



 **NES**

2024-2025 CATALOG / NEW ENGLAND SEATING



NEW ENGLAND SEATING CO.

NES is a privately owned contract furniture manufacturer and aggregator specializing in furniture for hospitality and commercial use. With over 75 years of experience, our family owned business prides itself on utilizing state of the art techniques and equipment to deliver the highest quality products.

03 // the history

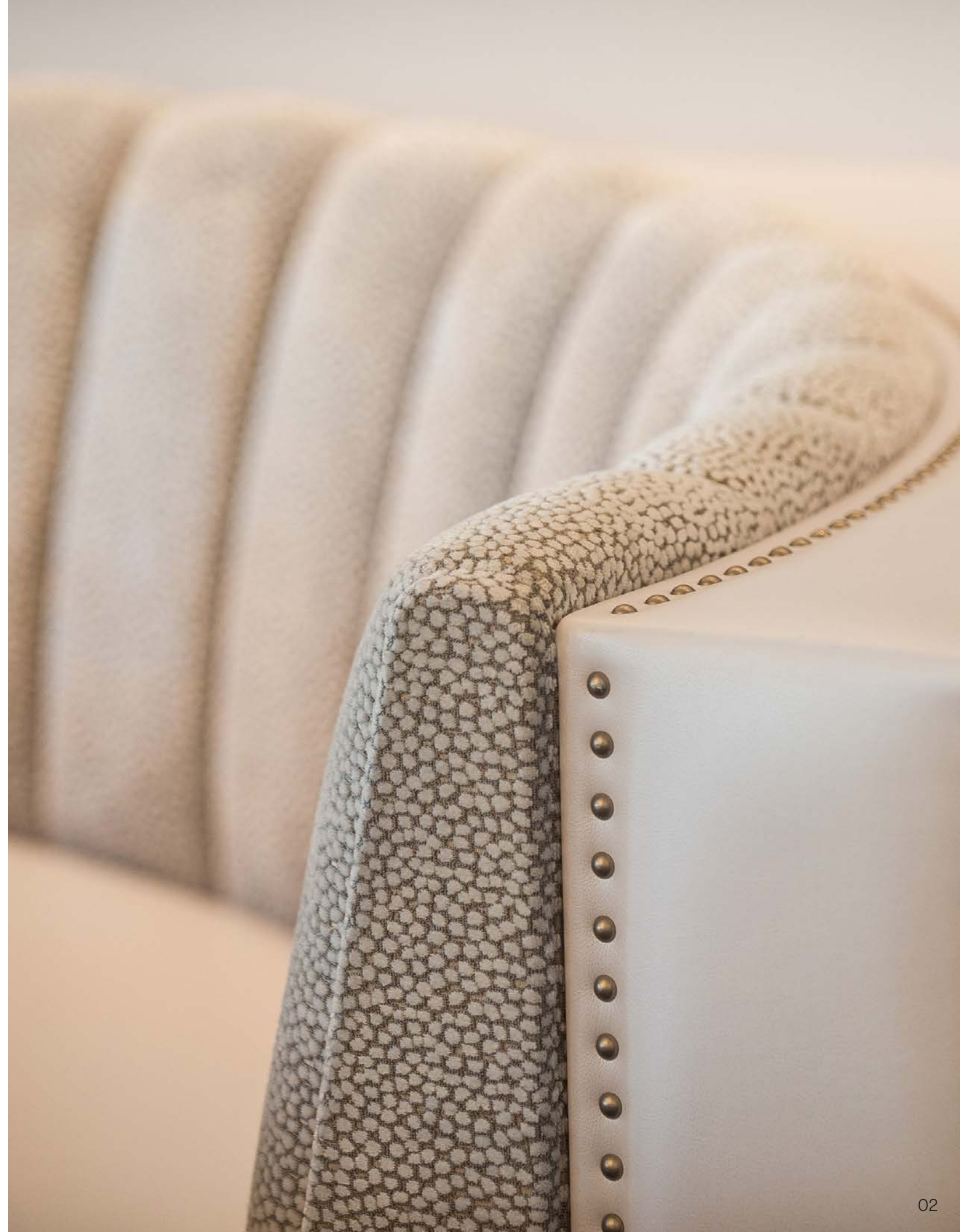
05 // the company

07 // customizable components

23 // the materials

25 // our warranty

26 // our offerings



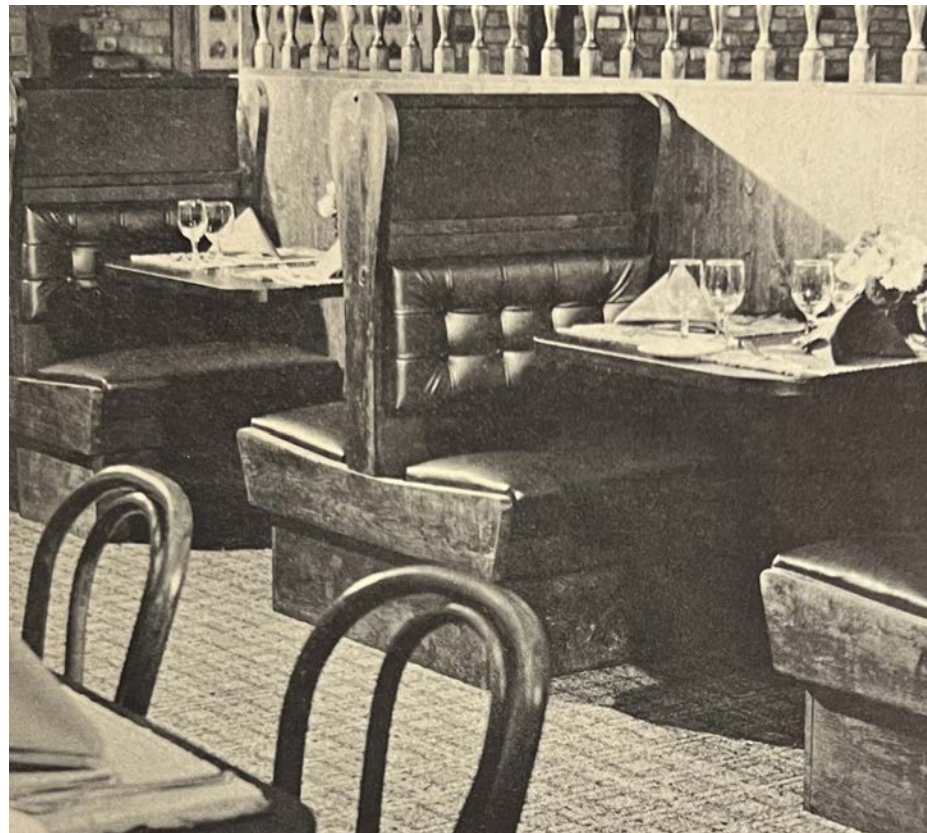
75 YEARS OF FAMILY BOOTHMAKING

New England Seating (formerly Alden Manufacturing) was founded by Jack Goldenthal in Hartford, CT. The son of Romanian immigrants, Jack's journey arose from humble beginnings cleaning beer lines for local bars. After repeated inquiries from his customers looking to source quality furniture, Jack opened his first wood shop in 1945.

Word of mouth spread quickly about the quality of Jack's furniture. His son Barry was brought in to help, and before long the two were servicing all of Connecticut and its neighboring areas.

