

GOLD MEDAL

THE ORIGINAL DIRECTORS CHAIR - SINCE 1892

REBIRTH OF A CLASSIC DESIGN



THE GOLD MEDAL OFFICERS CHAIR

GOLD MEDAL CHAIRS BY THE LORD'S TABLE INC | 390 SEWELL DR | SPARTA, TN 38583
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CLASSIC DESIGNS... REIMAGINED.

In 1892, the world was changing at an impossible pace. Man was starting to lay the groundwork for some of our greatest inventions and technologies: electricity, automobiles, and motion pictures, to name a few. Optimism and grand notions were everywhere – with no shortage of ambitious men and women ready for the next opportunity to come their way.

At the World's Fair: Columbian Exposition in Chicago, the atmosphere was no different. Over the course of the event, nearly 26 million people from 46 countries attended the many exhibitions, all of them in awe and wonder of the innovation around them. For attendees and exhibitors alike, this was an event where futures could be defined and written.

Enter a little known and unheralded Midwestern company known as Racine Camp Furniture. A minnow in the industry at the time, this company turned everyone's head by being honored as a recipient of Excellence in Casual Furniture Design. That moment marked the genesis of the brand we know today as Gold Medal. Since those initial ac-

colades, the Gold Medal Director's Chair has been the axis of style and quality upon which the industry has turned.

Today, we are still a small, family-owned, American-based company – and we like it that way. We know our employees and their families on a personal level. We have a rapport with the customers and clients we serve and a comprehensive understanding of their businesses and endeavors.

Through the years, many other companies have tried to emulate the design of the Gold Medal Director's Chair. And honestly, who can blame them? With unparalleled comfort, endless versatility, timeless style, and American craftsmanship, our products are still the envy of the industry. Imitation, as they say, is the sincerest form of flattery.

The World's Fair in 1892 was called the Columbian Exposition because we were celebrating the 400th anniversary of Christopher Columbus coming to the new world. And the world was, again, looking to the vast horizon in wonder and contemplation. That feeling of excitement in discovery, anticipation of what's around the bend, and willingness to trudge a new road into the unknown – those are the *modus operandi* for Gold Medal today, and we would love nothing more than to take you along on this journey with us. Come and discover what we're all about.

OVER 125 YEARS OF EXCELLENCE IN DESIGN.



CONTEMPORARY SERIES



30" Chair
Bar Height



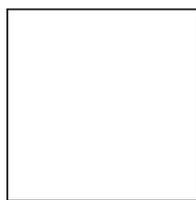
24" Chair
Counter Height



18" Chair
Table Height

The Contemporary Series has been our best seller for many years. This chair provides American made quality and craftsmanship at the best value available. With a sleek, modern profile, this chair is equally at home in a business setting or as a focal point in your home decor. Versatile, durable, and affordable, the Contemporary Series covers all the bases. Available in three seating heights, a wide variety of canvas and leather choices, and four eco-friendly Low-VOC finishes. Made in the USA from Appalachian Beech hardwood harvested from managed forests.

FINISHES



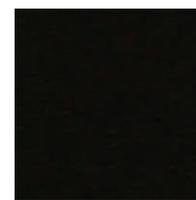
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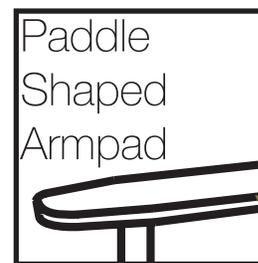
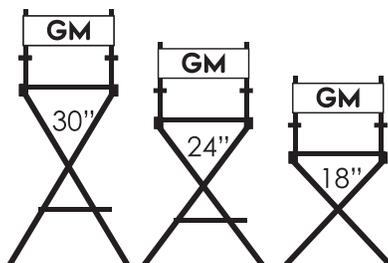
NATURAL



WALNUT



BLACK



CLASSIC SERIES



30" Chair
Bar Height



24" Chair
Counter Height



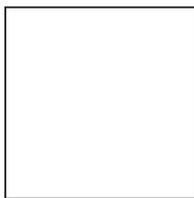
18" Chair
Table Height

This is the chair that started it all. This award-winning design has been the backbone of our brand for over 125 years. The timeless styling, comfort, and strength of the Classic Series chairs hearken back to a bygone era - yet it's just as relevant today. Available in three seating heights, a wide variety of canvas and leather choices, and four eco-friendly Low-VOC finishes. Made in the USA from Appalachian Beech hardwood harvested from managed forests.



