



## HBF INTRODUCES RHINE, THE MODULAR PETITE CLUB COLLECTION BY KEN REINHARD

*Defined by its organic forms, revolutionary horizontal expression, and unmatched reconfigurability, Rhine brings a refreshing take to the lounge landscape*

### Rhine Press Images

HBF proudly unveils **Rhine**, an expressive new modular petite club collection designed by **Ken Reinhard**, a collaborator since the inception of HBF. Meticulously crafted by hand and characterized by seamless transitions, sculpted forms, and tactile materials, the collection transforms environments with boundless spatial freedom to meet the evolving needs of hospitality, commercial, and public spaces. Rhine exists at a rare intersection—where multipurpose versatility meets soft lounge comfort and side chair utility.

“Rhine definitely has a personality all its own,” says designer Ken Reinhard. “One of my primary goals for Rhine was to create a collection of products that can be used and arranged in a wide variety of footprints. Because of the round shape of the chairs and how they interact with the tables, the possible configurations are truly unlimited.”

The new collection empowers designers to craft spaces that flow like the river of the same name—from intimate conversation zones to expansive lounge environments. The **Petite Club Chairs** and **Petite Club Chairs with Arms**—in static, swivel, and mobile options—integrate with companion tables to create inviting compositions that exude warmth and refinement. Each **Side**, **Coffee**, **End**, and **Bridge Table** is enabled with the Juniper Ground Control power access solution in brass, satin nickel, and black oxide finish options, beautifully extending Rhine’s refined material language. Every element embodies a sense of relaxed sophistication grounded in architectural precision as either standalone pieces or integral components within a cohesive environment.

“The best designs meet the moment—and that’s exactly what Rhine does,” says **Casey Baxter, Vice President and General Manager for HBF**. “It feels like it belongs in a boutique hotel, yet it’s built with the functionality today’s workplaces need. Supportive ergonomics, integrated power, and endless material possibilities make it both beautiful and practical, and I’m proud of our team for creating a collection that truly bridges hospitality and workplace design.”

Rhine marks a continuation of HBF’s deep creative partnership with Reinhard, whose collaboration with the brand dates back to its founding in 1981. He designed HBF’s first product line and debut

catalog, setting the foundation for the company's design language. Every stage of Reinhard's design process is, and always has been, done by hand. For Rhine, he moved from rough sketches to precise line drawings, then crafted paper and ceramic mockups before creating wood scale models of the entire collection.



Incorporating high-performance, hospitality-inspired textiles from HBF Textiles, Rhine's horizontal segmentation and four customizable upholstery zones encourage creative expression through contrasting or tonal combinations. Each section is precision-constructed for effortless personalization, maintaining the clean, crisp horizontal details of the chairs, with pattern-matched seams promising visual continuity across every silhouette.

"An important feature is that the customer has the choice of upholstering the chairs using the same fabric or leather throughout or alternating the finish section by section," says Reinhard. "This idea exemplifies the strong collaboration with the HBF engineers and craftspeople and how we found a solution to celebrate the clean and crisp horizontal details."

Offering stationary, swivel, and mobile bases with discreetly concealed casters, Rhine ensures natural mobility and clean lines. At 18.75" work height with engaged ergonomics, it offers comfort with the focused support of task furniture. From conference rooms to hotel lounges, Rhine adapts seamlessly across applications that demand both performance and presence. Pressure-fit metal ganging brackets enable seamless reconfiguration, inviting users to adapt layouts as easily as inspiration strikes. Through Rhine's refined proportions, integrated power options, and a harmonious balance of simplicity and elegance, HBF continues to advance its tradition of domestic design excellence. The result is a collection that anticipates the evolving spaces of tomorrow while addressing today's market demands with more range and adaptability than meets the eye.

The collection meets BIFMA Level 2 (seating) standards, holds Indoor Advantage™ Gold Certification for low chemical emissions, and complies with BIFMA 7.4.4, ensuring that all products are PFAS, FR, PVC, and antimicrobial free.

To explore the full Rhine collection, visit [www.hbf.com/rhinecollection](http://www.hbf.com/rhinecollection)

To learn more about Ken Reinhard, click here: [www.hbf.com/about/designers/ken-reinhard](http://www.hbf.com/about/designers/ken-reinhard)

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#### About HBF

Defined by its strong legacy and iconic design visionaries, HBF has helped shape the Americana style. With an emphasis on design and craft, HBF is proud to be part of North Carolina's two-hundred-year-old legacy of furniture and textile manufacturing. Rooted in authenticity, HBF fosters meaningful relationships with collaborators built on shared values and passion for design, providing hospitable experiences at every engagement for warm, thoughtful, and supportive interactions. With this holistic perspective for living and working comes good, honest craftsmanship that stands the test of time. For more information, visit: [hbf.com](http://hbf.com) and follow [@hbffurniture](https://www.instagram.com/hbffurniture).

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