In 2005 Barry and his son Rob rebranded the business as New England Seating and purchased a 70,000 square foot manufacturing facility in New Haven, CT. Operations expanded to service all of New England.

Today New England Seating is a leader in commercial furniture. Operated by Jack's grandson and great-grandson, Rob and Mike, NES has completed tens of thousands of projects across the United States and abroad.



ABOUT US

New England Seating Company, LLC is a privately owned and operated contract furniture manufacturer and aggregator specializing in the fabrication and procurement of booths, banquette seating, tables, chairs, and bar stools for commercial use.

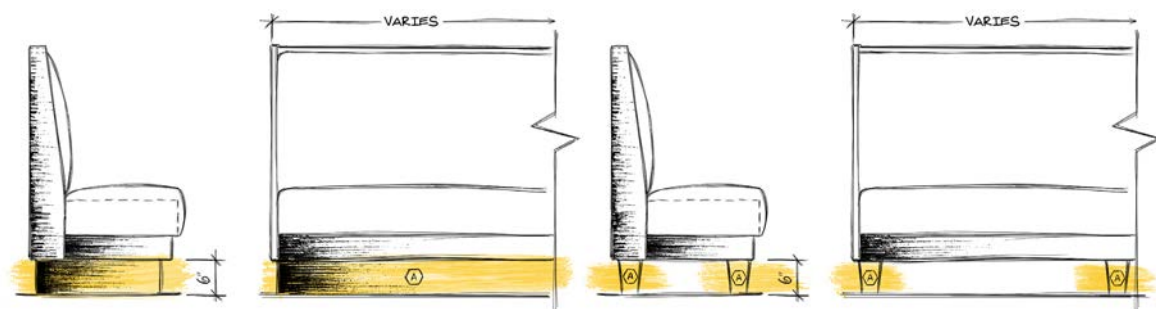
With over 75 years of experience, the family-owned company prides itself on utilizing state-of-the-art techniques and equipment to manufacture the highest quality products. Every booth and banquette offered by New England Seating Company is handcrafted and custom-designed to meet clients' exact specifications.

The company is committed to delivering exceptional products, value, and service to its customers. At NES, local independent restaurant customers receive the same dedication and service as larger chain restaurants. The company takes pride in accommodating orders of all sizes and styles.