Gold Medal Winner
Excellence in Casual Furniture Design
1892 Chicago World's Fair

FINISHES



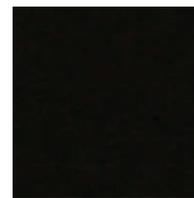
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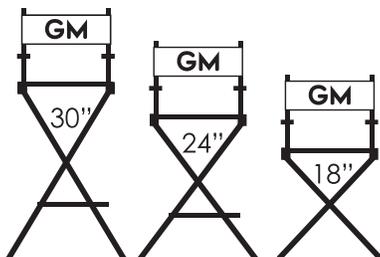
NATURAL



WALNUT



BLACK



COMMERCIAL SERIES



30" Chair
Bar Height



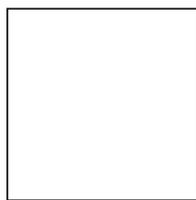
24" Chair
Counter Height



18" Chair
Table Height

Our workhorse. The Commercial Series was developed to meet retail/commercial seating needs based on feedback from our valued customers. Featuring a steel-reinforced leg rack and Comfort Shaped Armpads, this chair will provide years of trouble-free use. Nylon glides have also been added to provide a stable foundation and protect flooring. Available in three seating heights, a wide variety of canvas and leather choices, and four eco-friendly Low-VOC finishes. Made in the USA from Appalachian Beech hardwood harvested from managed forests.

FINISHES



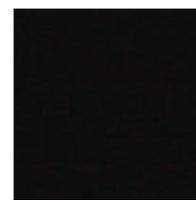
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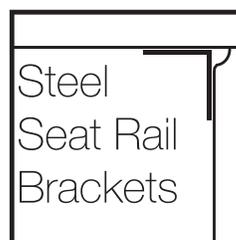
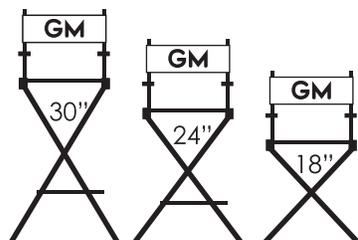
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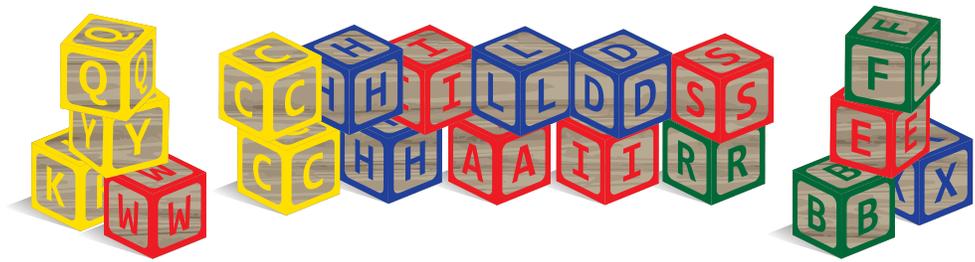


WALNUT



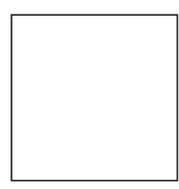
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Made from the same quality hardwood and with the same degree of craftsmanship - just in a smaller package. Features a pinch-free armpad design. Available in all four of our eco-friendly Low-VOC finishes and multiple canvas colors, the Child's Chair is a must-have for your star in the making.

FINISHES



WHITE



WALNUT

STORAGE & CARRY BAGS

Protect your investment with one of our two choices of bag. Both are made with ripstop cordura nylon. The Deluxe Bag has a carry strap and thick padding for traveling; the Storage Bag is a pared down version for tucking your bag away when unneeded.



CAMP STOOL

Light, low-profile, and easy to carry, the Camp Stool is the perfect companion piece for your next excursion. Made of the same quality hardwood as our chairs, and eligible for customization.



MAKE IT YOUR OWN.

A blank canvas is just that...a beginning. Where you go from there is up to you. Customizing your chair can help you make a statement; it can serve as advertising for your business; it helps you promote your event; or it simply allows you to make it yours. Our art department and customer service agents are here to help you turn your new chair into a timeless piece you will be proud of.

CANVAS COLORS



LEATHER SWATCHES



Pantone color matching is available for custom dye lots. Call us for information regarding pricing and minimum order quantity.



CUSTOMIZATION OPTIONS

EMBROIDERY

If you really want to set your design apart from the crowd, nothing is quite as elegant as embroidery. We have hundreds of thread colors to choose from, ensuring a perfect color match to your design. Our design department is capable of turning any raster art, bitmap image, or vector artwork into stitching. All design and production is done in-house, enabling us to effectively communicate with our customers about their artwork needs - without delays.



SCREEN PRINTING

There's a reason screen printing has been the industry's preferred method of imprinting for decades. Once a stencil is created, images and logos can be reproduced at a high rate of speed, ideal for larger volume orders. Screen printing is well-suited for complex and intricate designs. What's more, the body and depth of the ink can help your design really pop off the material - without adding unsightly bulk to the canvas. Our art department can help you turn your artwork into a masterpiece that will last.



PHOTOFILM

Photofilm is our printable heat transfer process. Good for small-volume orders with intricate artwork, this process allows us to replicate all the colors in your artwork without incurring the extra cost, setup, and preparation of screen printing. Most artwork can be die-cut after printing to eliminate any background. Photofilm is a very durable medium that will help you show off your design for years to come.



THERMOFILM

Thermofilm is our cut-only heat transfer process. With a large number of colors to choose from, this is a great option for simple designs with solid colors. Because of the extra setup required for each color, this process is best for small production runs. Affordable, durable, and with vibrant colors that last, Thermofilm can take your artwork to the next level.





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@GoldMedalChairs



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