

Letter of Introduction

Dear **Reader**,

It is my pleasure to provide this brief press kit to introduce you to Erik Organic.

As a national leader in offering custom, environmentally friendly furniture solutions over the internet, Erik Organic is first and foremost dedicated to the needs of our customers.

Additionally, we are dedicated to bringing craftsman quality sensibilities to the national stage. Our furniture is made in the USA, as are all of the materials we use. Purchasing a piece of furniture from our company employs Amish craftsmen and their assistants, local farmers with sections of their land set aside for selective hardwood harvesting, sawmill operators, and local drivers who hand deliver much of our furniture.

I'm very excited to share our passion and enthusiasm for world class quality with you in this press kit.

Thank you for your time and your interest.

Best regards,

Terry Godier

Marketing Manager

Erik Organic

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Erik Organic

Our company is an online purveyor of sustainable, custom craftsman furniture.

Independently owned and operated by Erik Schimek and Robert Schmid, Erik Organic was created in 2007 as a response to an increased demand for high quality organic furniture.



Erik and Rob strongly believe that a business must uphold its end of the social contract by being responsible to its customers, to the land, and to the community at large. They were both reared on Midwestern values that stress the importance of hard work and doing right by other people.

To that end, each piece of furniture we offer is custom built to order and created by an authentic Midwestern Amish craftsman with decades of experience in the trade. Because every piece of Erik Organic furniture is made to order, our customers are closely involved in the design process, giving them the exact product they desire.

As a green product company, we use sustainable and organic materials whenever possible, and place a strong emphasis on source origin wood. Our furniture is created primarily from solid hardwoods and is joined together with strong Amish wood joints. We use minimal amounts of composite wood in our furniture, using formaldehyde-free boards and detailing where it is used in our furniture. This, combined with our superior craftsmanship, assures a high quality piece of furniture that will become the next generation's treasured heirloom.

The quality of our product is validated by the satisfaction of our customers who are consistently impressed beyond expectation. The majority of our customers report a superior quality product that is revered by their families and peers. We take great pride in this level of satisfaction and strive to continually deliver furniture that is beyond

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Who We Are (Photos and Biographies)



Erik Schimek

Erik has been offering custom furniture via the Internet for over a decade and has been working with members of the Amish community since 2001. His desire to create healthier, organic furniture for the home was instigated by an acute solvent exposure he endured several years ago. Through this experience, he became keenly aware of hidden toxins in the home that can slow down the healing process. He founded Erik Organic in 2007 in order to assist customers in creating healthier living environments for themselves. Since then, he has witnessed a growing demand

for high quality, green furniture for the home.

Prior to founding Erik Organic, Erik taught high school technology classes and assisted in grant writing for local nonprofits. Erik earned a B.A. in History from Hamline University, where he won several prestigious writing awards. He is currently working on the completion of his Masters degree in Public Administration, with a specific focus on how communities can become more resilient and self-sufficient.



Gail Kirkman

Gail has worked in the accounting field for nearly three decades, including customer support and problem resolution. She previously worked at the University of Minnesota as an accounts receivable specialist.

She now enjoys being Erik Organic's lead customer service representative. Family, friends, cats, good coffee and gardening are Gail's passions. (Gail is also Erik's mother!)



John "Sparky" Birrenbach

Sparky lives in his late grandparents' lake home which he picked up over a decade ago. His grandfather, like our craftsmen, built the home by hand from the late 50's through the 60's when they retired there. As the father of two daughters, John has always been a bit of a maverick and has many decades of small business experience, and understands the needs of our customers.

He's an avid fisherman who loves to hunt the elusive Muskie. When Sparky is not helping our customers you'll find him fishing for Muskie on the lake where he lives, from his canoe. We think he is a little crazy fishing for such a big fish in

such a small boat but he knows what he is doing.

'Sparky' picked up his nickname from running sound and recording for local music artists. He is an avid fan of music of all sorts having learned to play guitar at the age of 7 he continues to play, record and meet and work with artists of all kinds.

Complete with a recording studio in his basement he likes to take some time and just jam with whoever happens to come by to play. He has a long list of artists that he has met in his work and play like Bun E Carlos (Pictured to the Right With Sparky), Willie Nelson, Pearl Jam, Edgar Winter, The boys from Kansas, Chris Dorn, Johnny Cash, Grant Hart and many, many others.

