



# THE NEW SPECIAL-T

A Mission-Driven  
Brand, Evolving  
for What's Next

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With a new generation of leadership at the helm, a growing lineup of products, and a mission rooted in redemption, Special-T is writing its next chapter – and it's all about people.







## Meet the New CEO: Ian Hicks

At the center of this next chapter is Ian Hicks, a leader who knows when to listen, when to lead, and when to roll up his sleeves and get to work. Ian brings a fresh perspective to the company – not just because of his age, but because of his conviction and clarity.

As a next-gen leader in the contract furniture world, Ian doesn't believe in change for change's sake. He believes in honoring what works and strengthening it with smart, intentional growth. Supporting Ian's leadership is Steve Rozeboom, Owner and Chairman of Special-T, who is fully behind the company's new direction. Steve's involvement underscores the confidence at the highest levels that this strategic shift will propel the company forward.



*"Putting people first isn't a gimmick – it's the foundation of how we operate. It guides every decision we make, and as we grow, it's only becoming more important," Ian says.*

That focus on people has remained constant – even as the company moves into new territory. Under Ian's leadership, Special-T is expanding not just what they make, but how they show up for their customers in new and meaningful ways.



As the company expands its product offerings, it's doing so with the same clarity of purpose that shaped its beginnings. Special-T still builds tables (over 100,000 per year, to be exact). But more than that, it builds trust. It builds careers. And now, it's building momentum.



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*Special-T is an exceptional company. It has everything from a large breath of products, an easy to use website, and ability to provide custom options. The staff is knowledgeable and accommodating to all requests. Most of all I appreciate the integrity the company has. They value their employees and provide more support than just a "paycheck".*

SHELBY WILSON | **Ancillary Specialist, System Source**

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*At Special-T, we measure success not just by how many tables we sell, but by how many lives we change.*

**STEVE ROZEBOOM**

*Owner/Chairman, Special-T*

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## Going Beyond the Table

As customer needs evolved, so did the opportunities for Special-T. Dealers, designers, and end users began asking for more from their trusted table source. Could they bring the same quality and responsiveness to other product categories? Would they consider doing more than just tables?

The message was loud and clear: They didn't just want more products. They wanted more Special-T!

So, the company got to work – not by chasing trends, but by answering real needs with thoughtful, practical solutions. From benching and storage to ancillary products, these new offerings reflect the same values as their tables: strong design, reliable performance, and accessible pricing.



## What Hasn't Changed: The Heart of Special-T

The product catalog may be growing, but the company's core mission hasn't budged. Special-T was founded on the belief that everyone deserves a second chance and that belief still shapes everything they do.

The company proudly hires individuals in recovery or those who've been overlooked by traditional hiring paths. They promote from within, value experience over expertise, and lead with empathy at every level.

This isn't a branding angle – it's the backbone of the business. And as the company grows, so does its ability to offer more opportunities, more support, and more hope to the people who make it all possible.

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*We greatly appreciate Special-T for several reasons, particularly their unwavering commitment to enhancing the lives of individuals. Their unique story sets them apart from others, which has been instrumental in fostering our enduring partnership.*

**MARCUS TATE**

*President, Corporate Environments*

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*With 22 years of experience in the commercial furniture industry, I have held nearly every position within a dealership. Throughout my career, Special-T has consistently been my preferred manufacturer for several reasons. Their products not only meet high-quality standards but are also easily customizable to suit specific requirements. Additionally, their customer service team is always professional and responsive. When balancing budget and aesthetics, Special-T is always at the forefront of my mind.*

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**LORI SMITH-MANLOVE**  
*Vice President & Market Leader*  
*CBI Nashville*



## A 360° People-First Approach

At Special-T, putting people first doesn't stop at the production floor – it extends to every interaction, every order, every relationship.

