



nora fleming™

FOR IMMEDIATE RELEASE

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brother where art thou

Introducing Jonathan Neidlinger, Co-Founder and COO of nora fleming

Brother and sister rivalries are tales as old as time – the Baldwin brothers, Jackson clan, even the Simpson sisters engage in healthy competition every now and then. Most sibling quarrels ultimately become friendships, but what about choosing to be business partners? Is that a good idea? According to the brother/sister team of **Jonathan Neidlinger** and **Nora Napientek** of **nora fleming**, it not only works, but pays off too.

One-half of the team, **Jonathan Neidlinger**, is the co-founder and COO of **nora fleming**. Born in Ann Arbor Michigan, Jonathan enrolled at DePaul University in Chicago (the best city in the world), completing his Bachelor degree in Political Science. What do you do with a Political Science degree? Start an international ceramic serveware company, of course!

Five years ago, his sister, Nora came up with a brilliant idea of creating interchangeable serving pieces for all occasions. After graduating from DePaul, Jonathan decided to help with the family business and make Nora's dream a reality. Whether developing his sister's innovative ideas and transforming them to refined marketable products or "doing anything Nora doesn't want to do," Jonathan is passionate and committed to their collection. He and Nora share all of the company responsibilities, working as a team to accomplish all of the goals they have set for **nora fleming**.

Jonathan credits Bo, his seven-month year old black lab as his favorite child. While not worrying that Bo will exhibit only-child symptoms, he can be found watching Ferris Bueller's Day Off, drinking Arnold Palmers, or burning 3 ½ calories while laughing at HBO's "Curb Your Enthusiasm." He lives in Cole Haan loafers and button downs, hits as many Bulls and Bears games as Rick Telander, and has no problem picking a place to make dinner reservations –Morton's Steakhouse, David Burke's Primehouse or Penny's noodles.

One particularly uneventful day in her pottery studio, founder **Nora Napientek** began drilling holes in plates - little did she know what would become of her newfound hobby. What started as unique wedding and birthday gifts has bloomed into a business founded on simplifying the art of everyday entertaining. From the finest filet to PB & J, **Occasionals by nora fleming** have you covered with eight ceramic serving pieces including two rectangular platters, a pedestal cake stand, candy dish and four different types of bowls. And, a recently released paper plate collection is perfect for picnics, barbeques or the kids table. Minis are available for any and every occasion and with Nora's "Mini of the Month" Club, one must-have mini arrives every month for a year in the mail – saving sophisticates the trouble of heading to the store last minute to ind tabletop accessories.

The **nora fleming Interchangeable Dinnerware Collection** is available in over 250 stores nationwide including Von Maur, specialty boutiques across the country, and on the Internet at www.norafleming.com.

nora fleming platters retail from \$35 to \$60, minis range from \$10-\$12.50 each.