



PRESS RELEASE.

METAL PALETTE

for immediate release

NOVEMBER 2025

JSI Introduces a New Metal Palette — A Celebration of Craft, Color, and the Art of Making

JASPER, Ind., November 2025 — For nearly 150 years, JSI has been guided by a deep love of craftsmanship, rooted in hardwood, upholstery and sewing, laminate, and veneer. This fall, JSI expands that legacy with the launch of a new Metal Palette, unveiling a chapter of artistry that reflects both innovation and emotion.

While JSI's mastery of materials has long defined its craft, metal has become its newest medium of expression, built entirely from the ground up to align with the specific needs of JSI furniture and the people who shape it. The new palette represents more than color; it's a language of tone and texture, an evolution of how design, process, and material come together to form something deeply human.

The new Metal Palette, featured in JSI's 2025 Materials Portfolio, draws from the world around us—the soft luster of stone, the reflection of water, the warmth of sunlit bronze, and the quiet resilience of earth. These finishes harmonize naturally with JSI's wood and upholstery collections, allowing designers to create spaces where contrast and connection coexist beautifully.

The new Metal Palette is a defining evolution in the company's material story and a centerpiece of the 2025 Materials Portfolio. More than a collection of finishes, it represents a new language for JSI: one that blends industrial precision with the warmth and humanity that define its craft.

Inside what the team affectionately calls The Hub, metal work happens with purpose and precision, and skilled fabricators bring each form to life. It's a space where technology and craftsmanship meet, where every bend, weld, and finish is shaped by both innovation and human skill.

"Metal is the quiet hero of our next chapter," said Ashley Sendelweck, Vice President of Marketing + Design. "We've spent generations refining the language of wood and upholstery, and now we're giving that same level of emotion and craft to metal, creating pieces that feel as soulful as they are strong."

JSI's journey with metal embodies what it means to evolve while staying true to its roots: to combine the strength of modern engineering with the artistry of human craft. The result is a palette, and a process, that transforms metal into a new kind of warmth.

For more information, <https://www.jsifurniture.com/resources/materials-portfolio-2025/>

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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