



**FOR IMMEDIATE RELEASE**

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**Mayline Company introduces Amy Kiefer as Vice President of Strategic Marketing**

**SHEBOYGAN, WI—June 1, 2015**—Mayline, a leader in mid-market office furniture, today announced the appointment of Amy Kiefer as the Vice President of Strategic Marketing, effective immediately.

“I am very pleased to have Amy join our senior leadership team to lead us in our overall strategy development as well as leading our product development, national accounts and marketing teams,” said Allan Klotsche, President/CEO. “Amy’s strong background in strategic marketing and product development will help continue and accelerate the trajectory Mayline has been on for the past few years. Our passion is to continue innovation in the design of office furnishings while ensuring the practicality and price points that are important to our customers.”

Kiefer joins Mayline after 25 years in a number of senior leadership positions, most recently at KI (Krueger International). For the past five years, she was KI’s Vice President of Education Markets, overseeing both the Higher Education and K-12 business units. Beyond setting strategy, Amy led a development team in the design and innovation of a unique student station that earned a prestigious NeoCon GOLD Award in 2011.

“I am truly excited to join the Mayline team,” said Amy Kiefer. “My passion for driving change along with a strong appreciation for market insight and customer-focus aligns with the Mayline organization and the terrific team within. Mayline has demonstrated significant accomplishments during their 75 year history and I look forward to building upon this success. Together we will continue their tradition of manufacturing and product excellence, while propelling the team to new heights. My focus in this new role will be to further Mayline’s market insight, drive innovation of product development, and develop sustainable strategy for the brand.”

Before joining KI, Kiefer held management positions at Kimberly-Clark Corporation and Appvion, Inc. (formerly Appleton Papers). Kiefer earned her undergraduate degree from the University of Wisconsin-Madison and later completed a Master of Business Administration degree from Emory University Goizueta Business School.

**About Mayline Company, LLC®**

Mayline has come a long way since it began as the Engineering Supply Company in 1939. Today we are one of the leading mid-market contract furniture manufacturers in the U.S., offering a complete range of office furniture and custom filing and storage solutions. We understand that each customer has unique needs and we strive to provide the right workplace solutions to fit your style and your space. For more information please visit [www.mayline.com](http://www.mayline.com).

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