If you are interested in furniture for your studio there is no one more knowledgeable on our staff than Sparky. He works with other studio engineers and has contact with some of the top experts in the industry, many of whom helped him confirm the design of his home studio.

Sparky and Erik have been friends for over 20 years.

Terry Godier



Terry has been advertising and marketing websites for pretty much his entire working career. He is passionate about playing guitar and brewing beverages (tea, coffee and most recently organic beer). In his free time he is working slowly on finishing a degree (don't ask him which) and he spends a lot of time reading works of speculative fiction. Terry and his fiancée Alana recently had their first son, Terry the 4th!

Rachelle Wise



Rachelle started her career as a graphic designer, but quickly became enamored with web design and development. She is pleased to use all of her skills managing our website, designing our printed materials, and creating 3-D furniture mockups and other fancy graphics.

Rachelle spends a lot of time in front of computer screens, but when she's not clicking away at a keyboard, she enjoys a variety of hobbies including: reading, singing, cycling, CrossFit, martial arts, healthy cooking, foreign languages, and arts and crafts of all sorts! She also has many collections including antique photographs and books, dolls, foreign currency, Japanese miniatures, vintage Polaroid cameras and more.

She is very happily married, has about 30 hermit crabs and two fluffy cats, Ziggy and Hayashi.

Product Sheet

Erik Organic offers hundreds of custom solid wood furniture designs for the home and office. We create baby, bedroom, dining, living room, and office furniture that is of the highest caliber. Our furniture designs range from traditional to modern, all possessing a unique design aesthetic with a contemporary flare. Below is an outline of each of our furniture categories with a sample of some of our most popular designs.

Bedroom

Erik Organic creates custom bedroom furniture that is sturdy, strong, and beautiful. We make everything you can think of for a bedroom, including bed frames, dressers, nightstands, cedar chests, and armoires. We even have multiple platform bed and blanket chests in our repertoire. Bedroom furniture pieces can be purchased individually or as part of a complete set. Our bedroom furniture is built to last a lifetime and beyond.



Dining

Dining furniture is one of the most popular items at Erik Organic. Created from solid hardwood by a craftsman with over 25 years of experience, this assures an heirloom level quality that is unmatched. We offer a varied assortment of dining and kitchen tables, dining chairs, benches, barstools, and beautiful buffets and china cabinets.



Living Room

For the living room, we create everything except the sofa and loveseat. Our end tables, coffee tables, sofa tables,



entertainment centers, wall cabinets, and rocking chairs are sure to elevate any living room to another level. Each piece is created from solid hard wood to the customer's specifications, as is the case with all our furniture products.

Office

Custom desks, bookshelves, file cabinets, conference tables, and office chairs are yet another one of our specialties. Our beautiful hardwood office furniture is of the highest quality and will turn any office into an executive suite. We even have gorgeous armoire desks, which have the façade of an ordinary armoire, but open up into a fully functional workspace.



Customer Feedback

"I would like to express my delight and complete satisfaction with the furniture and with the great service that you provided. The table is exactly as I envisioned it, and looks beautiful in our built in dining nook. I have a large family that previously could not all sit together around a meal. We will all fit nicely around this wonderful table. Please accept my sincere appreciation for your fine craftsmanship and service. I would, and already have recommended your company to friends who are in the market for new furniture."



- Lori from Montana

"We are over the moon!
We love the furniture &
love the custom hardware
also. We have never seen
real furniture like the
quality of this before. My
wife and I just stood and
stared at it with our
mouths open in
amazement!"

- Diccon from New
Jersey



Press Release #1

Erik Organic, an online purveyor of sustainable, custom furniture created by Midwestern craftsmen, proudly announces its new Farmhouse dining set, a regal upgrade on a traditional classic.

The Farmhouse dining set is a classic American design that has been improved upon and embellished with modern, luxurious features. The design mirrors traditional dining sets that can be found in Midwestern farmhouses, but it possesses a level of elegance that could befit a New York City brownstone. The simple aesthetic of the Farmhouse dining table is offset by its superior quality solid wood and attractive turned details in the legs. However, the matching Farmhouse chairs are what elevate this dining set to a level beyond the farm. The Farmhouse chairs are a sleek, modern design with turned details in the front legs, and a single-slat back that balances the intricate bottom. This dining set provides an excellent new option for customers who are looking for a modern and luxurious twist on an old-time classic.

