

# MID POINT

COLLECTIVE • INDUSTRY • INTELLIGENCE

JANUARY 2021

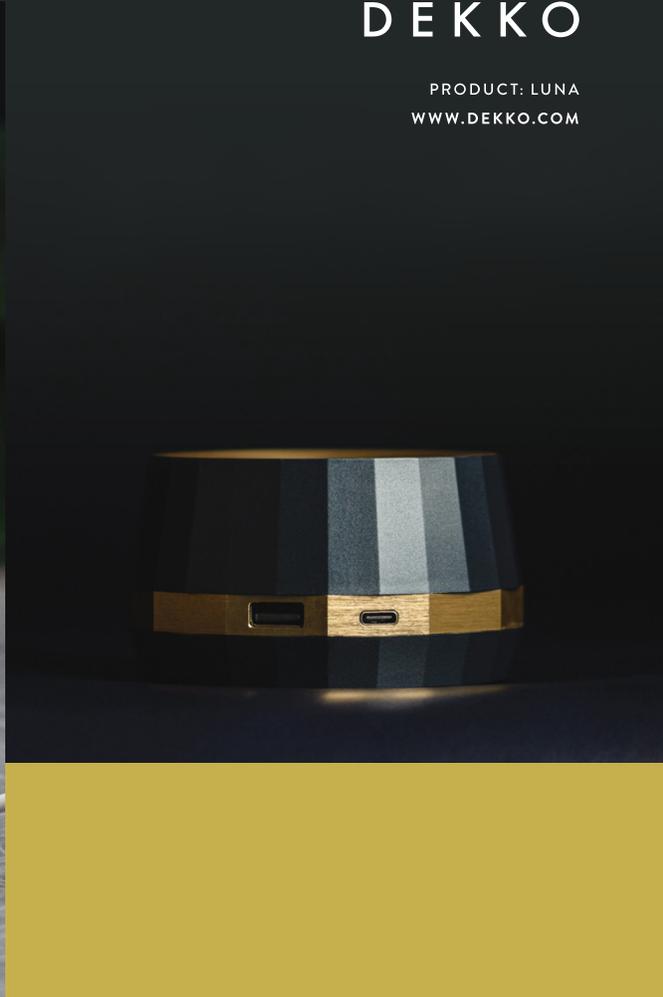
Issue 01  
Published Monthly

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PRODUCT: LUNA  
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# Content

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Options marked with an \* are required

Base Finish:  White  Grey  Black

Surface Width: Choose an Option...

Finish:  Wood  White



**20**

**'Moving Designers' Program Designed to Help Dealers Connect to Customers and Help in the Sales Process**

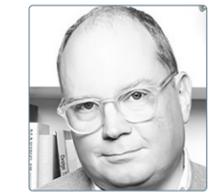
The dealer designer is such a critical role, such an important role, and sometimes overlooked or forgotten in the sales process.



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**Forward Space Celebrates Grand Opening of New Milwaukee Showroom**

The new building is at 2020 South Street 4th Street, directly across the Kinnickinnic River from Michels Corporation's new headquarters.



**From The Editor**

**WELCOME TO THE FIRST ISSUE OF MIDPOINT**

Midpoint is designed to give the dealer and rep community an opportunity to tell their stories and share best practices.  
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MIDPOINT MAGAZINE No. 01 · January 2021 · Year 1 · **EDITOR-IN-CHIEF** Rob Kirkbride **VICE PRESIDENT, SALES & MARKETING, PUBLISHER** Melissa Skolnick **VICE PRESIDENT, CONTENT PRODUCTION** Todd Hardy **STAFF WRITER** Emily Clingman **CONTRIBUTING WRITERS** Jim Heilborn, Stefanie Ince **COPY EDITOR** Linda Odette

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**HAT Contract / SiS Ergo does its 'HomeWork'**

HomeWork does more than simply sell the product through an e-commerce website. The products are packaged properly for home delivery, installation services are offered and marketing support is provided. The rapid evolution of how and where we work.

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**THE PHYSICS OF SALES**

Too many salespeople are busy but not productive. It is often because they have no real daily plan of action.



**32 Stefanie Ince**

**RESOLUTIONS FOR A HEALTHY NEW YOU**

This year try to make resolutions that can improve your health – and can be followed for life!



## Careers

**36 Gibson Interior Products**

Gibson welcomed four hires to the Gibson team and promoted two team members to finish off 2020.



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### Studio by Dekko's Luna Shines in Expanding Galaxy of Dekko Designs and Products

*Luna is among the newest in the Dekko Family of Brands' product suite.*

Dekko has doubled down on development in the past year to ensure they're offering products that continue to serve their customers, especially with the rapid evolution of how and where we work.

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## January 2021

*Midpoint Magazine, Workplaces Magazine* and *Business of Furniture* are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

- Rob Kirkbride, Editor-in-Chief

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From The  
**Editor**

**W**elcome to the first issue of Midpoint Magazine, the latest publication from Bellow Press, publishers of Business of Furniture and Workplaces magazines. No first issue of any magazine is perfect and what you are reading today is no exception. In fact, as you go through the pages of Midpoint, we are missing some very important stories: Yours.

Magazines take a few issues to really get rolling. You may not have heard about Midpoint until now, and we don't blame you (we were in the depths of the pandemic when the magazine was announced). And until now, you've probably never been asked for your story from a journalist in our industry.

That's what I'm doing today. To make this publication a success, we need your stories. So let's hear 'em. Dealers aren't used to sharing their stories because they've never been asked for them. In other publications, your news might not be "newsworthy" enough to publish. I can tell you, it is here.

Midpoint will be a monthly magazine focused specifically on the dealer and rep community. Midpoint is named for when it will arrive in your inbox. The publication will come out each month on the 15th — the midpoint of the month. It will be filled with information for and about dealers and reps. Think of best practices that can be shared, innovative projects and dealer



**Welcome to the First Issue of Midpoint**

involvement in them, charity and community work and columns on things like installation, succession planning, technology and more.

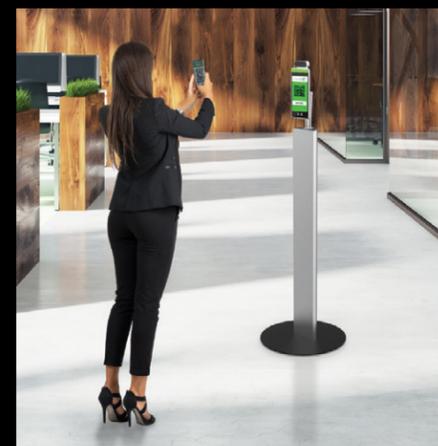
This publication is distinctly different from either Business of Furniture or Workplaces magazine. Business of Furniture is designed to do just what the name implies — it is the business of the office furniture industry. Workplaces looks more broadly at how work is changing and the forces at work. Neither of those publications will change; they will continue to be published on the same schedule you enjoy today. Midpoint isn't designed to replace either. Instead, it is designed to give the dealer and rep community an opportunity to tell their stories and share best practices. We expect this to be a tool for communication for one of the most important "branches" of the office furniture industry.

Midpoint will be 100% dealer/rep focused. That gives us a lot more latitude in what we publish. For example, news about a dealer collection of canned goods for a local food bank probably wouldn't rise to the level of news for Business of Furniture, but it would definitely be



Let's get back to work...

**3 PILLARS OF SAFE-T**



**ENTRY SCREENING**  
Don't let it in the building



**SCREENS & BARRIERS**  
Block aerosol transmission



**AIR PURIFICATION**  
Block aerosol transmission

**LET'S MAKE THE NEW NORMAL MORE NORMAL...** Corporate America today is looking for a solution that will create a safe workplace for people to return to work. The three pillars of workplace health and safety deliver a multi-tiered approach to take away the fear factor from returning to work and limit employer liability by demonstrating a clear commitment to keeping employees safe and healthy.

