

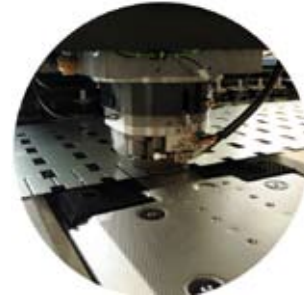


Friant & Associates, a service-based company, is founded by Paul Friant. Services include installation and repair (and just about anything else his customers need).

1990

Demonstrates commitment to excellence in customer service by cleaning 700 Red & White Fleet chairs that were delivered to his lawn (in lieu of warehouse). Read more on our blog.

1991



Expands to larger (30,000 sq. ft.) warehouse.

Adds CNC machinery and dedicated fabric shop.

25 Employees.

1995



Establishes international partnership that allows for overseas manufacturing and exponential increase in production capacity.

Adds night crew in Oakland, California.

1998



In response to customer demand, begins manufacturing new product, with launch of the System 2 panel system.

Grows from 50 to 100 employees.

2000



Launches national sales initiative, adding 50 rep groups across the country.

2008



Introduces premier panel system, Tiles and reception line, Willow.

Begins "Green" Friant initiative by adding a LEED Associate to staff, switching to waterbased finishes and adhesives and taking other green measures.

2009

Adds second warehouse for greatly expanded inventory capacity.

Obtains MAS Green Certification for System 2 and Tiles.

Launches new chair line and new Mesa wired conference table.

On track for 30% growth despite industry's lackluster sales.

2010



Thankfully (see above) obtains first warehouse in Oakland (2000 sq. ft.) and begins refurbishing furniture by customer request.

1992



Addition of first workshop by expanding to space contingent to warehouse.

1993

Now 4 full time employees.



Moves to current location in Oakland, CA which includes 145,000 sq. ft. warehouse, wood and fabric shop, showroom and office headquarters.

1997



Begin new product development, including the Tiles panel system and Mesa conference table product lines.

2004



2009

Expands marketing channels such as updated web site, monthly newsletter and online social media to better inform and communicate with customers.



Begins design process for two new, innovative panel systems and other product enhancements and developments.

Stay tuned for the next 20!