



*Please embargo until September 16, 2025*

## **Whitney Brothers® Introduces outdoorED™ Collection of Early Learning Furniture**

*Fresh, distinct style and proven weatherproof materials form an unprecedented union of design, function and durability in the 10-piece collection of outdoor furniture for young learners.*

**Keene, NH, September 16, 2025** – Acclaimed children's furniture brand Whitney Brothers® today introduced the outdoorED™ collection, a 10-piece assortment of outdoor furniture featuring a fresh, distinct style and proven weatherproof material that extends the classroom outdoors and connects young children with the natural environment every day.

The outdoorED™ collection is positioned squarely at the intersection of Science and Outdoor Learning. Ten individual pieces including three unique sensory stations, a mud kitchen, market stand, bench seating, open shelving and activity table combine to support the specialized developmental needs of preschool and kindergarten aged children. The wide range of purpose-built furniture enables an outdoor early learning environment that supports STEM / sensory, literacy development, imaginative play, social seating, storage and quiet sanctuary can be furnished completely within the collection.

Each piece in the outdoorED™ collection is constructed from sturdy 3/4-inch textured woodgrain maple and white High Density Polyethylene (HDPE) panels that form crisp pleasing lines with refined contrasting color accents. White panels do not absorb or reflect heat from the sun and are easily cleaned using common non-abrasive household cleaning agents. The HDPE material is UV stabilized to resist fading, stains, mold and mildew and will not chip, rot, delaminate, splinter, swell or absorb moisture, bacteria or odors, making it ideal for long lasting outdoor use.

Importantly, UV stabilized HDPE is more recyclable than other plastics and therefore contributes to a circular economy by reducing waste, further emphasizing Whitney Brothers® commitment to sustainability and environmental stewardship. The outdoorED™ collection is 100% designed, sourced and manufactured in the USA and supported by a 15 Year Limited Warranty.

Extensive research shows that outdoor learning supports whole-child development by strengthening the body, mind and emotions. Evidence reinforces clear developmental, cognitive, social and health benefits while also fostering lifelong curiosity and environmental responsibility. Studies<sup>1</sup> also support that young children who spend time outdoors experience reduced mental fatigue and improved concentration when they return indoors. Children's access to the outdoors is also linked to healthier body weight and more active lifestyles overall.

Freedom in natural environments fosters open-ended play, which enhances creativity and problem-solving skills by providing unstructured opportunities for exploration and imaginative thinking.<sup>2</sup> Hands-on discovery in outdoor experiences has also been shown<sup>3</sup> to support early math, science, and inquiry-based skills that cultivate natural curiosity and a life-long joy in learning.

"At Whitney Brothers, we are dedicated to delivering innovative, high-quality learning experiences for young minds to grow," said company president Scott Kroeger. "We are thrilled to launch the outdoorED™ collection as a continuation of this 121+ year tradition. The collection is a distinctive, well-executed

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assortment of educational furniture thoughtfully designed to create an outdoor learning environment that engages and inspires our youngest learners and is absolutely on-trend with Science and Outdoor learning. It's the best representation of the innovation behind the Whitney Brothers® brand."

Availability of the outdoorED™ collection is immediate through authorized Whitney Brothers® dealers and distributors worldwide. The complete collection will be displayed in the company's exhibit November 5-7 at the EDspaces Conference in Columbus, OH, and November 19-21 at the NAEYC Annual Conference in Orlando, FL.

*Pictured: outdoorED™ Collection*



#### About Whitney Brothers®

Founded in 1904, Whitney Brothers® invented furniture for Early Learning and Institutional Childcare and pioneered its commercial distribution through educational distributors and dealers in schools, childcare centers, Head Start facilities, churches, libraries, museums, and residential homes throughout North America and the world. The brand's rich heritage spans 121 years of old world craftsmanship blended with state of the art manufacturing technology to create award winning products of uncompromising quality, design, innovation, safety, durability and value. Each product is UL GREENGUARD® Gold Certified, qualifies for LEED credits, meets or exceeds applicable CPSIA, ASTM and BIFMA requirements, supported by a Limited Lifetime Warranty and proudly made in America.

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Sources:

<sup>1</sup>Taylor & Kuo, 2009

<sup>2</sup>Fjortoft, 2001

<sup>3</sup>Chawla, 2015

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