**ENTRY SCREENING** stops people with symptoms from entering the building and makes daily screening quick and effective. **SCREENS & BARRIERS** block aerosol transmission and can be easily retrofit into existing furniture. **Safe-T AIR PURIFICATION** systems capture and destroy 99.999% of viruses, bacteria, and fungus and release re-energized, negatively ionized air which increases productivity, combats afternoon fatigue, and even helps with minor depression.

## Midpoint will be a monthly magazine focused specifically on the dealer and rep community.

included in Midpoint. It is an exciting time to be an industry dealer or rep and the changes and challenges to this segment of the industry seem to crop up everyday. We are designing Midpoint to be the publication where those important conversations happen.

The magazine could not have happened without the help and encouragement from our friends at INDEAL, the dealer group that has grown from a purchasing group to the de facto dealer organization in the industry. As such, the magazine will go to INDEAL's dealer partners, who already receive Business of Furniture and Workplaces as a benefit of their membership. It will also go to other dealers and reps across the country and around the world..

This is your publication and we want to hear your stories. Please send news and story ideas to me at [rob@bellowpress.com](mailto:rob@bellowpress.com) or my colleague, Todd Hardy at [todd@bellowpress.com](mailto:todd@bellowpress.com). We want to feature news of your dealership, but we need

to know about it to publish it. For your news to make it into Midpoint, your deadline will be the first of every month. That gives us a little time to plan our issue. Feel free to send us your ideas for Midpoint as well.

We also need your support to make this publication a success. If you are a manufacturer or industry service provider, I encourage you to reach out to my colleague, Melissa Skolnick at [melissa@bellowpress.com](mailto:melissa@bellowpress.com), who handles all advertising for our company. She can help you with advertising rates for the new publication, which is a perfect vehicle for a targeted message that will broadly reach the dealer/rep community.

It is a topsy-turvy time for our industry. We believe that good communication is the best way to ride through the bumps and share the great times as well. We warmly invite you to join us in the conversation at Midpoint.

- Rob Kirkbride and the Midpoint Magazine team

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3-6 September 2021

National Exhibition and Convention Center (Shanghai)

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## CONSULTING

**JIM HEILBORN**

Business Consultant

[www.jheilbornassociates.com](http://www.jheilbornassociates.com)

## > The Physics of Sales

**M**any schools are closed so I thought it might be time to revisit a course many of you might recall from high school or college — physics: the science of matter, motion and energy.

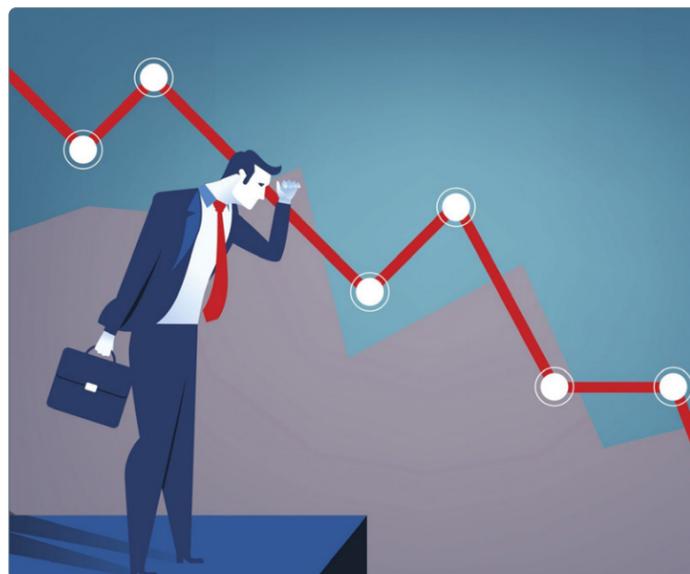
Well, sort of physics. It's actually the physics of sales. What? **The physics of sales?** Yep, that's what I wrote. Consider this famous quote from Sir Isaac Newton.

"A body in motion tends to stay in motion unless acted on by an outside force."

If a body at rest tends to stay at rest and a body in motion tends to stay in motion, then why does any object when thrown just stop moving a few seconds after it hits the floor?



**TOO MANY SALESPEOPLE ARE BUSY BUT NOT PRODUCTIVE. IT IS OFTEN BECAUSE THEY HAVE NO REAL DAILY PLAN OF ACTION.**



**Stay with me — there's a point here.**

A body at rest stays at rest because it is not being moved, and a body in motion will stay in motion because there is a lack of friction or some sort of force, like gravity, or an obstacle to stop the body.

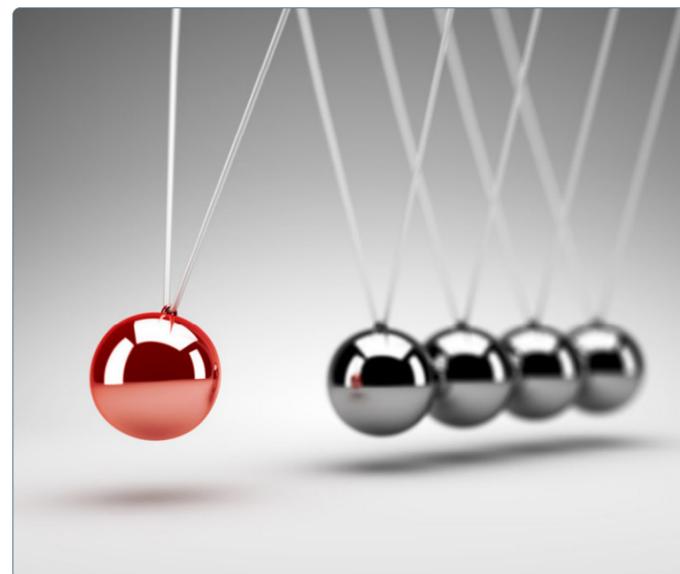
Remember, Newton's law says the body will stay in motion until it is acted upon by some opposing force. In this question, the reason the body loses some of its energy is because when it hits the floor it loses some part of its

## CONSULTING

*Jim Heilborn is a business consultant specializing in the office furniture/products industry, working nationwide with dealers, manufacturers, and service providers.*

*Jim has been associated with INDEAL since 2011, specializing in training and dealer development. For more information, visit his website, [www.jheilbornassociates.com](http://www.jheilbornassociates.com).*

*He can be reached directly at [jim@jheilbornassociates.com](mailto:jim@jheilbornassociates.com) or by phone at 916-434-8711.*



energy since the collision is inelastic and further it is acted upon by its weight and air friction. So gradually the height of the body's bounce decreases, and it comes to rest.

**That is a sales slump.** That is an empty sales pipeline. The salesperson has hit the floor and motion has slowed and is coming to a stop. The force that caused the body to stay in motion was sales activity — networking, asking for referrals, cold calling, calling existing clients, doing research, talking to lead sources,

attending functions, reading the paper or internet for leads, etc.

What was the outside force that stopped the motion? It could have been too many projects, constant interruption, or even a pandemic, but more often than not it is a lack of proactive daily activity — too much waiting for something to happen. "A body at rest tends to stay at rest. Bad habits or laziness? Too often it is what I refer to as the "salesclerk mindset" — waiting for a customer to walk in the door or for the phone to ring. Even retail store salespeople can't depend on that much anymore.

Too many salespeople are busy but not productive. It is often because they have no real daily plan of action. I know that some will complain that even when they plan, they get pulled away. That is true, it happens to every salesperson but the salespeople with a plan typically still find time to conduct their main tasks — prospecting, presenting and closing.

It is critical for salespeople to stay in motion. Not every activity will result in a sale but staying active will keep them moving forward and refill their pipeline. Keep stirring things up and good things will happen. Stay in motion! **MP**

# Studio by Dekko's Luna Shines in Expanding Galaxy of Dekko Designs and Products

**“ We’ve doubled down on development in the past year to ensure we’re offering products that continue to serve our customers, especially with the rapid evolution of how and where we work. ”**

# DEKKO

**Luna is among the newest in the Dekko Family of Brands' product suite.**

**A**t a time when most power and charging solutions recede into the background, Studio by Dekko launched Luna to do just the opposite.

Power in the workplace typically is installed directly into furniture, with multi-circuit systems and with little or no change in the given product's aesthetics.

