

Press Kit



CLEARLY ANYTHING YOU CAN IMAGINE™

Company Overview

For over 50 years, Plexi-Craft has been designing and producing custom acrylic furniture, fixtures and accessories for designers, architects and the design-conscious consumers who seek out style, innovation and value. Founded in the heart of New York City as a factory outlet and manufacturing facility, Plexi-Craft has grown to become the number #1 custom producer of acrylic furnishings in the country based on its commitment to innovation, quality and design.

The Designer's Choice in Acrylic

Every day, Plexi-Craft collaborates with designers and design savvy consumers to push traditional boundaries of the material and develop pieces from every design era and for every type of décor. As pioneers in Thick Acrylic™ construction, Plexi-Craft has enabled designers to take their idea from sketch stage to finished product, bringing their visions to life, within budget and deadline, every time.

Plexi-Craft's custom acrylic designs have been sought after by an aesthetically diverse range of award-winning designers including HGTV's David Bromstad, Coffinier Ku, Benjamin Noriega-Ortiz, Amanda Nisbet, Robyn Karp and are regularly featured on the sets of numerous TV shows including several HGTV design shows. These designers and a roster of private clients have come to know the company as a place for creative expression and flawless results.

Clear Quality. Clear Value.

Plexi-Craft employs only the top craftsmen, each with an average of a decade of experience to produce the finest quality acrylic pieces on the market today. Every piece created is hand hewn and polished to an incredible shine. Because of its determined focus on quality manufacturing, Plexi-Craft employs no middleman and is the only leading acrylic furniture manufacturer that offers net direct pricing on its entire inventory and custom-made pieces. As a result, all clients pay the same price for Plexi-Craft quality and craftsmanship.

Moving Forward

Plexi-Craft encourages designers to challenge them with their most unique design ideas. For example, Plexi-Craft is now working with innovative designers to create mixed-medium pieces that combine clear or colored acrylic with glass, metal, and leather or adding engraving, enameling or silkscreen techniques to customize the look of a piece or room.

Plexi-Craft celebrates acrylic in all its forms and the bold designers who use it. To further the discussion around acrylic, Plexi-Craft has developed the Acrylic Design Community (ADC)—a social media discussion space where designers, consumers, media and acrylic lovers can learn and share ideas and get the latest trends in acrylic furniture, fixtures, accessories and more. Accessible through LinkedIn, Facebook and Twitter, the ADC is on its way to becoming the hub of thought leadership on acrylic in the design world, empowering designers to take their acrylic inspirations to the next level.

Media Contact:

Emerging Media

212-922-5885

Plexi-Craft@emergingmediapr.com

Fast Facts

For over 50 years, Plexi-Craft has been designing and fabricating custom acrylic furniture, fixtures and accessories to serve residential, commercial, retailer and hospitality customers. Its specialty is custom crafted items based on a clients' own designs, and Plexi-Craft can also modify or scale to order any of the pieces in its portfolio.

Plexi-Craft At a Glance

- ▶ 1960's: Plexi-Craft founded as a factory outlet on the Lower East Side of Manhattan
- ▶ 1972: Purchased by George Frechter as a manufacturing facility and retail store, selling largely off-the-shelf acrylic furnishings, fixtures and accessories
- ▶ 1974: Plexi-Craft unveils the Acrylic Trunk
- ▶ 1976: Plexi-Craft introduces 1st Waterfall table in ¾" material, breaking the ½" barrier
- ▶ 1978: Plexi-Craft pioneers the production of the Z chair
- ▶ 1981: Plexi-Craft expands its showroom and manufacturing facility by relocating to Chelsea on W. 24th Street
- ▶ 1980's: Acrylic evolves from a trend to a staple in leading designers' toolkits
- ▶ 1990's: Plexi-Craft pushes the fabrication envelope with ThickAcrylic™ creating designs in thicknesses up to 7" there were previously only possible in wood
- ▶ 2003: Plexi-Craft pioneers the technique of shaping and hewing Thick Acrylic and introduces the King George Table with a Shaker-style leg.
- ▶ 2007: Allen Frechter takes over Plexi-Craft from his father, George, and refocuses the company to cater to interior designers and design conscious consumers
- ▶ 2008: Plexi-Craft expands its showroom and manufacturing facility again and relocates to Long Island City, NYC
- ▶ 2009: Plexi-Craft's work becomes a "regular" on HGTV, Rachel Ray, Extreme Home Makeover, and featured in Sex in the City 2, Gossip Girl, and *InStyle*, *Veranda*, *Interior Design* and *The New York Times*
- ▶ 2010: America's top designers like Benjamin Noriega Ortiz, Amanda Nisbet, and Coffinier Ku embrace Plexi-Craft's custom design work for their celebrity clients
- ▶ 2011: Plexi-Craft debuts its new & signature creations at the International Contemporary Furniture Fair to rave reviews

What Is Acrylic?