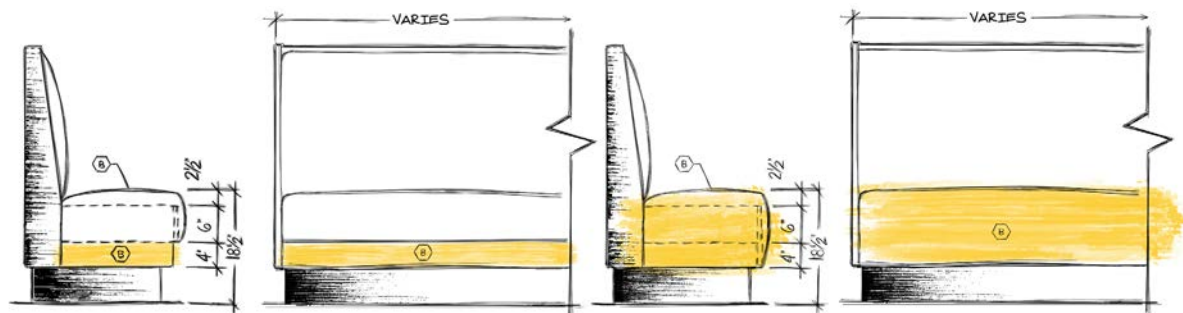


CUSTOMIZABLE BOOTH COMPONENTS

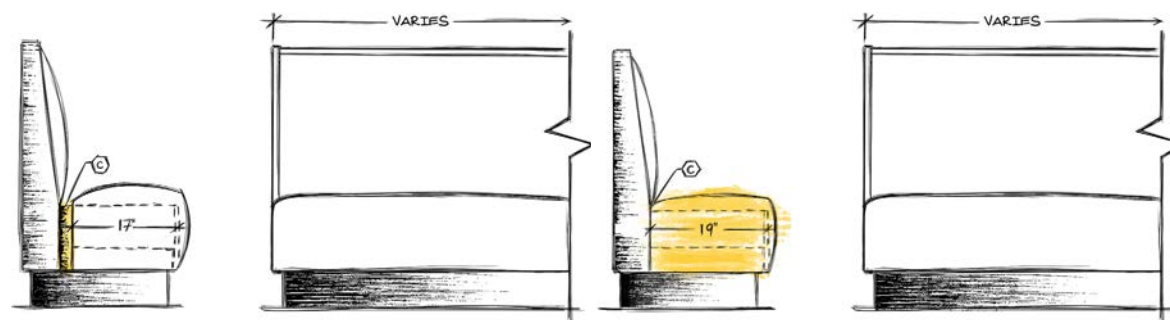
A. CLOSED WOOD OR BLACK LAMINATE BASE VS WOOD LEG



B. SUB BASE VS BIG SEAT

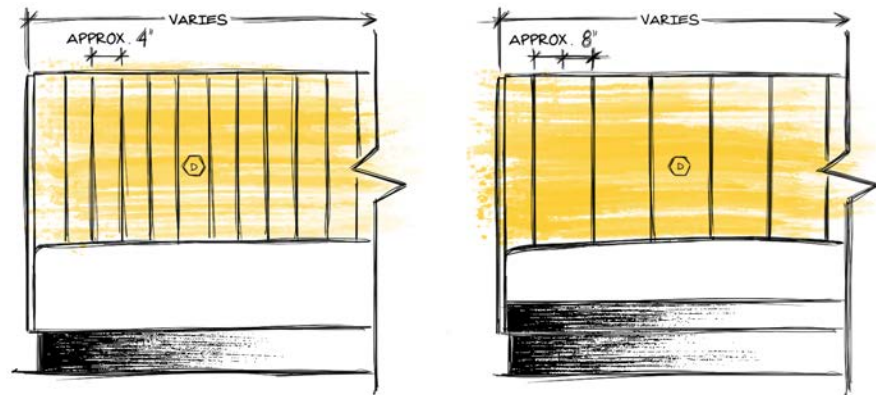


C. CRUMB TRAY VS NO CRUMB TRAY

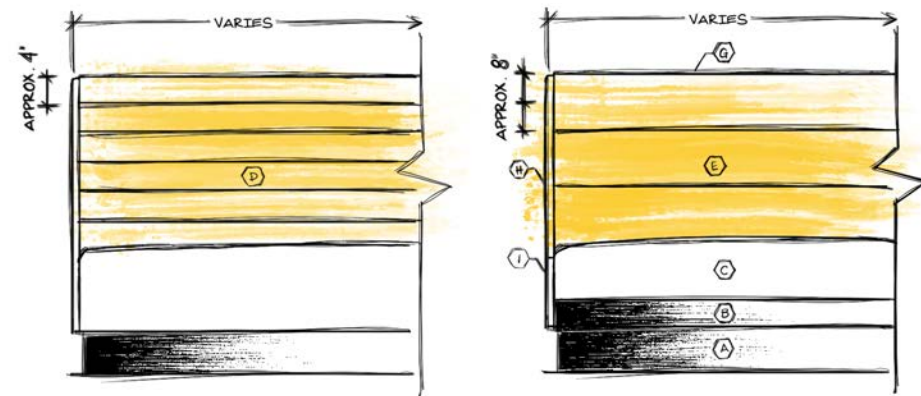


