



Say Hello Again to Three H

Three H Unveils Brand Refresh, Previews the New Hudson Line, and Showcases Art Installation at NeoCon 2024

Chicago, June 10, 2024 – Three H, a leading designer and manufacturer of commercial office furniture, is thrilled to announce the launch of its refreshed brand and new website at NeoCon 2024. This significant milestone celebrates the company’s Northern Ontario heritage and 51 years of success while showcasing a fresh, design-forward look and feel that reflects the brand’s strategic growth plan to be North America’s preferred laminate office furniture solution.

“We assembled a team of marketing experts from outside the industry who collaborated with key stakeholders and took a close look at the brand’s roots to craft a thoughtful and authentic brand strategy that reflects what we stand for,” says Chris Binnendyk, CEO, Three H. “Everything we do is designed with intent, our approach is always people first, we hit the mark when it comes to thoughtful innovation meets affordability, and we draw deep inspiration from our Northern Ontario roots.”

“With the evolution of the brand, we’re reevaluating the way we talk about ourselves, our products, and our people, strengthening the important relationships with our customers and building a stronger brand ethos and voice for the future,” said Talke Krauskopf, Vice President of Marketing.

The brand refresh includes a new Three H wordmark, creatively designed to explore the versatility of the lines forming the letters, creating a meaningful visual identity. The three H’s stand for our founders - Heinz Dittmann, Helmut Moeltner, and Helmer Pedersen. With the refresh, the three H’s can also be seen as a friendly greeting - Hi, Hello, Hey - symbolizing our approachable business style. This simple yet sophisticated design captures the essence of Three H: inventive, smart, and deeply committed to human connections.

The new website showcases a modern design that is both visually appealing and reflective of our brand story. With a keen focus on user experience, the site offers significantly improved navigation, making it easier for visitors to find the information they need, as well as ensuring it serves the needs of Three H audiences.



[Watch the Three H brand manifesto video](#)

Preview of the Hudson Private Office Collection

Following the success of last year's Kynde Conference Tables, now available for order, Three H is previewing its newest private office collection, Hudson, at NeoCon 2024, named a [2024 HiP Awards Product Winner](#) in the Workplace: Furniture System category.

Hudson by Three H is a testament to the art of subtlety in private office design, featuring striking lines and thoughtful details that blend form and function. Hudson embodies a holistic approach to sustainable office furniture design, where functionality, aesthetics, and environmental responsibility converge seamlessly.

Designed by Lee Fletcher, Hudson caters to the diverse demands of modern office environments, offering versatile solutions for shared offices and secluded suites. It uses rectilinear architectural forms to create individual pieces that seamlessly blend into tailored compositions, adding depth and character, a personal touch to commercial spaces.

“At Three H, everything we create is designed with intent to foster an ecosystem where all is interconnected,” said Lee Fletcher, Design Director. “Our designs promote collaboration and adaptability, allowing individuals to find their unique sense of place, where they feel valued and belong.”

[*Images of the Hudson and Kynde collections can be found here.*](#)

A Flourishing Journey: Art Installation by Bryana Bibbs

To celebrate the brand evolution, Three H commissioned Chicago artist [Bryana Bibbs](#), one of Newcity's Breakout Artists of 2024, to create an art installation titled *A Flourishing Journey*. This piece transforms Three H's Hook Up Table into a representation of the journeys of Three H and the artist. Using textiles and materials from Three H designs, the installation evokes natural growth, symbolizing the company's Northern Ontario roots and its promising future. The installation will be on display in the Three H showroom throughout NeoCon 2024.

[*Images of A Flourishing Journey can be found here.*](#)



Visit Three H at NeoCon

Meet with Three H's CEO Chris Binnendyk, Design Director Lee Fletcher, and Vice President of Marketing Talke Krauskopf to learn more about the brand refresh, the Hudson collection, and the art installation. The Three H Showroom is located in The Mart in Suite 345, 3rd floor.

More images and an infographic depicting the story of Three H's evolution can be found [here](#).

Three H, a leading manufacturer of commercial office furniture specializing in laminate hailing from New Liskeard, Ontario has sales agencies and dealers across North America. Visit threeh.com.

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For more about Three H, or to receive our [digital press kit](#) or book an interview outside of the one-on-one appointment times or a phone interview, please contact:

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