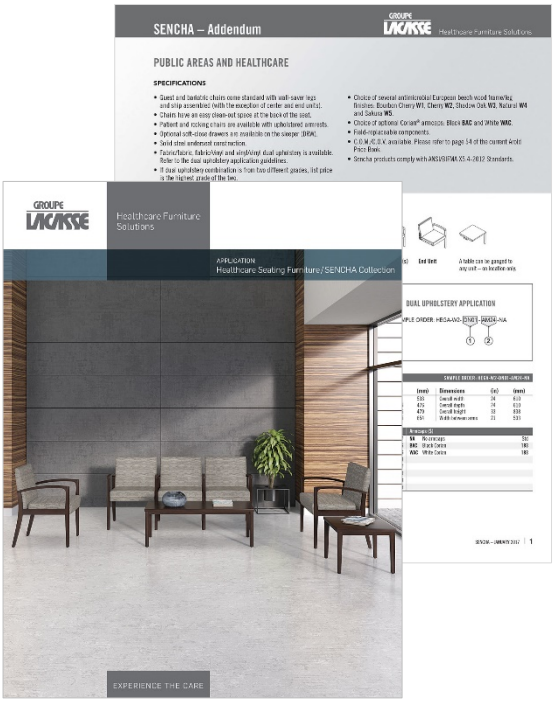


Stringent attention to details and superior quality of this collection will leave no one indifferent! Whether for a waiting room, a reception area or even a patient room, SENCHA has the perfect solution to meet all needs.

SENCHA is already part of the **Quick Cash Rewards Program**! Find all the program details under the **Promotions** tab in the **Login** area of www.groupelacasse.com.

HIGHLIGHTS

- Guest and patient chairs, sleeper sofa available.
- Freestanding tables and tandem configuration.
- Optional Corian armcaps available in 2 colors.
- Field-replaceable components.
- Wall-saver leg design.
- 5 antimicrobial beech wood finishes.



PRACTICAL INFORMATIONS AND AVAILABLE SALES TOOLS

- **Orders accepted as of January 23**.
- All the images are on the website, **click here.**
- **Color brochure** in PDF format on the website, **click here.**
- **Price list addendum**: the PDF is on the website, **click here.**
- **Printed literature** available at the literature distribution center. Just ask your local Groupe Lacasse sales representative to obtain your samples.
- **Electronic catalog** ready for download through 20/20 Technologies' website (also on the January 2017 DVD).

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MEMO

SHOWROOM SAMPLE PROGRAM

- A complimentary SENCHA guest chair sample will be available to each client that reaches a sales volume of **SENCHA products equal to or greater than $ 5,200 list**.
  This promotion is valid from January 23rd to September 23rd, 2017.
- From January 23rd to May 23rd, 80% discount on all SENCHA models (70% discount thereafter).

Good selling!

GROUPE LACASSE
PRODUCT MARKETING DEPARTMENT

