

# CORE BY AMERICAN SEATING

## WHO ARE YOU?

I am Core™, and I hail from Grand Rapids, Mich., the birthplace of community seating.

## ASIDE FROM SUGAR AND SPICE AND EVERYTHING NICE, WHAT ELSE ARE YOU MADE OF?

I'm proud to say I'm made of more than 60 percent recycled content. In fact, my back is made with post-consumer plastic products such as milk containers and detergent bottles using a really cool patented process. Many of my other parts such as my end standards, brackets and seat backs also contain recycled content, like scrap metal.

## WHAT ARE YOUR BIGGEST TURN-ONS?

I love all kinds of sports, so I can be seen in a lot of different sporting and athletic arenas. But I'm also cultured, so I really enjoy hanging out in theater and performing arts venues. Finally, I love learning about different things, which means you'll find me in all types of educational environments, supporting the youth of today.

## TURN-OFFS?

Sharpie doodles on my arms, ketchup spills on my seat and chewed gum stuck to my bottom are serious turn-offs. But I get over that stuff pretty quickly as I was born knowing those things will happen. I've been told I clean up really well, especially when my owners choose stain-resistant fabric.

## IF YOU WERE STRANDED ON A DESERTED ISLAND AND COULD ONLY HAVE THREE THINGS, WHAT WOULD THEY BE?

A beautiful textile, a cup holder and an unobstructed view.

## HOW DO YOU LESSEN YOUR ENVIRONMENTAL IMPACT?

First, I'm pretty conscious about my weight. You probably can't tell simply by looking at me, but the majority of my weight comes from recycled content. Secondly—and it scares me to say this—but at the end of my useful life, my components can be easily disassembled and recycled or turned into reusable materials for future products. I don't like to think of my demise, but I take satisfaction in knowing that I won't be spending the hereafter in a landfill!

## WHAT WOULD BE YOUR DREAM JOB?

I have my dream job! I get to go to colleges and universities all over the country, major league baseball and football stadiums, and some of the nation's most well-known entertainment venues. I help facilities of all kinds become more inspiring, comfortable and inviting. I play an integral part in helping create memorable times for people. What more could you want in a job?

## DESCRIBE THE SECRET TO YOUR SUCCESS.

I listen to my customers and give them what they want. 