D. BACK STYLE OPTIONS

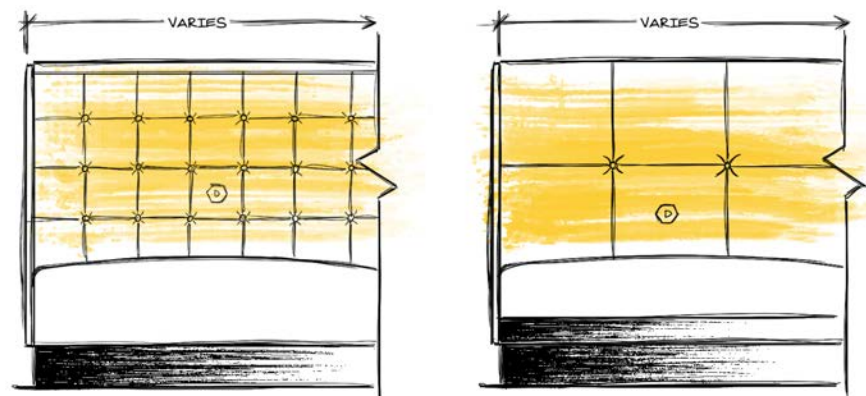
VERTICAL CHANNEL



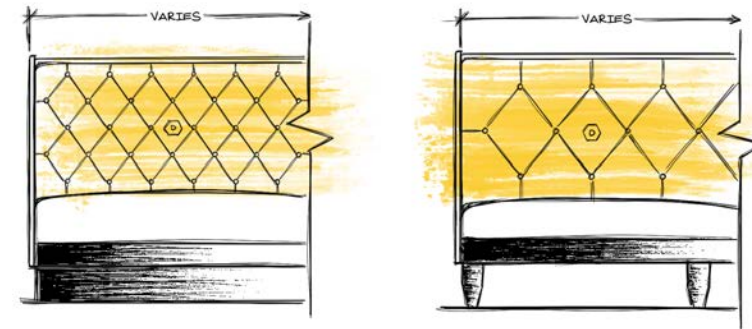
HORIZONTAL CHANNEL



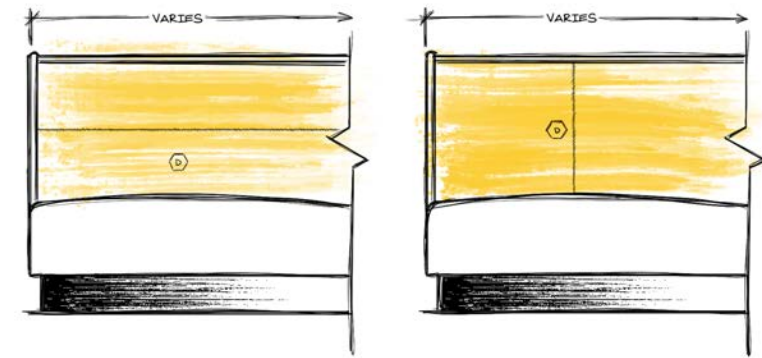
BISCUIT TUFT W/ BUTTON



DIAMOND TUFT W/ BUTTON

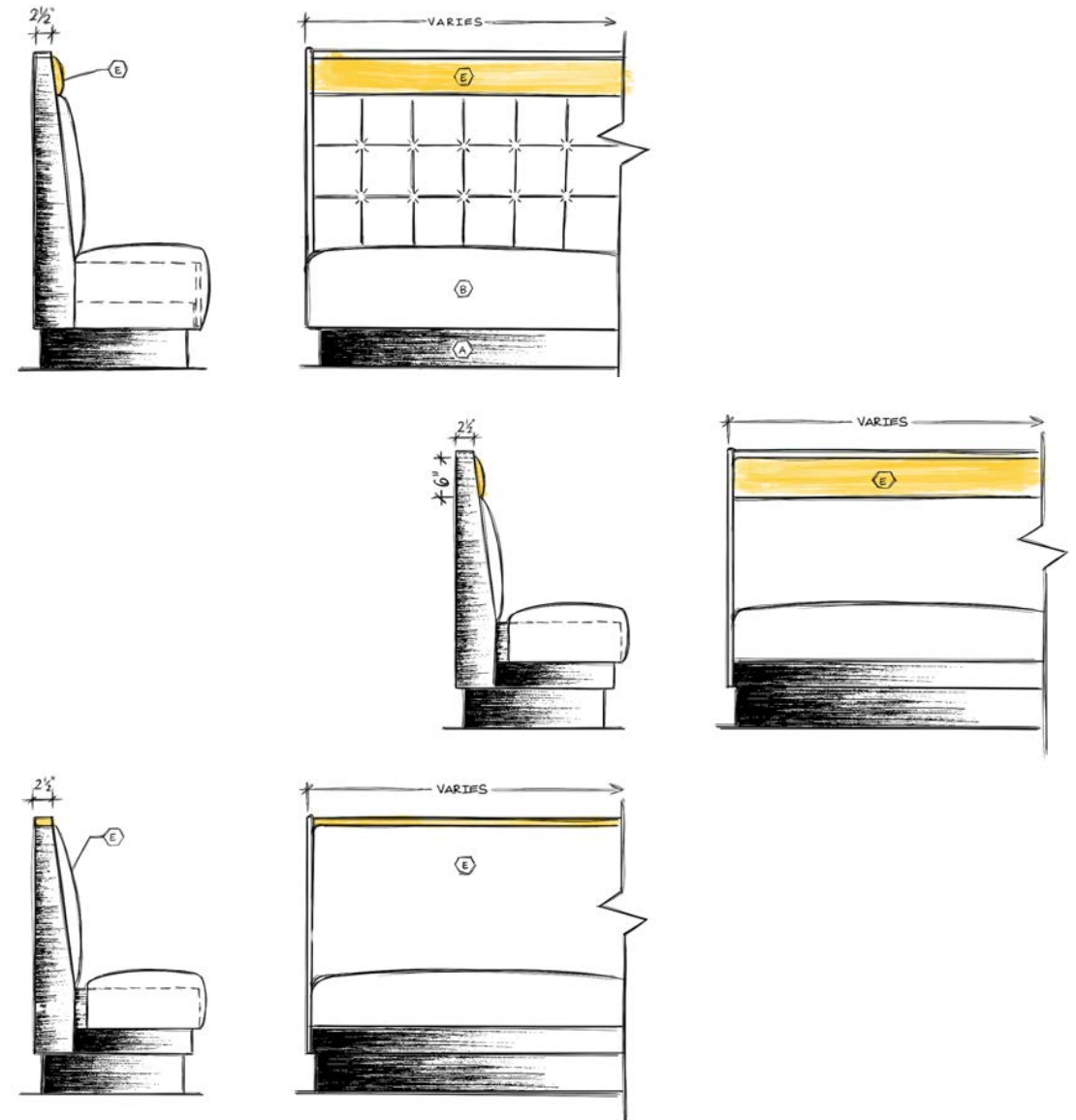


SEWN SEAM