Luna, unveiled last fall, stands alone as a striking statement piece while providing a powerful charging capability for all kinds of devices — smartphones, tablets, computers — and for settings that include homes, hotels, offices and hybrid spaces.

“Where we work is blurring like never before, making portable charging a necessity,” said Dekko General Manager and Executive

Vice President Rick Fox. “Luna inserts the element of luxury into an environment. But, Luna is far more than an accessory. Wherever there is a need for device-charging, Luna provides an exceptional experience in both purpose and composition.”

Dekko collaborated with Gensler, serving as product design consultant, for Luna. Together, Dekko and Gensler explored design concepts that would create a sculptural power product with meticulous craftsmanship.

The faceted circular form and proportion invite a tactile experience. Refined details, including a metal accent, evoke a sense of elegance.

“We sought to reimagine how people traditionally view and use power,” Fox said. “Instead



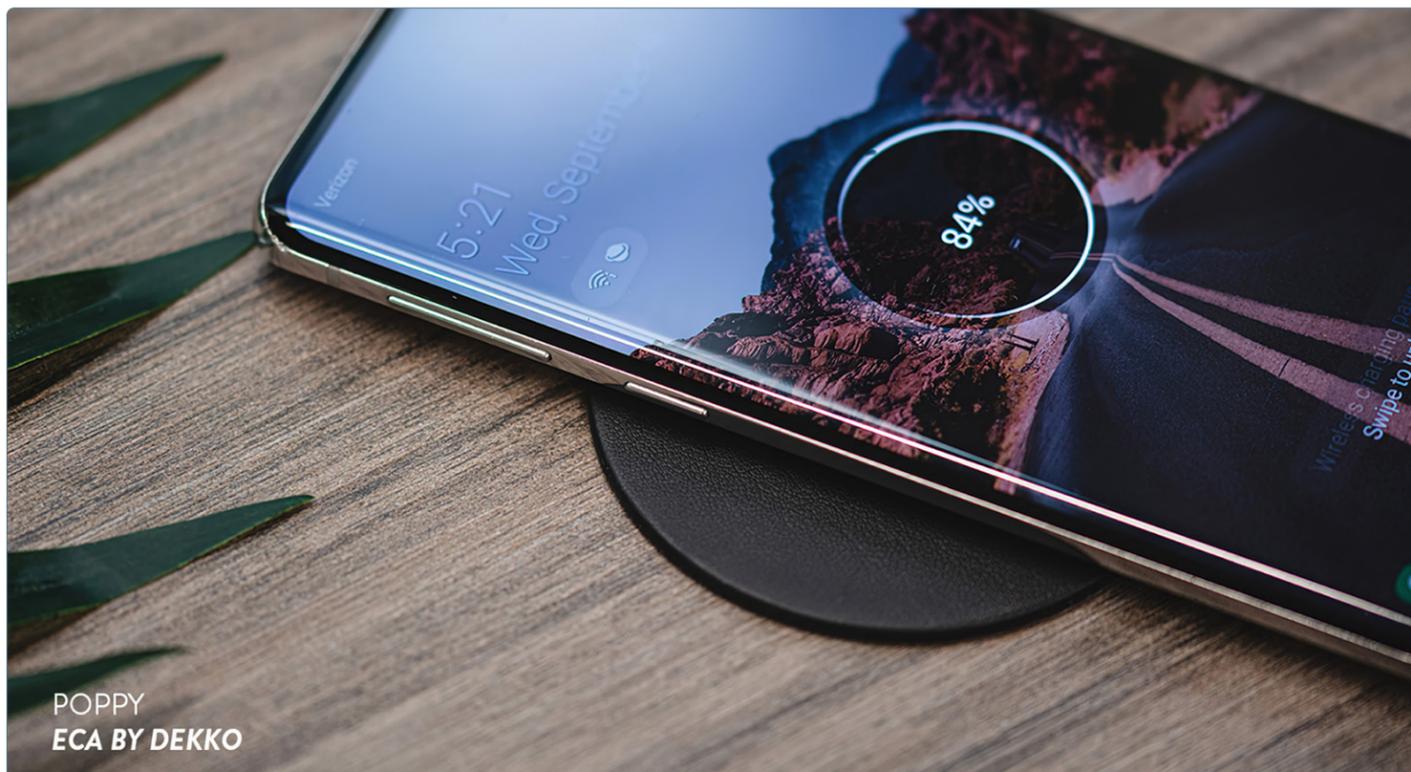
EXIT



EXIT



STO-WAY  
ECA BY DEKKO

POPPY  
ECA BY DEKKO

of neutrally integrating it into a space, we intentionally brought it to the forefront as a standalone piece enhancing its surroundings. The Gensler design and research team brought an integrative design approach to the collaboration, assisting us in creating a high-impact and transformative product.”

Embedded in Luna’s ergonomically sleek composition is a USB-A port and a 60-watt intelligent Power-Delivery USB-C port, offering the fastest possible charging speed and power permitted for today’s devices. The 60-watt power allows laptops to be charged simply by connecting with a USB-C charging cable, eliminating the need for large laptop bricks.

This small yet powerful product can charge larger devices at a single point of relocatable power access for multiple users and for environments flexible in design and use.

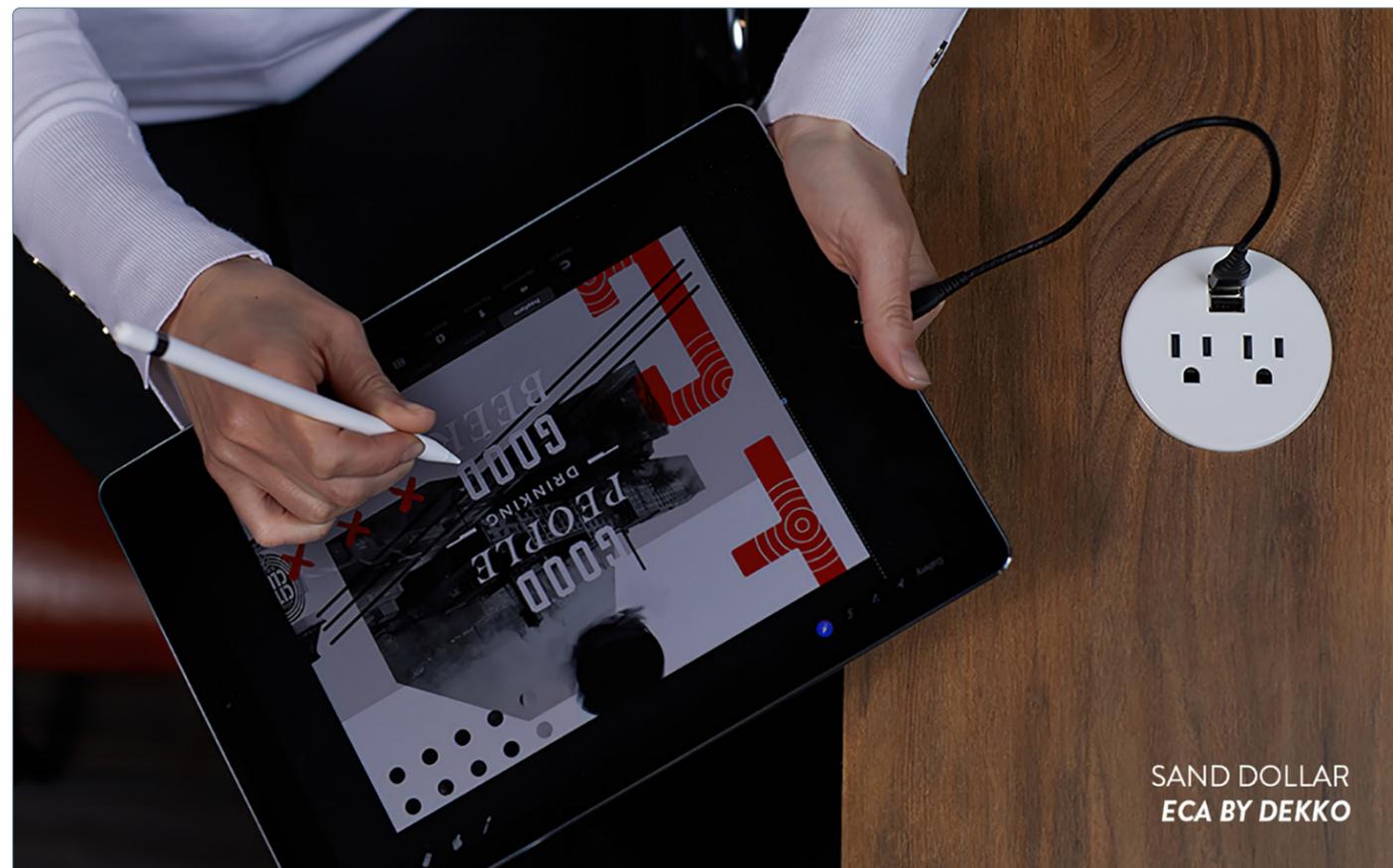
Luna offers warm and cool color palettes — navy and brass and white and silver combinations.

