

# Kneedler|Fauchère Group unifies its product groups with rebranding of Kneedler|Fauchère wallcoverings and textiles to Gregorius|Pineo label.

Los Angeles–August 15 2017

Full 2017 marks a new chapter for our legacy company. We are unifying our Kneedler|Fauchère wallcoverings and textiles with our Gregorius|Pineo furniture, lighting, and accessories. Over the past twelve years, our wallcoverings as well as GIP furniture, lighting, and accessories have been flourishing under the creative leadership of George Massar. We think the timing is right to showcase these product groups together under the GIP label.

It's an exciting rebranding to present a unified story of George's vision and offer one-stop-shopping convenience to design professionals. Here are some handy Q&A's to provide more details.

---

## Where is Kneedler|Fauchère in all of this?

We are making "who we are" simpler. George Massar and Doug Kinzley own Kneedler|Fauchère Group, which includes our showrooms and GIP product groups. Kneedler|Fauchère is our showroom side with locations in San Francisco, Los Angeles and Denver. Our product side is Gregorius|Pineo, and includes furniture, lighting, wallcoverings, textiles and accessories.

## What's a quick history of GIP?

Rene Gregorius and Stephanie Pineo founded GIP in 1984. After building a furniture resource beloved by designers, they asked George Massar to take the reins as its creative force in 2004. George had come on board to Kneedler|Fauchère in 1994 as its President, where his leadership ushered in a renaissance of the showrooms and was ready for a new challenge. George asked Doug Kinzley, a seasoned businessman, to join the company in the role of President, thus letting George exercise his passion as GIP's creative director, as well to KFI wallcoverings.

## Why now?

Today we're blessed with enormous growth of GIP's furniture and lighting collections, and our wallcoverings are poised for expansion. We felt the timing was right to showcase our product groups together in a more meaningful, holistic presentation.

## Will this rebranding affect showroom representation of products?

Day-to-day transactions for inquires, quotes and orders for GIP branded wallcoverings, textiles, and accessories remain the same. There are no infrastructure changes – product managers and staff remain the same. If your showroom only represents GIP furniture and lighting, don't expect to see any differences. For showrooms that represent ALL GIP products, you can expect to see our rebranded GIP label in the textile bays and on memos samples and brochures. Also, be sure to take advantage of our new Generation II GIP website to shop wallcoverings, furniture, lighting and accessories under one roof.