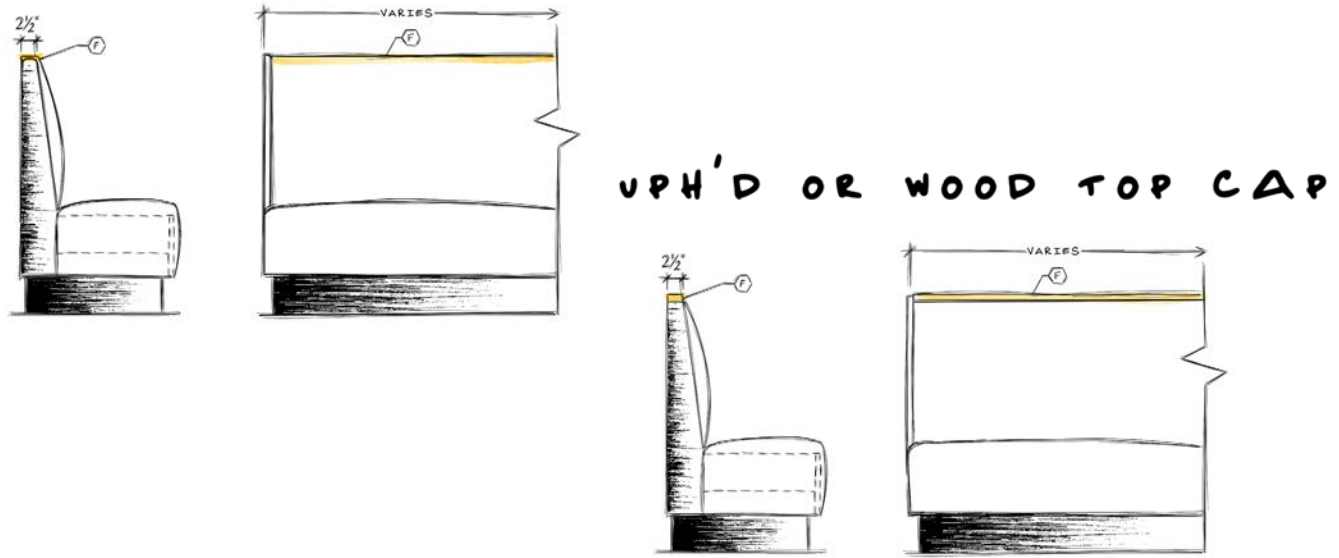




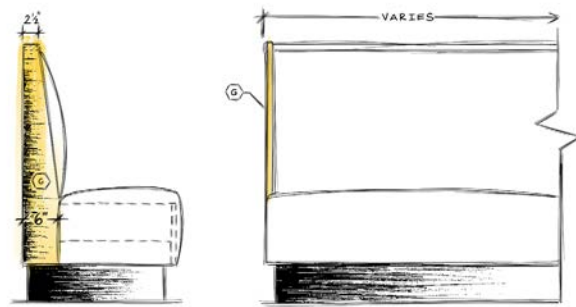
E. HEADREST VS NO HEADREST



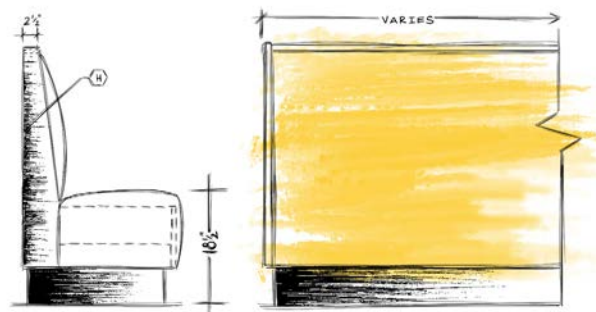
F. TOP CAP STYLE: ROLLOVER



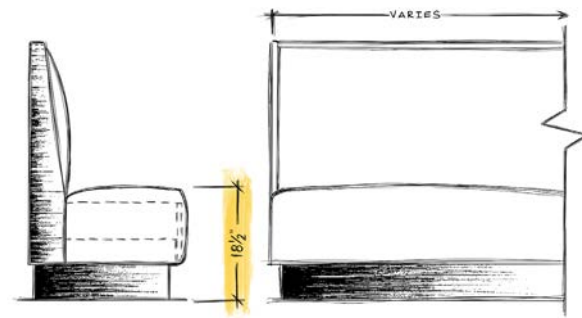
G. SIDE PANEL: UPH'D OR WOOD



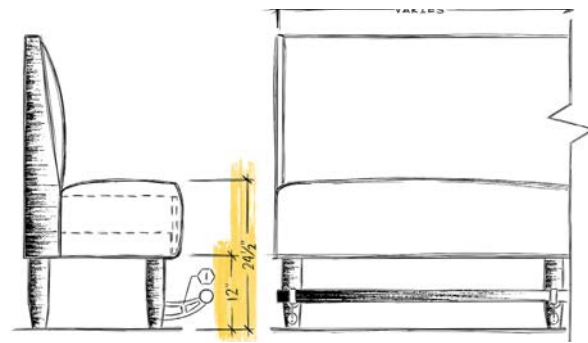
H. OUTSIDE BACK: UPH'D OR WOOD