## NEW BRAND EXPERIENCES, PRODUCTS

Luna is among the newest in the Dekko Family of Brands’ product suite. Dekko has united the power of three brands — Studio, ECA and Furnlite — under one company to provide diverse solutions, styles, price points and applications. The expansive portfolio of products serves markets ranging from commercial furniture and hospitality to residential, health care and education.

“We’ve doubled down on development in the past year to ensure we’re offering products that continue to serve our customers, especially with the rapid evolution of how and where we work,” Fox said. “We’re relentless about design excellence as the foundation for powerful solutions that are as beautiful as they are functional.”

Studio by Dekko elevates power solutions — for home, private and corporate offices, upscale

SAND DOLLAR  
ECA BY DEKKO

hotels and unique workspaces — to a new level of modern sophistication built on extensive research, engineering and design.

“Studio by Dekko takes complex problems and turns them into intelligent solutions, creating products that are purposeful and stunningly elegant,” Dekko Vice President of Sales Char Reynolds said. “We obsess over human-centered design that draws people in.”

ECA by Dekko is all about energy and momentum. The brand offers a vast collection of fun and fresh power products that can plug into offices, schools, hospitality and health care settings, athletic clubs, airports and more.

“ECA by Dekko embraces the challenge of moving power forward with solutions that are intuitive, imaginative and smile-worthy,” Dekko Director of Marketing Meghan Meier

said. “We pay attention to trends, harness the best of technology and listen to our customers to produce great products for all kinds of applications.”

Furnlite by Dekko provides approachable, dependable power and lighting solutions for hospitality environments — hotel rooms, lobbies, bars and restaurants.

“In hospitality spaces, aesthetics speaks volumes. Furnlite by Dekko is about reliable power and lighting that amp up spaces with clean, functional design tailored to the environment, whether contemporary, modern, rustic or historic,” Reynolds said.

The Dekko Family of Brands will be unveiling new collaborations, designs and products in 2021. **MP**



STO-WAY  
ECA BY DEKKO

# 'Moving Designers' Program Designed to Help Dealers Connect to Customers and Help in the Sales Process

The dealer designer is such a critical role, such an important role, and sometimes overlooked or forgotten in the sales process.

BY ROB KIRKBRIDE



Above: Alexandra Tseffos and Rob Langejans

“I keep getting these requests over and over from dealer designers and managers saying, ‘Do you offer anything in the framework of training designers to be more client facing?’”

**N**ot long ago, the sole job description for a dealer designer was to design projects for the salespeople working in an office furniture dealership. Today, the dealer designer job goes well beyond the “designer” title. In many cases, the dealer designer is expected to sell, design and know the dealer’s product lines as well as anyone.

So how can dealers help their designers adapt to the changing expectations? Two industry veterans believe they have a solution. Alexandra

Tseffos, with years of experience at dealerships and Configura and Rob Langejans, who worked for 16 years as a Haworth sales facilitator, have combined forces to roll out a training program targeting dealer designers.

“In the last couple years being a dealer consultant I have noticed a big gap,” Tseffos said. “Designers, upon entering a dealership, learn product knowledge but in some cases lack sales knowledge. Historically they haven’t needed it as much, but now clients want solutions faster than ever which brings designers to the front of the sales process.”

The job is getting even more challenging since much is now done on Zoom calls, and technology is becoming more complex.

The goal of the duo is not to turn designers into salespeople — that is up to them and their dealer — but instead to create greater collaboration, understanding and synergy, thereby empowering dealer designers.

“I keep getting these requests over and over from dealer designers and managers saying, ‘Do you offer anything in the framework of training designers to be more client facing?’” Tseffos said. Eliminating industry jargon, basic presentation techniques and how to design live are some of the things they are looking for.

“I’ve trained a lot of salespeople on (Configura’s) CET Designer and live designing, but there’s still this big gap between design and the sales process,” Tseffos said. “I think the biggest portion of that gap is that the designer is not trained on product. They are trained obviously on design, they are trained on specifications, software. They are never actually trained on presentation or how to get ready for a meeting or how they can contribute to that design and sales process.”

The course Tseffos and Langejans have created is designed as a four-week program that meets for 100 minutes. They are combining Tseffos’s skill as a designer with Langejans’s sales knowledge and smashing it together.

“The dealer designer is such a critical role, such an important role, and sometimes overlooked or forgotten in the sales process,” Langejans said. “And yet they’re always pulled into the sales processes. At some point, they’re getting involved earlier and earlier in customer dialogue, because how you sell is just as important as what you sell. Dealers have so many choices and so many product options and customers have different needs. There are no two customers that are exactly alike. So getting the designer involved early in a discussion with a customer, that dealer designer plays a critical role in product selection and floor plate design.”

The training program is also designed to increase the confidence of the dealer designer, said Tseffos, so when “the sales rep breezes in and says, ‘Hey, tomorrow, we’re going to meet with so-and-so. I need you to come along.’ They want to be prepared.”

Several schools of thought exist about how much a dealer designer should be involved in other aspects of the sales process. Some dealers want the designer to stay in their own lane — just design. Other dealers hire only designers, who they train in sales. Many are moving to a hybrid of the two.

Most important though, according to Tseffos and Langejans, is creating an experience for the end user client. “If you’re not successful in creating a seamless experience for them, they’re going to go across the street or turn to the Internet to just try and source their own products,” Langejans said. “In that effort by the dealer to integrate AR and VR and other



technologies, it essentially elevates that dealer designer in the sales process. We are seeing this increasing collaboration between the sales and design teams. Now, whether this is a strategic initiative of that dealership or not, or whether that dealer principal wants this or not, I think a lot of it's happening."

The demand for this hybrid model or evolution is being led by the end user who is demanding more value from a sales call, Tseffos said. You can't just go and "show up and throw up." It must be a valuable meeting for the customer. The dealer designer brings unique value that the salesperson alone doesn't bring.

"To me, that is an awesome model," she said. "Many dealerships are saying that's our model moving forward – to find a designer and help them become that salesperson who can really drive the sale and drive decisions by the customer. So I think it's a customer driven initiative, not dealer or not sales team driven. It's the customers demanding more value. And that designer brings that value."

Tseffos and Langejans are also talking about speed. There was a day when the salesperson would meet with the end user and the design firm. And he'd say, "Can I get back to you in a couple of weeks with some thought starters?" And they did. In our world today, speed is demanding change. That includes live design in front of the customer.

The title of the training is "Moving Designers." The two insist that they are not trying to make designers salespeople. Instead, they want to move designers to be in a client-facing role so as Tseffos said, "they are no longer like the CAD department behind a closed door."

"We need to take those silos down," she said, noting the integrity in both the role of the designer and salesperson. "We need to increase communication among both (sales and design). That way the sales people want to interact with designers for clear communication and speed to market and vice versa."

When the course is complete, Tseffos and Langejans won't leave the dealer principal hanging. They plan to have a one-hour session with the dealer principal, design manager or whomever is initiating the training so they understand the principles of what was discussed.

