



PRESS RELEASE.

DRAFT

for immediate release

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JSI Introduces Draft — A Family Designed for Makers, Doers, and Thinkers

JASPER, Ind., Nov. 17, 2025 — JSI is proud to introduce Draft, a thoughtfully crafted collection that celebrates creativity, collaboration, and the freedom to make. Designed for the way people work today—fluidly, socially, and on their own terms. Draft combines honest materials, intelligent engineering, and effortless style to create spaces where ideas take shape.

More than a single table, Draft is a collection built around purpose and possibility. With multiple size options, integrated power, and mobility features, Draft supports a wide range of environments, from design studios and creative hubs to learning labs and education zones that thrive on flexibility and engagement.

At the heart of Draft are its layered material combinations—bringing together varied heights, surfaces, and finishes to promote both collaboration and focus, with accessible storage on select models. Whether used for group brainstorming, active learning, or solo ideation, these surfaces create dynamic, human-centered spaces where creativity feels natural.

“Draft embodies JSI’s maker spirit,” said Ashley Sendelweck, Vice President of Marketing + Design for JSI. “It’s about designing tools that not only support the work but inspire it; spaces that encourage collaboration, focus, and the joy of building something meaningful together.”

Born from JSI’s customs program, Draft continues the brand’s legacy of craftsmanship rooted in Indiana’s woodworking heritage. Each piece is built with precision, using sustainable materials and durable finishes to withstand the pace of modern work while maintaining its timeless, tactile appeal.

The collection introduces new-to-JSI materials like solid wood plank tops, butcher block surfaces, and Forbo linoleum—offering expressive options that bring texture, tone, and richness into each space. Designers can also explore a refreshed metal base palette with a wider range of color finishes.

Draft invites people to work, learn, and create with intention; to sketch, to plan, to experiment, and to love what they do.

ABOUT JSI

JSI creates quality furniture for work and life while holding true to our company motto: Love What You Do. Strongly rooted in the heart of the Midwest, generations of our furniture family have been proudly practicing their craft in southern Indiana since 1876.

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love what you do



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