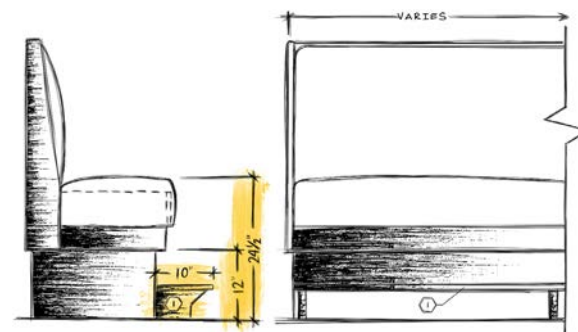
I. OVERALL SEAT HEIGHT



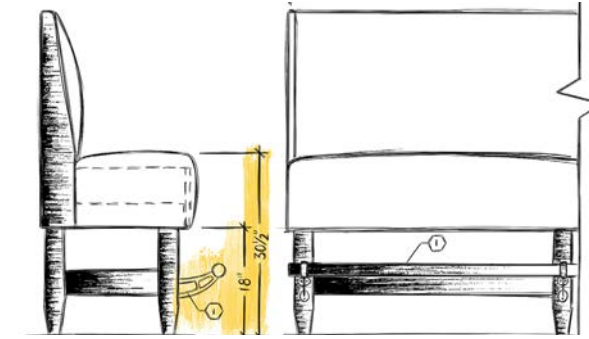
DINING HEIGHT



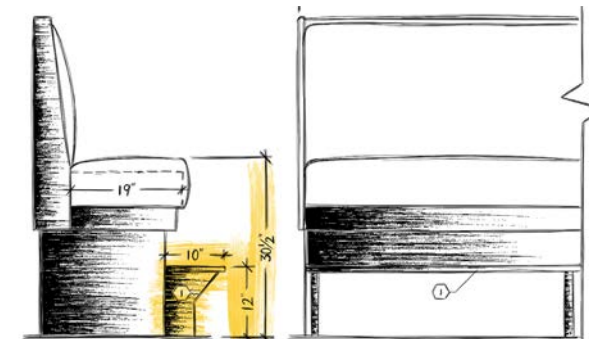
COUNTER HEIGHT W FOOT RAIL
(BLACK, STAINLESS, BRASS)



COUNTER HEIGHT W WOOD STEP



BAR HEIGHT W FOOT RAIL
(BLACK, STAINLESS, BRASS)