"We feel that if we don't do that, they will not know how to deploy their designers correctly," Tseffos said. "We want the opportunity to clarify and make sure that they understand, with a document in hand, exactly what we've gone over with their designers. That way, if they have questions, they can approach us with them as well."

The pilot program began just before the end of the year and Tseffos and Langejans are accepting students for the course. **MP**



*The Raleigh location is the first outside of the Midwest market for Office Revolution*

**Office Revolution, a leading contract furniture provider for commercial environments, has opened a new office in Raleigh, North Carolina, as a result of a merger with local commercial interior provider Edge Office. The move to expand in Raleigh will accelerate the company's growth strategy as it leverages the area's strong population and job growth. Raleigh is one of the 10 fastest growing large cities in the U.S. with several top-tier universities and a premier tech hub.**

"We're very excited about expanding our design team and customer base, further positioning Office Revolution as a leader in contract furniture services," said Bernie Donaldson, Office Revolution founding principal. "Edge Office brings more than 100 customers, including Pendo, Bandwidth, Varonis,



**Above:** Bernie Donaldson, Office Revolution founding principal.

Sprout Pharmaceuticals, GFL Environmental Inc., NC State University and the University of North Carolina to the merger."

The combined organization has begun on a high note with a large-scale design project

for Cisco Meraki's Raleigh-Durham offices.

Dale Lambe, who has served the Raleigh-Durham commercial flooring market for more than 20 years, will lead new business development as principal of the new Office Revolution location. "Dale joins us with business start-up and merger integration success as well as local market knowledge, a skill set that will help us grow our brand throughout the Southeast," Donaldson said. Michael Kerr, founder of Edge Office will stay on in a sales leadership role.

The Raleigh location is the first outside of the Midwest market for Office Revolution, which is headquartered in Chicago and has locations in suburban Chicago and Columbus, Ohio. The company is one of the largest Teknion dealers in the country and has been recognized with Teknion's Orion Award for excellence in sales, service, community involvement and customer satisfaction. Office Revolution augments its brand with a collection of premier and value brands, including Humanscale, Allemuir, SitOnIt, OFS and Studio TK. **MP**

**Below:** Dale Lambe, principal of the new Office Revolution location.



# SHOPPING CART

CUSTOMER LOGO

Product	Price	Quantity	Total
 <b>Mid Hat Adjustable Base + Work Surface</b> Base Finish: White Surface Width: 30" x 60" Finish: Designer White	\$1,329.00	- 1 +	\$1,329.00
 <b>Envoy Articulating Single Monitor Arm</b> Finish: Silver Monitor Support: Single	\$252.00	- 1 +	\$252.00
 <b>Surface Mounted Power Module</b>	\$254.00	- 1 +	\$254.00
 <b>Senko Task Light</b> Finish: Silver	\$225.00	- 1 +	\$225.00

[CONTINUE SHOPPING](#)
[CLEAR SHOPPING CART](#)
[UPDATE CART](#)

Apply Discount Code

Estimate Shipping and Tax

Enter your destination to get a shipping estimate.

Country  
United States

State/Province  
Pennsylvania

Zip/Postal Code  
18042

Flat Rate Ground  
 Ground Shipping \$130.00

Cart Total

Subtotal	\$2,060.00
Shipping (Flat Rate Ground - Ground Shipping)	\$130.00
Tax	\$123.60
<b>Order Total</b>	<b>\$2,313.60</b>

[PROCEED TO CHECKOUT](#)

[CHECK OUT WITH MULTIPLE ADDRESSES](#)

# HAT Contract / SiS Ergo does its 'HomeWork'

**HomeWork** does more than simply sell the product through an e-commerce website. The products are **packaged** properly for home **delivery, installation** services are offered and marketing **support** is provided.

**W**ork from home, once a novelty reserved for the most open-minded companies, is now the norm as the pandemic closed offices and forced the trend to the forefront.

Yet tapping into the growing trend has been difficult for office

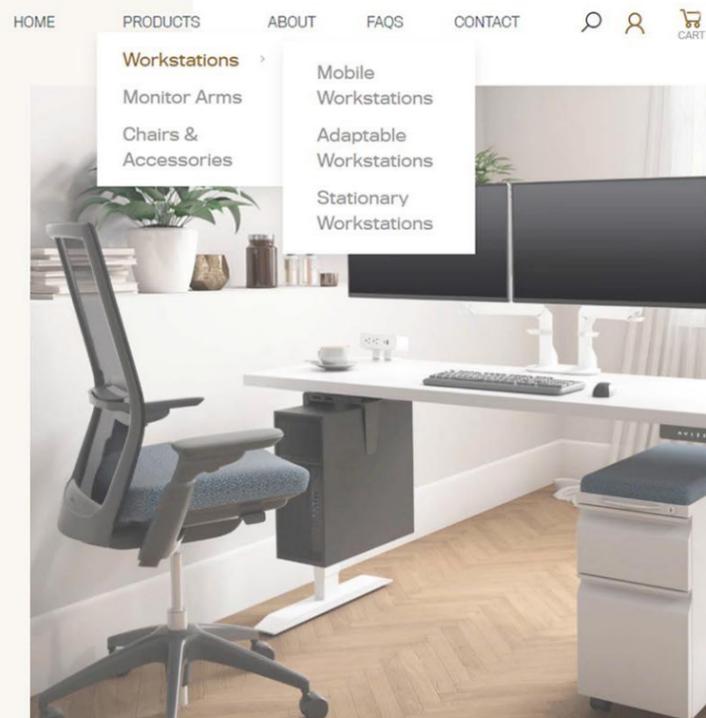
furniture dealers. Many manufacturers have expanded their work-from-home offerings, but dealers have, for the most part, have been cut out of the equation.

Enter HomeWork, a new program from HAT Contract/SiS Ergo that not only gives dealers a

**DEALER CENTRIC**  
HomeWork helps HAT Contract/SiS Ergo maintain and strengthen its relationships with its dealers.

DEALER  
LOGOCUSTOMER  
LOGOWELCOME TO THE  
CUSTOMER NAME  
HomeWork™ PORTAL.

