



Press Release

For immediate release

All-New *Allure* collection embodies Nexera's vision: Offer contemporary design and multifunctionality at affordable prices

Montreal, Quebec November 1st, 2011 – In its vision to provide consumers with furniture that combines design, quality, flexibility and affordable price, Nexera launches on the North American market the all-new scalable, modular and multifunctional *Allure* collection, available in juvenile and young adult bedroom, home office, entertainment unit / bookcase and occasional tables.

Allure is distinguished by its pure and linear silhouette, rich ebony finish and white doors coated with a high quality textured lacquer. By choosing to build the collection with white lacquered MDF fronts, Nexera was able to refine the drawer and door construction details by eliminating handles for easy opening, thereby preserving the sleek contemporary look with an impeccable finish. In addition, the collection's modular and multifunctional concept will delight consumers by providing them with the ability to choose their own modules (closed, open, with drawers or doors). Configure the *Allure* into an entertainment unit, a storage cabinet or a bookcase according to taste, budget or space availability.

With the *Allure* collection, Nexera demonstrates that it is possible to create ready-to-assemble (RTA) furniture that combines style, sleek design and functionality such as found in case goods, but at much more affordable pricing. Nexera's assembly method is simple and optimized through the use of European hardware. With its design quality, *Allure* is the new flagship of a company with a clear vision for its product development. Nexera is positioned as a Canadian alternative to the type of furniture found at Ikea: timeless contemporary design, affordable prices, and no compromise on quality or functionality. With its complete line of trendy and affordable residential furniture, Nexera product is aimed primarily at students, young professionals and families looking for functional furniture that match their lifestyle, at a price that meets their budget. Nexera's furniture is manufactured in Quebec, Canada, and is available to stores both in city centers and remote regions, which is not the case with Ikea. Nexera products are also sold online and shipped directly to consumers everywhere in North America within 48 hours.

Nexera: The Experience and the Know-How

Nexera brand was developed and commercialized, three years ago, by manufacturing company Megalak Finition Inc. (MFI) established since 1991. For the past two decades, this family business has developed a strong expertise in furniture manufacturing and finishing. Over the years, MFI has invested continuously in its facilities and equipment in order to increase its competitiveness, efficiency and the quality. Its state of the art equipment has allowed the company to become a leader in finishing. For several years, MFI primarily manufactures TV stands for international brands such as Toshiba, Samsung, JVC and Hitachi. In 2008, MFI's contracts are gradually transferred in Asia. Forced to reconsider its business model, the company takes advantage of acquired expertise to create its own brand, Nexera, positioned as an alternative to Ikea, and starts to offer a full line of contemporary and multifunctional ready-to-assemble furniture at affordable prices.

Today, Nexera furniture is distributed throughout North America, to thousands of satisfied consumers. One third of production is sold in the Province of Quebec, while two-thirds are sold to the Canadian and U.S. markets. 40% of Nexera collections are sold in stores and 60% online. Environmentally conscious, Nexera designs furniture is fully recyclable at the end of its useful life with eco-friendly packaging. Nexera is also a team of qualified, passionate furniture experts, dedicated to manufacturing furniture that will give consumers a stylized and comfortable home interior.

Discover *Allure* collection on YouTube: <http://bit.ly/nqLF1R>

www.nexeradistribution.com

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The All-New *Allure* Collection from Nexera: An Urban and Contemporary Style for a Beautiful and Comfortable Home

Montréal, Quebec November 1st, 2011 – The all-new *Allure* Collection from Nexera is defined by its urban and contemporary design, modular and multifunctional components, quality workmanship, its refined finish and affordable price. *Allure* is available in juvenile and young adult bedroom, home office, entertainment unit / bookcase and occasional tables. It is aesthetically distinguished by its rich Ebony finish and its white lacquered doors and drawer fronts. Every detail has been thought of to provide increased functionality and a pure and sleek look, stripped of all pretence.

With its linear profile, this collection offers all desired flexibility. By mixing and matching the different modules, *Allure* lets you create a customized entertainment unit, bookcase or storage cabinet, within desired dimensions, and personalize furniture by combining or alternating open modules (ebony) with closed modules (white fronts), with doors or drawers. Nexera multiplies the configuration options to best meet consumers' needs in terms of space, budget, design and functionality. *Allure* collection is aimed primarily at students, young professionals and families looking for functional furniture that matches their lifestyle, at a price that meets their budget.

***Allure* Collection Features:**

Juvenile and Young Adult Bedroom

Allure bedroom collection offers two storage beds with three drawers (twin and full) and matching headboards with lateral storage. The night stand features a drawer at the bottom and an open area with a flip door at the top. The 4 drawer chest can be used alone or paired with a second chest to maximize storage capacity and its contemporary look. Also available, a vanity with a lid, integrated mirror and storage space to hide away beauty products and accessories and thereby emphasize the clean bedroom design. Once closed, the vanity can also be used as a small desk.

Modular Entertainment Unit

4 TV stands are available in the *Allure* entertainment collection: two 60'' consoles, and two 36'' consoles. The 36'' models can be paired with the 60'' ones to elongate the lower portion of the entertainment unit and thereby accentuate its linear and contemporary design. You can also decide to only use one 60'' console for a more standard look, or to combine two or three 36'' modules for a media storage unit of 72'' or 108'' long.

- 60" consoles: one model has 2 flip doors at the top (to hide electronic components when not in use) and 2 drawers at the bottom; one model has 2 open spaces at the top and 2 drawers at the bottom.
- 36" consoles: one storage unit has 2 drawers and one unit has an open area at the top and a drawer at the bottom.
- Decorative wall panel with 4 shelves and easy to use wall mounting system for optimal placement.
- Open storage unit with 1 adjustable shelf, can be paired with other storage units to create multiple configurations.
- Closed storage unit with 1 door and 1 adjustable shelf, can be paired with other storage units to create multiple configurations.

- 3 drawer storage unit has 2 catch-all drawers (top) and a larger size drawer at the bottom (accommodates letter size files), it can be paired with other storage units to create multiple configurations
- Coffee table separates in two to reveal its integrated storage space.
- End table with 1 drawer

Home Office

Allure home office features a desk with retractable storage tray and flip door to hide away a laptop or tablet, to store office supplies or, in a more conventional way, to put a keyboard and mouse. The storage bookcase consists of 4 modules paired together, open or closed with doors or drawers. These modular and stackable units are the same also used as storage with the *Allure* entertainment unit.

Allure collection on Youtube : <http://bit.ly/nqLF1R>
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Nexera at a Glance

Furniture manufacturer established for over 20 years, Nexera is a 2nd generation family business. Our team has an extensive expertise in designing and manufacturing a full line of urban and contemporary residential furniture: bedroom, entertainment and home office. Nexera offers you unique furniture with a timeless style, a solid and functional conception, at very accessible prices.

Made entirely in Canada, Nexera furniture is distributed throughout North America, to thousands of satisfied consumers. Environmentally conscious, our company designs furniture using fully recyclable materials with eco-friendly packaging.

Nexera is also a team of qualified, passionate furniture experts, dedicated to manufacturing furniture that will give you a stylized, functional and comfortable home interior.

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