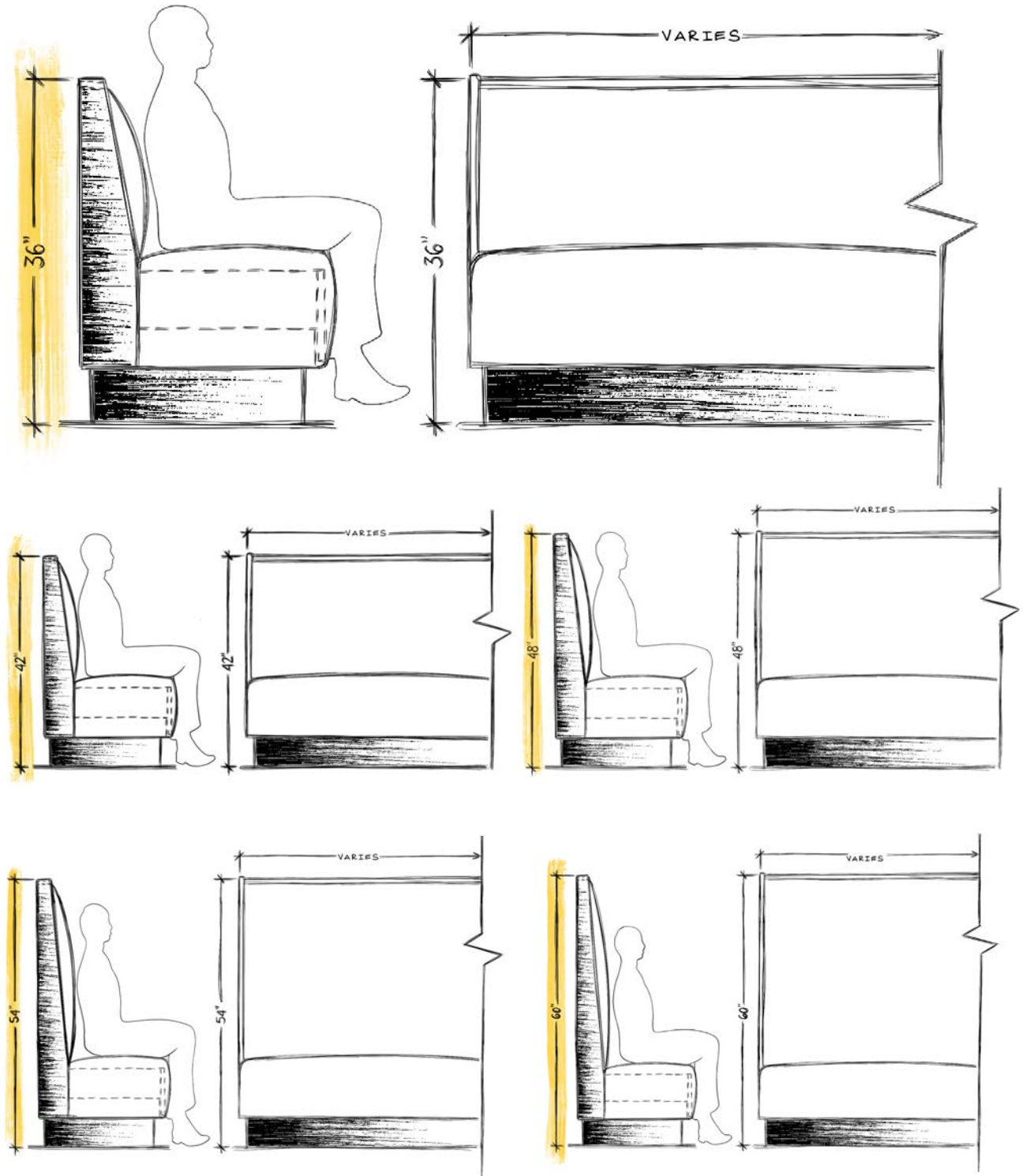


BAR HEIGHT W WOOD STEP



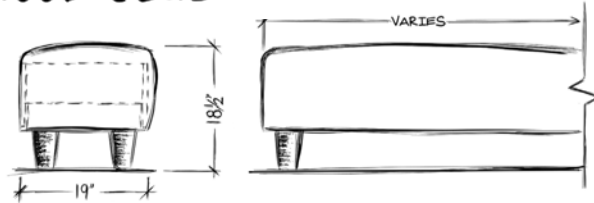


J. OVERALL HEIGHT 36"-60"

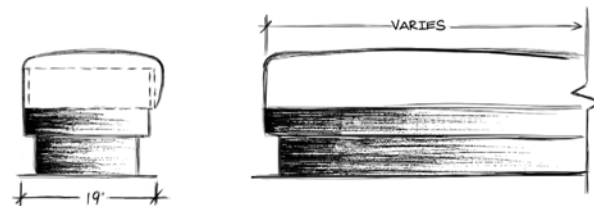


BACKLESS WAITING BENCH

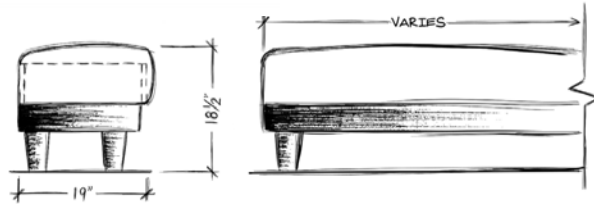
BIG SEAT, WOOD LEGS



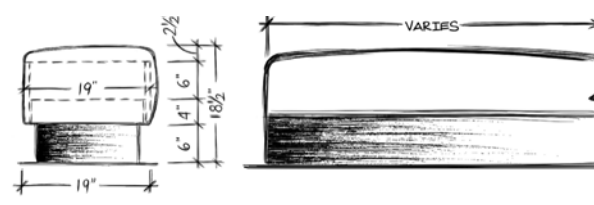
SUB BASE, CLOSED BASE, WOOD OR BLACK LAM