SHOP NOW →



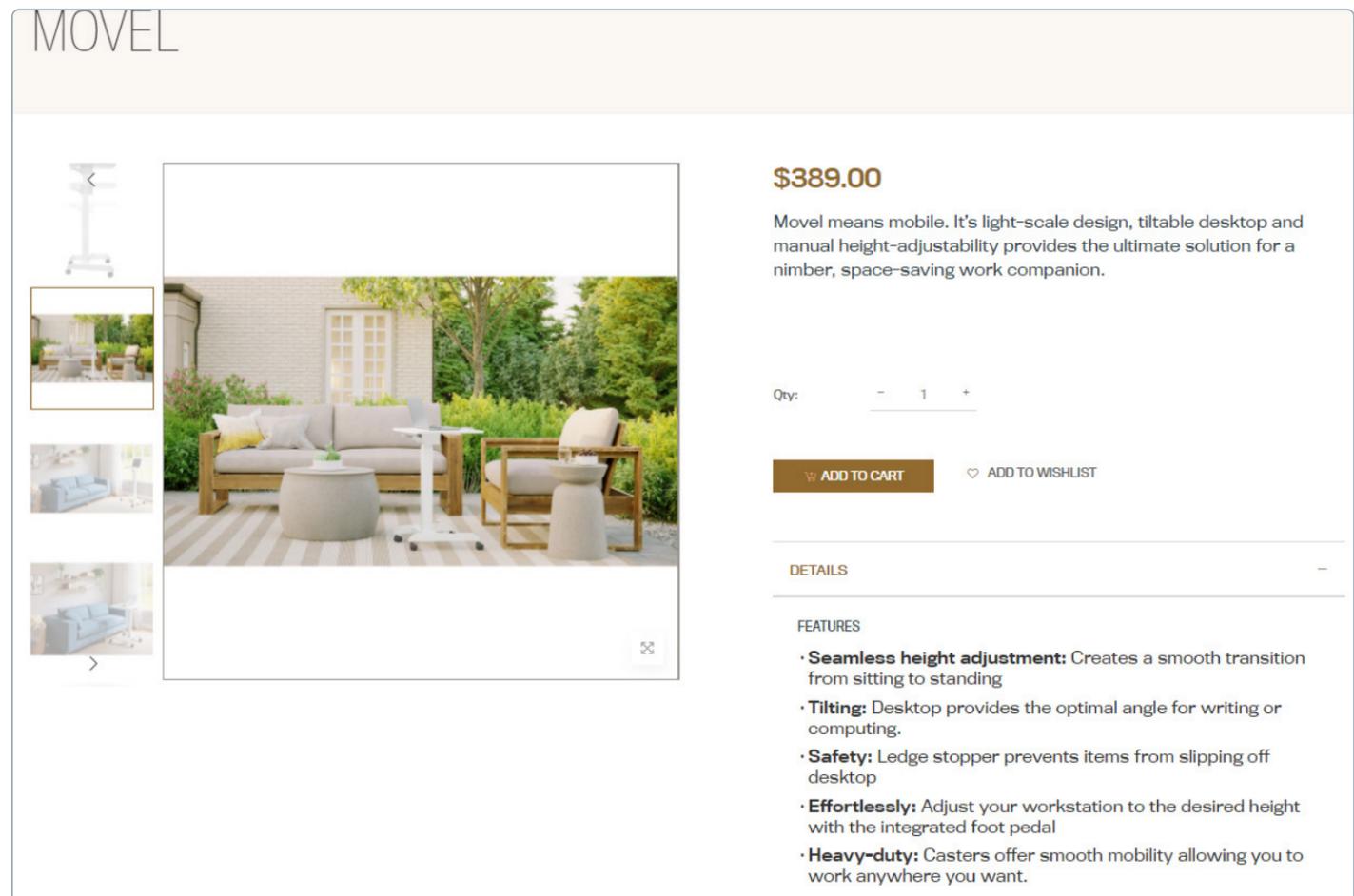
powerful new collection of work from home products, but also takes the difficulty out of the marketing, ordering and delivery. Instead of cutting the dealer community out of the mix, HomeWork makes the dealer the centerpiece of the transaction.

The idea was hatched soon after the pandemic began last March when workers everywhere were forced to go home and try to find a place to work. Workers quickly found their home offices were sorely lacking. Card tables, folding chairs, kitchen islands, sofas and dining room tables were used as workstations. Manufacturers responded, but some sidestepped the dealer network by selling directly through their own websites. HomeWork was designed to put the dealer front and center in the process, said Libby Ferin, vice president of marketing at Innovative, parent company to both HAT Contract and SiS Ergo.

“With COVID, there was a lot of stuff happening, and I think our dealers were scrambling and getting a lot of questions,” she said. “The dealers were calling and saying, ‘Hey, we just need one base and one top (sent) to someone’s home. Can you do that?’ And at that time, neither we nor a lot of our competitors could do that. The basics weren’t in place for our dealers to become what I would call like an e-commerce service shipping directly to a home. We didn’t have the packaging down, we didn’t have freight down, we didn’t have a lot of the things that would make it successful for us to service a one-off customer.”

Dealers were ill-equipped to handle work from home sales either. Few had — or have — a website designed for taking orders, especially for a single desk. Most dealers have no experience creating or managing an e-commerce platform.

## DEALER E-COMMERCE SOLUTIONS



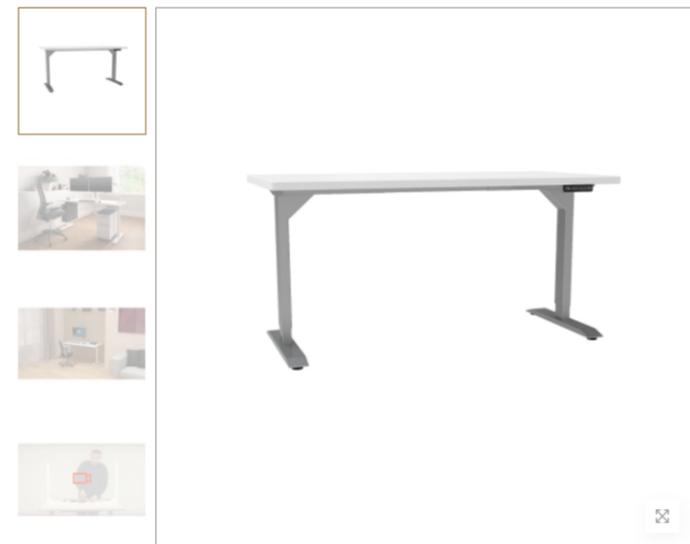
What if HAT Contract/SiS Ergo could help its dealers by creating individualized websites for them to help service home office sales? The question was the genesis for HomeWork. It is not only a collection of products for the home office, it is also a platform for dealers to manage the sales and marketing — a customized website and system for managing every aspect of the sale.

“We started asking how we could support our dealers,” Ferin said. “What if we created individualized sites for our dealer community, whether this was a dealer-specific website that could just service their own dealership or even (a website) to serve their customers. We were hearing a lot, especially on the West Coast and Silicon Valley — the Googles and

the LinkedIns of the world — that they were giving their employees stipends to stay home and to buy products. And what were they doing with that money? They were going to Amazon. That’s where they are going to go unless you’re directing them to go to a place (to buy contract-grade furniture).”

The company saw an opportunity to create a series of online hubs for individuals or corporate customers to buy good furniture at a good price that would go through the dealer, which keeps its relationships strong with both the company and the individuals sent home to work. To do that, HAT Contract/SiS Ergo created individual websites for its dealers that host a breadth of product needed for home offices.

## MID HAT ADJUSTABLE BASE + WORK SURFACE



**\$1,277.00**

This two-legged, height-adjustable base is the ultimate in workspace transformation. The exclusive Folding HAT frame design allows for easy assembly, quickly fitting into any corner or rectangular station. The quiet electric motor system is eco-friendly and makes movement simple.

Options marked with an \* are required

Base Finish: \*

Surface Width: \* Choose an Option... v

Finish: \*

Qty: - 1 +

[ADD TO CART](#) [ADD TO WISHLIST](#)

HomeWork does more than simply sell the product through an e-commerce website. The products are packaged properly for home delivery, installation services are offered and marketing support is provided.

Creating HomeWork wasn't easy. Contract furniture makers are designed to ship dock to dock, not dock to porch. The company had to redesign some packaging to make it delivery proof. It also had to create websites that are dealer-centric, not focused on the manufacturer.

The HomeWork program is also good for corporate customers. Dealers can help set up programs for them that allow companies to specify the types of products they think their workers should be using, as opposed to handing them a check for home office products that might or might not be spent on improving the remote workplace. Dealers control the billing, pricing and profit margin.

"That mid-level dealer, that smaller dealer, you know, they don't have the marketing dollars necessarily," to do something like this on their own, Ferin said. "They don't have the resources. And marketing is sometimes the first thing to go. We are helping by coming in as the marketing team, as a trusted partner with them — for them. It's not our website. This is your website. This is your branding. You can be the hero. Send this out to your clients, send us out to your community and make some money. Yeah, of course we benefit from it, but it's also to help keep our dealers afloat during this time. That's one of the things I feel best about. This program is about us all working together to get through it, to make it work."

Not every worker working from home has the same needs. So not every product is available, but there are many options to cover every home office. The HomeWork program includes mobile,

## DEALER E-COMMERCE SOLUTIONS

HomeWork is a simple way for customers to purchase their ideal home office set-up online. With secure checkout and personalized product selection, employers can rest assured that their team is well looked after, both in the office and while working from home.



### HOW IT WORKS



REVIEW THE AVAILABLE PRODUCTS

Browse the hand-selected list of home office solutions and choose the configuration that best meets your individual needs.



BUILD YOUR CUSTOM HOME OFFICE PACKAGE

Use our easy, secure checkout to order your new home office.