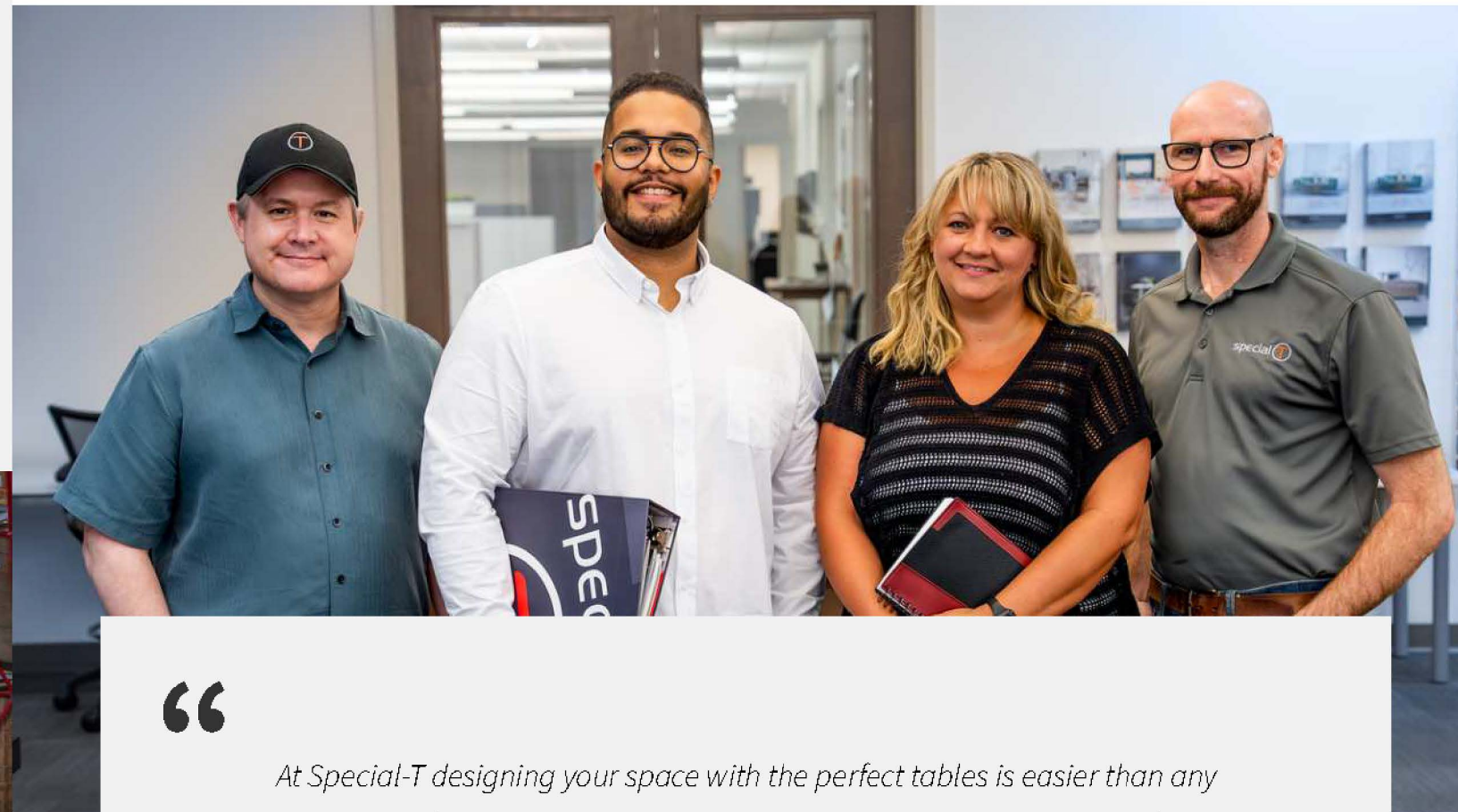
Their award-winning customer service isn't just about fast response times (though they have those, too). It's about treating customers like partners, not transactions. Whether it's hand-holding a rush project, customizing a solution on the fly, or picking up the phone just to check in, the team shows up with a genuine desire to help.

That kind of care shows – and it's what keeps clients coming back.

## Writing the Next Chapter, Without Losing the Plot

So what's next for Special-T? More products. More partnerships. And more lives changed by a company that refuses to separate business from humanity.

The story is still unfolding. But one thing's certain: it's going to be written with trust, second chances, and a whole lot of heart.



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*At Special-T designing your space with the perfect tables is easier than any other manufacturer in the industry—When our clients ASK we LISTEN, from getting quick quotes to designing innovative high-quality products, we are eager to help from start to finish.*

**MICHAEL MALONEY** | *Regional Sales Manager, Special T*

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