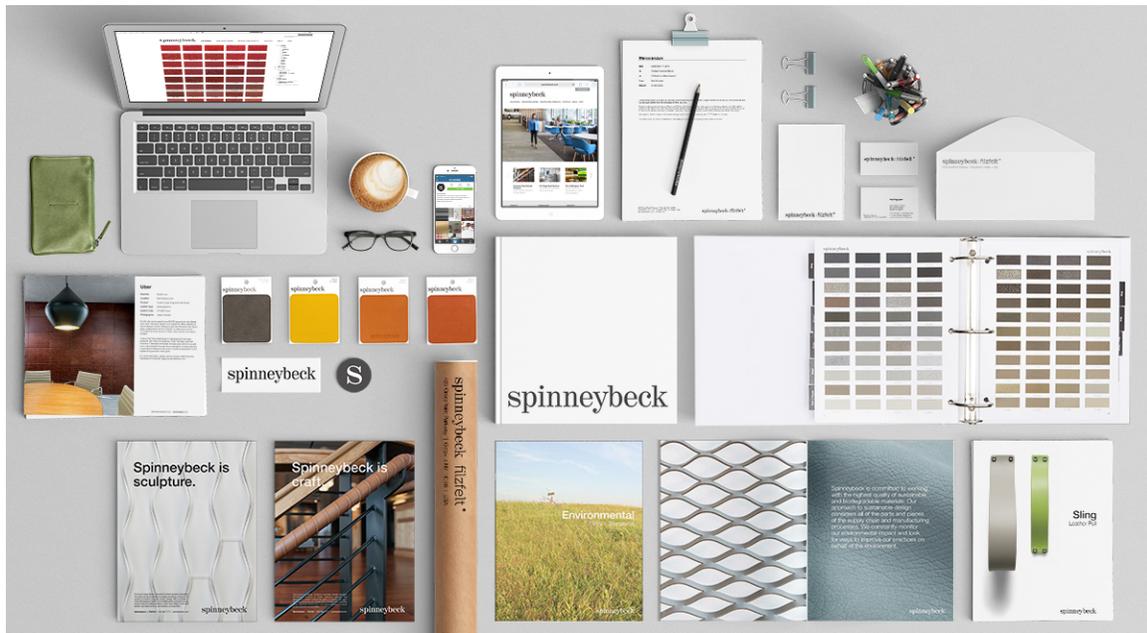


spinneybeck

Spinneybeck announces rebranding and redesigned website

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The updated Spinneybeck identity includes new logo, website, collateral materials, and product introductions.

Getzville, New York—Spinneybeck, a leading supplier of full grain Italian upholstery leather, has announced a corporate rebranding, renewed focus on leather architectural products, and unveiled a redesigned website. The rebranding reflects the evolution of the company with broadening capabilities in manufacturing as well as its vision for the future. While Spinneybeck will continue to be a leader in full grain upholstery leather (in over 1,000 colors and 30 leather qualities), the updated identity will foster the company’s unparalleled dedication to innovative architectural and interior design applications.

The rebranding effort was completed in-house by the Spinneybeck | FilzFelt creative and marketing team, headed by Traci Roloff and Kelly Smith, founders of FilzFelt—the German wool felt startup acquired by Knoll and Spinneybeck in 2011. Roloff, Vice President of Marketing + Communications, and Smith, Vice President of Design, expanded their roles in 2014 to work with Spinneybeck as well.

The redesigned Spinneybeck logo creates a fresh look for the company while honoring its five-decade long history. Spinneybeck has simultaneously launched a redesigned website, spinneybeck.com. The responsive and robust website highlights the company’s upholstery leather and architectural product categories and showcases its growing portfolio of projects. Notable projects include an impressive leather wrapped stair at Knoll’s New York offices, laser engraved maps on distressed leather wall panels for Uber’s San Francisco offices, and sculpted wall panel system designed by modernist sculptor, Erwin Hauer.

Smith commented, “The simplified graphics allow the material itself, of highest quality and in an incredible range of colors, to shine.” She continued, “We are excited about upcoming collaborations with designers of varying disciplines to continue to innovate and broaden the applications of natural and ancient materials.” Smith revealed that a leather collaboration with Architecture Research Office (ARO) previewed at NeoCon 2015 in Chicago and will be announced later this year.

Roger Wall, President of Spinneybeck | FilzFelt added, “While our core business has always been upholstery leather, we’ve been involved in architectural products for more than a decade. We want potential and past customers to understand Spinneybeck’s full capabilities, as it’s what sets us apart. The rebranding will better characterize Spinneybeck as a premier provider of innovative architectural and interior design solutions while honoring our history.”

About Spinneybeck

Spinneybeck introduced full grain, aniline dyed Italian leathers to North America in 1962. With more than 1,000 colorways in over 30 families of leather upholstery as well as architectural products, Spinneybeck’s exacting standards, innovative products, and prompt service have become industry hallmarks.

Spinneybeck is recognized as a leading provider of high-quality leather to architects and interior designers. Over the decades, the company has evolved from a supplier of full grain, aniline dyed Italian leather for upholstery and aircraft interiors to a manufacturer of pioneering, leather architectural products that cover the floor, walls, and everywhere in between. In addition, Spinneybeck’s work with industry design leaders in the fields of sculpture, architecture, interior design, and textiles has generated inventive leathers, color work, patterned wall tiles, drawer pulls, and sculpted wall systems. Regardless of the application, Spinneybeck has consistently held the same high standards for quality, originaive products, environmental practices, and customer service.

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