YOUR NEW OFFICE IS DELIVERED TO YOUR DOOR

Order and install your new workspace without ever leaving the house!

adaptable and fixed workstations. That means, if the worker is living in a 600-square-foot apartment, a mobile solution that can be stowed away would probably be the best option. If a home office is in place, the worker might choose a fixed-height or adjustable desk. The company also can create packages of products specific to its dealers' customers.

Dealers can add non-HAT/SiS Ergo products to the websites. For example, a dealer might want to offer a 9to5 Seating, Herman Miller or other task chair. With the HomeWork program, they can, although in that case, the seating manufacturer handles billing and delivery. Still, the entire order is handled through a single purchase order.

Selling work from home products isn't going to fill all the financial gaps caused by the pandemic,

but it does help. "This is not going to turn them from red to black in regards to their P&L statement," Ferin said. "But what it is going to do is keep them in front of their clients. It's going to show their clients that they care."

HomeWork also helps HAT Contract/SiS Ergo maintain and strengthen its relationships with its dealers. The company knows it's not one of the big three manufacturers, but feels it can help by being very dealer centric.

"It's something that can be incorporated into their way of doing business," Ferin said of their dealer partners. "A different type of channel necessarily is not a bad thing to offer. If it's a turnkey situation where it's really no cost to them, it's just to their benefit. We continue to be that partner." **MP**



## Forward Space Celebrates Grand Opening of New Milwaukee Showroom

*The new building is at 2020 South Street 4th Street, directly across the Kinnickinnic River from Michels Corporation's new headquarters.*

**F**orward Space, a woman-owned office furniture provider and authorized Steelcase dealer, has opened a new waterfront location in Milwaukee's Harbor District. The working showroom and office are approximately 10,000 square feet. Forward Space also has an approximately 14,000-square-foot warehouse on the campus and an additional 1,000 square feet of operations office space.

The Druml Company was the general contractor, and RINKA was the lead designer and architect on the project. The new building is at 2020 South Street 4th Street, directly across the Kinnickinnic River from Michels Corporation's new headquarters. The Druml

Company and RINKA began construction on the new showroom in March of 2020, removing numerous walls to create a more open and flexible work environment.

"I am so excited to welcome our Milwaukee team to their new home in the Harbor District," said Elizabeth Lewis, Forward Space's vice president of corporate marketing and Milwaukee sales. "After working in temporary space and at home during the pandemic, it will be a very welcome change to be able to safely be together again and to enjoy our beautiful new home in such a dynamic, growing area of the city."

**Below:** Elizabeth Lewis, VP of Sales and Space Solutions for Forward Space



### Highlights of the project include:

- Custom millwork in the hospitality kitchen and reception by ADK Design.
- Demountable wall systems with integrated technology
- Custom painted mural by Byada Meredith, an independent muralist contracted through Wallpaper City
- A building-wide mezzanine with river views
- Major architectural changes to create an open environment and expose view of water
- New work café and hospitality kitchen
- Various technology-enabled meeting and conference rooms
- Custom product display shelving
- Decorative light fixtures
- Glass garage doors on the north and south end of building for outdoor exposure and air flow
- Creative space for product exploration called the "sandbox"
- Expansive furniture solutions from Steelcase and other leading furniture manufacturers

"Our new showroom space enables us to share a plethora of design concepts and products ideas with our clients, from technology-enabled architectural wall systems, to private and home office settings, workstations, digital and analog collaboration

**"I am so excited to welcome our Milwaukee team to their new home in the Harbor District"**

spaces, meeting room ideas, seating and more — all with a focus on the new ways people are working and connecting in a post-pandemic era," Lewis said.

The RINKA design team worked closely with Forward Space and The Druml Company to honor the history of the building and the Harbor District while updating the design of the interior to create a beautiful, modern and innovative office environment with an emphasis on a unique customer experience.

"It's been an absolute pleasure collaborating with the talented team at Forward Space. The RINKA and Forward Space teams share a passion for impactful and meaningful design, which is evident in the beautiful transformation of an existing warehouse space into one of Milwaukee's premier showrooms," said Elliot Young, vice president senior architect and project manager at RINKA.

"Our new home reflects the core purpose of Forward Space, which is helping customers create innovative work environments that inspire people to excel," explained Jenny Niemann, principal owner and CEO of Forward Space.



**Above:** Jenny Niemann, principal owner and CEO of Forward Space.

In addition to the new Milwaukee showroom, Forward Space has a newly renovated satellite office in Chicago's Merchandise Mart and in December had a ribbon cutting at its more than 100,000 square foot headquarters and warehouse in Wood Dale, Illinois. **MP**

## WELLBEING

STEFANIE INCE

INDEAL Cares

www.indealcares.com



## > Resolutions for a Healthy New You

**A** new year often signifies a fresh start for many people. This could include setting new health goals, such as losing weight, following a healthier diet, mindful eating, or starting a new exercise routine. It could also include focusing more on mindfulness, meditation, and investing in mental health, or cutting back on bad habits. The new year is the perfect time to set new goals and commit to better health for the year ahead. As we head into a new year, and say goodbye to 2020, INDEAL Cares wants to remind you that we are your partner in achieving your health goals in work and in life.

Sometimes, the resolutions that people choose are restrictive and unsustainable, leading most people to break their resolutions within a few weeks...resulting in people making the same resolutions year after year. This year try to make resolutions that can improve your health – and can be followed for life!

**Here are 4 New Year's resolutions you can keep...**

- 1. Eat more whole foods:** One of the easiest and most sustainable ways to improve overall health is to eat more whole foods. Whole foods, including vegetables, fruits, nuts, seeds, whole grains, and fish, contain nutrients that your body needs to function at an optimal level. Research shows that following a whole-foods-based diet may significantly reduce heart disease risk factors, body weight, and blood sugar levels, as well as decrease your risk of certain diseases, such as type 2 diabetes. [Visit our Eat Well page for more on how you can eat mindfully for health.](#)



## WELLBEING

*INDEAL Cares is the charitable entity established by INDEAL. INDEAL Cares' mission is to support healthy workplace communities in North America and in under-served communities globally. INDEAL Cares works to empower sustainable, healthy workplace environments for employees in North America; and by supporting other like-minded charitable organizations to carry out this work internationally.*



- 2. Sit less and move more:** Many people sit more than they should. Sitting too much is linked to an increased risk of overall mortality, so making a resolution to sit less is an easy resolution that you can fit into your workday – all you have to do is commit to move more. For example, make a resolution to go for a 15-minute walk at lunch or to get up and walk for 5 minutes every hour. Small increments of movement will add up! [Visit our Active Living page on the Living Well Library for other tips on building movement into your day.](#)
- 3. Practice self-care:** Taking time for yourself is not selfish. In fact, it is critical for optimal health and wellbeing. For people with busy schedules and limited time, making a resolution to engage in self-care may take some planning, but it can be done – and it's worth it. This could include getting an extra hour of sleep, reading a book you like, taking time to walk outside. [Check out the Living Well Library page for Managing Stress and Anxiety for other ideas on how you can take care of yourself in 2021.](#)
- 4. Try meditation:** Meditation is a practice where an individual uses a technique – such as mindfulness or focusing the mind on a particular object, thought, or activity – to train attention and awareness, and achieve a mentally clear and emotionally calm and stable state. Trying out this practice is a perfect New Year's resolution because there are many ways to meditate, and it's easy to use tools and resources, [like the ones available here, to teach yourself how to start a meditation practice.](#)

### A New Year for Health

Start out 2021 committed to health and wellness and choose to take care of yourself and your wellbeing in the new year. INDEAL Cares is committed to continuing to be the health and wellness resource to ensure you are living your best life at home – and at work into the new year.

On behalf of all of us at INDEAL Cares – best wishes for a safe, happy, and healthy 2021. **MP**

## Bulletin Board

# TAMPA DEALER WORKSCAPES SIGNS WAREHOUSE DEAL NEAR YBOR CITY, PLANS TO LEAVE WEWORK PLACE IN DOWNTOWN TAMPA

**Below:** Elizabeth Dvorak, Founder and CEO of Workscapes



Office furniture dealer Workscapes has signed a major expansion deal to move its Tampa headquarters and showroom out of the central business district to a warehouse near Ybor City.