- ▶ Acrylic, chemically known as PMMA, is a petroleum-based product developed in 1928 and was first brought to market in 1933 as Plexiglas™
- ▶ Today, acrylic is commercially sold as Plexiglas,™ Lucite,™ or Perspex,™ and are identical
- ▶ Versatile, acrylic is a design chameleon that can be utilized into any décor, from any era: traditional, contemporary, modern and even antique
- ▶ Acrylic fixtures, furniture and accessories can now be combined with other mediums, or engraved, colored or monogrammed to become a focal point in any room, or provide pure invisible functionality
- ▶ In custom furniture manufacturing, the highest quality acrylic is used, beginning with massive sheets of varying sizes and thicknesses. Every piece should be hand hewn by master craftsman and polished to a magnificent shine for a lifetime of enjoyment.

Biographies

Allen Frechter, President

Allen Frechter is president and co-owner of Plexi-Craft Quality Products Corporation and Chelsea Plastics Corporation, two privately held NYC-based fabricators of acrylic furniture, accessories and components. Frechter is a second-generation owner of Plexi-Craft, having studied the art and business of acrylic furniture manufacturing starting as a young man in its New York City showroom in the 1970's. Today, Frechter is also president and co-owner of HDA Corporation, a real estate holding company with a principal asset of a commercial property in the West Chelsea gallery district of Manhattan.



Prior to taking over the management and operation of Plexi-Craft and Chelsea Plastics, Frechter helped build and run many successful telecommunications and technology-focused businesses, including Ucentric Systems (now part of Motorola), Ab Initio Software, and Xerox Adaptive Products. As a management consultant, Frechter was instrumental in the launch of new businesses for a variety of global telecom corporations.

Frechter graduated from the Massachusetts Institute of Technology with a Bachelor of Science in engineering. He was named a Seley Scholar from the MIT Sloan School of Management where Frechter earned his MBA. An active member of the Entrepreneurs' Organization, Frechter enjoys mentoring interior designers about how to grow and manage their businesses.

Frechter divides his time between New York and Boston, where he lives with his wife Adrienne and three children: Daniel, Serena, and Susannah.

Ethan Steiner, Marketing Head and Sales Director

Ethan Steiner brings a wealth of experience in business processes, online marketing, and design engineering to Plexi-Craft, in addition leading marketing and business development efforts for the #1 custom manufacturer of acrylic furniture in the nation. Prior to joining Plexi-Craft, Steiner was a Director at Fixture Hardware Manufacturing, a perimeter hardware and display fixture manufacturer serving the retail display industry. Steiner's broad business experience comes from having founded, built, then sold Free Flow Technology, where he designed, manufactured, and sold custom paintball equipment. A two-time world champion paintball player, Steiner parlayed his expertise into custom manufacturing for retail stores and building competitive teams to win.



Ethan holds degrees in Contemporary American History from SUNY Oswego and Mechanical Engineering from City University of New York. He lives in New York with his wife, Jennifer.

Signature Designs

The Z Line

Beautifully hand crafted out of one piece of 1-inch thick clear acrylic, this timeless design accents almost any décor.



Z-Chair



Z-Chair Beveled



Z Table



Z Bar Stool

King George Line

Elegantly styled tapered legs in clear acrylic are set off by a sophisticated grooved accents.



King George Bench

Tufted leatherette cushion adds comfort and beauty

King George Vanity

Mirrored slide-out drawers add a touch of modernism to a classic design.



The Trunk

Clear acrylic trunk designed to conjure images of Grandpa's tried and true "steamer trunk." This piece has brass or chrome hardware and leather handles that create a durable and stylish finish, perfect in any décor.



Waterfall Line

Plexi-Craft's signature table offers a flawless tabletop surface that cascades to the floor inspired by the smooth appearance of falling water.



Console Table



Mandarin Cocktail Table



Vanity Table



TV Console

Designer's Work

Amanda Nisbet Designs



"I choose it [acrylic] for the sense of openness and circulation flow it facilitates as well as its pliability that gives way to versatility of form, something especially helpful in small spaces. Also, its sleekness and clarity of surface is the perfect compliment to textured materials. I am a firm believer in creating an enlivened, dynamic tension between the sexiness of acrylic and tactile, textural materials."

- Amanda Nisbet

Coffinier Ku Design

“We love to design with acrylic in our work. We have done fun and interesting work with Plexi-Craft including coffee tables, stands for sculpture, wall-mounted art display cases. As with any material, there are inherent challenges but the rewards of a beautiful acrylic piece are fantastic.”

- Coffinifer Ku



Benjamin Noriega-Ortiz Designs



"I love to mix clear acrylic pieces with wood and metal in order to lighten up my interiors by providing reflected light into them. By using acrylic, and especially in clear, these pieces of furniture tend to disappear, making room for antiques to stand out. Sometimes we create interpretation of period pieces in acrylic in order to establish what I call "new history" to the interior. I like to use white acrylic as tables a lot with lighting because it tends to read as ethereal and whimsical."

Benjamin Noriega-Ortiz



Robyn Karp Interiors



“We like mixing Lucite to create depth in a room. We also love the modern mix to an otherwise traditional interior. We often have a vision for the completed piece but depend on Plexi-Craft to make it functional.”

- Robyn Karp