The company's founder, Erik Schimek, notes that the new design is something of which the company is very proud. "We really pride ourselves on the ability to create attractive modern furniture that has a timeless appeal. The new Farmhouse dining set embodies that goal and gives our customers a gorgeous new design to consider for their own dining room."

The new Farmhouse design is indeed a wonderful addition to the Erik Organic dining furniture repertoire. Though Erik Organic offers many home and office furniture designs, dining sets are one of their most popular items. The Farmhouse design compliments the many mission, shaker, modern, traditional, and custom dining sets that are already available at the sustainable furniture company.

Schimek remarks, "Many customers come to Erik Organic because they are looking for a dining set that is built to last, made of superior organic materials, and has an extraordinary design aesthetic matching with their own design preferences. The new Farmhouse dining set meets all those standards and more. It is a truly beautiful design."

The custom options available at Erik Organic make the Farmhouse dining set even more appealing. Customers are able to choose everything from the size of the table, the hardwood and finish, the

shape of the tabletop, the type of table edge, to whether or not to include leaves. The company will even work with customers who want to add or delete certain features from any design. It is the one-on-one customer care and custom options that set this company far and above the rest.

Erik Organic was founded in 2007 and is based out of St. Paul, Minnesota. They are a company dedicated to promoting organic and sustainable business practices. All of their furniture products are created by Midwestern Amish craftsman and each furniture piece is built to order. A top priority for the company is to increase the proportion of source origin wood used in their furniture. This independent, family-owned business is committed to meeting the needs of their customers while being mindful of the environment. Not your everyday run-of-the-mill company, Erik Organic is the perfect solution for conscientious consumers looking for eco-friendly, personalized, and superior quality furniture products.

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Press Release #2

Erik Organic, a sustainable Amish craftsman furniture company, is proud to introduce its new Parma kitchen table, a stylish pedestal table with a gorgeous, intricate base.

Erik Organic's new Parma kitchen table is a thing of true beauty. Made of 100% solid wood, it has a 1.5" thick square table top that sits above a gorgeous pedestal base. It is this intricate base that sets the Parma kitchen table apart from other kitchen tables of its kind. With criss-cross feet that point to each corner of the table top, and curvilinear features at the top and bottom of the pedestal, this unique base is very easy on the eyes. The body of the base is criss-cross in shape, too, with four miniature beams that come together to form a single pedestal leg. Square woodwork details put the finishing touch on the Parma table base, making this kitchen table truly decorative.

Terry Godier, the company's marketing manager, says the Parma kitchen table offers customers something they can't find anywhere else. "Erik Organic designs are truly unique, and the new Parma kitchen table is a testament to that. It is such an extraordinary design; I'd dare say its aesthetic is unparalleled in the custom furniture world."

As with all Erik Organic furniture, the size of the Parma kitchen table is up to the customer. It can be made as small as 42" x 42", or as large as 60" x 60". And if these sizes don't meet a particular customer's expectations, Erik Organic will gladly make a custom size Parma table. In fact, Erik Organic places such an emphasis on customized orders, they'd even be glad to put any shape table top on the Parma kitchen table; square is not the only option. The type of wood, finish, and table edge are also up to the client.

Because the Parma kitchen table is a pedestal style table, it will tend to attract a unique type of customer. Godier remarks, "Pedestal kitchen and dining tables definitely deviate from the norm of traditional table styles. But in doing so, they offer something that is desirable to a niche of clientele."

Pedestal dining tables have a different aesthetic than traditional four-legged dining tables. They also offer a different level of functionality because they create more openness underneath the table top. In doing so, pedestal dining tables can create the sense of having more space in the kitchen or dining



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room. Choosing a pedestal table, like the Parma kitchen table, is truly a matter of a customer's preference and style. And that is something Erik Organic is always striving to accommodate.

Erik Organic, based out of St. Paul, Minnesota, creates modern, craftsman furniture from sustainable materials. They place an emphasis on source origin wood and use eco-friendly materials whenever possible. Each furniture piece from Erik Organic is custom built to order by a Midwestern Amish craftsman, ensuring impeccable quality products. Erik Organic has been in business since 2007, and can be found on the World Wide Web at www.erikorganic.com.

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Erik Organic On the Web

We occupy a very active social media presence including:

Facebook: <http://www.facebook.com/pages/Inver-Grove-Heights-MN/Erik-Organic-Furniture/244717934858>

Twitter: <http://twitter.com/erikorganic>

The Erik Organic Blog: <http://www.erikorganic.com/green/>

Contact Information

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