Workscapes will lease 31,820 square feet in Tampa Fulfillment Center, a newly built warehouse at 101 S. 34th St. It will vacate its 7,700-square-foot storefront in WeWork Place at 501 E. Kennedy Blvd.

Workscapes had \$61 million in revenue and \$16 million in local sales in 2019.

The new location will also serve as a last-mile fulfillment facility for Workscapes clients on the Gulf Coast, Founder and CEO Elizabeth Dvorak said. It will be home to 35 employees.

The total investment in the new space will be around \$1 million, said Richard Dvorak, Workscapes president and Elizabeth's husband. It is slated to open in mid-2021. **MP**



## Katie Leavell Joins INDEAL as Program Integration Associate



INDEAL has hired Katie Leavell as Program Integration Associate (PIA). This role is an active communications role with the purpose of building and maintaining positive relationships with INDEAL dealer members and providing a source of support and information. Her first initiative will be to assist with the launch of INDEAL's new set of client engagement tools, which will be unveiled at the upcoming INDEAL Leadership Virtual Event.

Leavell graduated from the University of Kentucky with a bachelor's degree in interior design. For the past 13 years she's applied that skillset in a number of design and sales positions, with commercial furniture being the focus for the past four years.

"With her extensive design background, Katie can bring a unique perspective to our INDEAL team and can understand and communicate key program initiatives to dealership personnel in a way that will have a true impact," said Dave Gatherum, INDEAL's chief operating officer. "Opening up and maintaining a clear line of communication has never been more important, and Katie, along with our other INDEAL PIAs, will fill that need of connection for our members throughout all levels of their organization." **MP**

## 2020 Compare Allows Users Significant Advantages in the Reconfiguration of Office Spaces

2020, a provider of applications and enterprise solutions dedicated to interior design, space planning and furniture manufacturing, is offering 2020 Compare, an office furniture reconfiguration tool available within all 2020 Office professional design solutions. 2020 Compare — available with the current version of 2020 Cap, 2020 Cap Complete, 2020 Giza and 2020 Worksheet — allows designers to compare existing layouts to

new layouts when working on office reconfiguration projects.

The year of 2020 has taught the business world several important lessons, though none so remarkable as the realization that the concept of the modern office design has undergone its greatest change in history. The reconfiguration of commercial workspaces will be essential in the eventual return to work projected for many employees over the coming months.

Due to the recent shift in office design planning in response to the global coronavirus pandemic, many designers are being asked to reconfigure office furniture layouts to create a more socially distant work environment. 2020 Compare is the perfect tool for these projects. Users can quickly and easily identify items in a design what items are needed and what items will remain from the existing design.

"With 2020 Compare, office designers can rapidly receive critical information regarding what items will need to be ordered, what items will be kept, and what items will be left over," said Cindy Maple, product manager. "This information, integrated with the many other powerful capabilities offered with 2020 Office solutions, will give significant advantages to users faced with the task of reconfiguring office designs." **MP**





## Gibson Interior Products - 4 Hires and 2 Promotions

Gibson Interior Products welcomed four hires to the Gibson team and promoted two team members to finish off 2020.

As Gibson's Florida team continues to grow it has promoted Heather Huddleston to vice president of sales for Gibson Florida. To assist Huddleston in Orlando and Jenna Carrier in Tampa, it hired Tara Ruggiere, who has 12 years of experience selling Global Furniture in South Florida.

Focusing on the steady increase in commercial projects and a bright future for 2021, Gibson NY has hired Frankie Guaraca as director of sales New Jersey. Guaraca sold Steelcase and Knoll over the past decade.

Katie Warburg has joined the Gibson team as

From Left to Right: Ruggiere, Guaraca, Warburg, Balder

director of sales, Connecticut+NY. She brings a wealth of knowledge, passion and energy, having worked on the CTWB Mason Furniture team.

Laura Gibson Balder joins the NY A+D team as its architectural products specialist. She is a fourth generation Gibson selling office furniture – and expecting a fifth generation Gibson in 2021.

Aksiniya Choi was promoted to business operations manager, New York.

"I am proud of this team as we continue to solidify and build our furnishing solutions brand and look forward to a very strong 2021," said Ken Gibson, president. **MP**

and more, it has been the go-to destination for comprehensive, built-to-order solutions for almost 25 years. They combine award-winning design with fast lead times to build almost any specification needed, with reliable delivery and affordable pricing. With a focus on sustainability, SitOnIt Seating works hard to minimize the impact of their operations. A lean manufacturing practice provides the foundation for its sustainability strategy by eliminating waste, conserving resources and responsibly designing products for durability and extended life.

The new catalog provides customers with a one-stop shop experience for products which previously were separated into three different catalogs.

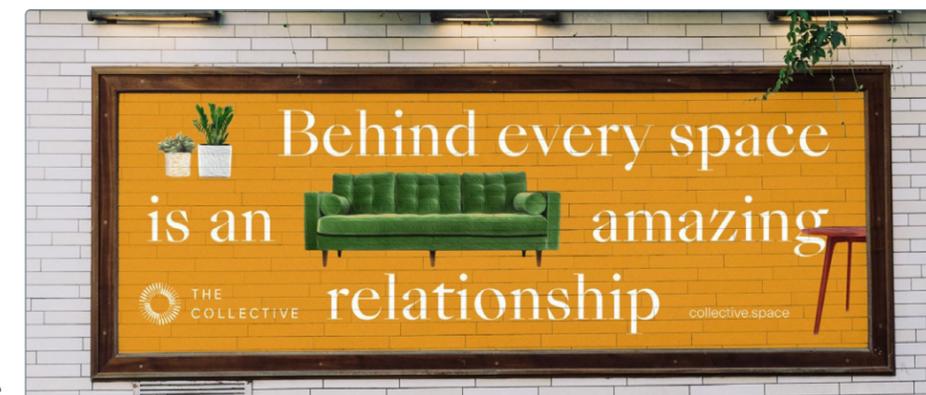
"By consolidating our seating, lounge and workstation collections, we've created a streamlined experience to be that all-in-one partner everyone – and every space – needs," said Melissa Chapman, chief marketing officer. "We centralized our entire product portfolio in the 2020 catalog so that creating comprehensive solutions is easier for all designers." **MP**



## Furnishing Inspiring Spaces - Three North American Furniture Dealers Join Together to Form One: 'The Collective'

- Vanguard Concept Offices recently announced a rebranding of its business, aligning its four U.S. locations with three additional Canadian locations which it has acquired over the past five years under a common brand - The Collective. This new furniture titan will become the largest Teknion furniture dealer in North America, positioning itself to manage furniture standards for its extensive portfolio of clients in the U.S., Canada, and the Caribbean. The Collective will offer innovative product solutions for organizations looking to reimagine their work environments, providing a single foundation for furnishings, space planning, and project management.

"Our new brand reflects how we approach delivering a dynamic experience for our customers," explains Nick Tuttle, president of The Collective - USA. "It's together, it's collaborative, it's collective. The logo is a direct translation of coming together to form a stronger whole. The experience, culture, and alignment of values in our markets will allow us to continue to build and strengthen our service and offerings to our customers."



Chris Rayner, president of The Collective - Canada adds, "We represent furniture dealerships each having over 30 years of experience in our respective markets supported by more than 300 supplier partners, and we're excited to be officially joining forces under a unified brand. The Collective has the experience, creativity, and relationships with regional and national design firms to help elevate the workspaces of our mutual clients."

Throughout 2021, The Collective will expand its investment in a number of strategic initiatives, including expanding its online capabilities to offer "work from home" furniture curated to comfortably outfit professionals who are now working remotely. **MP**

## SitOnIt Seating Consolidated Catalog Available in 2020 Office

2020 has announced the new, consolidated SitOnIt Seating catalog is available in the 2020 Office. Every product – including all the IDEON lounge collections and Symmetry workstation solutions – will be accessible in a single catalog.

SitOnIt Seating is a leading manufacturer of commercial solutions in the U.S. – and #1 in task chairs. From tables and lounges to screens