SUB BASE, WOOD LEGS



BIG SEAT WITH CLOSED BASE
WOOD OR BLACK LAM





CUSTOM COMMERCIAL TABLES

01 // SOLID WOOD TABLES

Solid wood tables are constructed entirely from premium, locally sourced hardwoods. They are incredibly durable and add a luxurious touch to any setting. Restaurants of all varieties from steak houses to local pizza shops rely on our solid wood tables to match the mood of the restaurant dining room. Our tables come standard at 1 3/4" thickness and can be custom stained to match any sheen. We craft solid wood tables from both Red and White Oak, Maple, Ash, Mahogany and Rustic Walnut.

02 // LAMINATE OVERLAY TABLES

These tables feature a core material that is overlaid with a laminate sheet. Our laminate overlay tables use a high-quality, high-pressure laminate that offers a beautiful, lasting finish. These tables are ideal for high-traffic areas that may become subject to extensive wear and tear. Their easy maintenance makes them great for family restaurants. Our laminates are sourced from Formica, Wilsonart and more to match any setting. We craft laminate tables in a variety of styles and edge molding designs.

03 // LAMINATE SELF EDGE

Another style of table is self edge laminate. These are lightweight and provide uniformity in terms of color and style, matching the laminate you choose on all sides. Self edge is a great budget friendly alternative to solid wood or laminate overlay.

04 // UPHOLSTERED TOPS

Our most cost effective option, these tops are produced to be used with a tablecloth. These tables are made with an MDF core and durable white vinyl padded top to ensure both maximum comfort and affordability.

05 // QUARTZ & COMPOSITE TABLES

Our quartz options offer a beautiful alternative to solid wood. These tops can be produced to emulate marble and other precious stone while maintaining the commercial durability offered by quartz. Tops can be produced in a variety of shapes and sizes. Please contact us to learn more about these offerings.

MATERIALS

New England Seating works with carefully selected partners to source only the most durable commercial grade materials. Alternatively we are happy to accept COM orders (customer's own material). For a full list of our vendors and their lines, please visit our website: newenglandseating.com



OUR WARRANTY

New England Seating Company, LLC warrants that all of their manufactured products and materials will be free of manufacturer's defects for a period of 15 years from the date of purchase. Should any defects manifest themselves within the warranty period, NES shall be responsible for the satisfactory repair or replacement of the items or materials found to be defective at no cost to the customer.

Third party products are subject to their manufacturer's warranties. No Warranty or Guarantee, expressed or implied, other than as herein state is made by NES.



OUR OFFERINGS

Under fourth generation family ownership, New England Seating has completed tens of thousands of projects across various industries since its inception in 1945. With facilities conveniently located in New Haven, CT NES utilizes proven techniques and state of the art equipment that are matched only by the skills and dedication of the passionate craftspeople it employs.

New England Seating prides itself on being an industry leader in commercial furniture, providing high quality products, reliable deliveries and a personable sales team.

01 // FRAMES

- NES uses only high grade shop plywood, never particle board
- One piece overlap construction completely eliminates back wobble
- Double thick top rails allow for fastening capability
- All frames offer a 15 year structural guarantee

02 // FINISH

- Post catalyzed conversion varnish including chemically compatible stain, barrier coat, sealer, and top coat
- Custom stain matching available

03 // SEATS

- High density commercial grade foam with a 10 year guarantee against breakdown
- Completely removable for future reupholstering

04 // UPHOLSTERY

- Carefully selected partners source only the most durable commercial grade materials
- Customer's own material always welcomed
- All seams double needle lock-stitched

05 // TABLES AND BASES

- NES produces a variety of table options including solid wood, laminate overlay and more
- All tops are produced at our facility in New Haven
- Proven durability with table bases, wobble stoppers also available

05 // OTHER SERVICES INCLUDED

- 99% of our deliveries and set ups are completed in one day or less
- Layout and design services offered
- Site visits and field dimensions taken by qualified personnel













REVIEWS

Geronimo

“We use New England Seating for the quality, richness and design. Service is detailed and professional while getting projects completed on time.”

- Timothy Scott, Geronimo Tequilla Bar & Southwest Grill

Kaizen

“The booths look absolutely beautiful! Received a lot of compliments at the grand opening. [Patrons] said these are the nicest looking booths they have ever seen.”

- Anastasia Mitrovic, Kaizen Restaurant

Diner Hospitality

“The team at New England Seating did an incredible job transforming our dining room. Their service, quality and quick turnaround were exceptional.”

- John & Kostas Sousoulas, Diner Hospitality Group


Eli’s Restaurant Group

“New England Seating has supplied our restaurant group with tables, booths and chairs for 30 years. Their team is courteous, professional and very knowledgeable.

They produce old school quality, have met or exceeded my expectations and have hit their delivery date on every job.”

- Peter Ciardiello, Eli’s Restaurant Group





***Go local. Go quality.
Go New England.***

newenglandseating.com