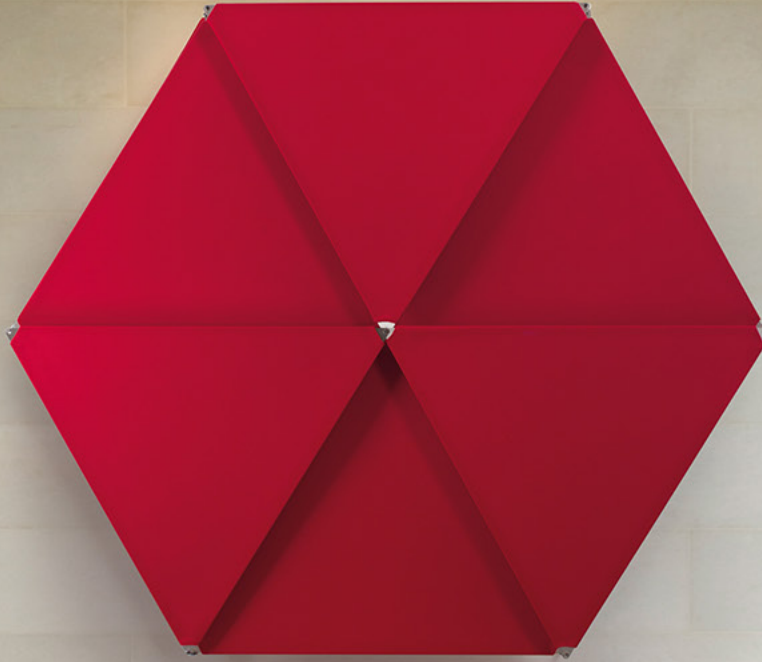


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January 11, 2017

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Snowsound has found itself in the right time and the right place. Everyone is moving into the open plan, and the aesthetic in the office is, simply put, really loud.

< Wrigley Field, home of the World Series champions, the Chicago Cubs.



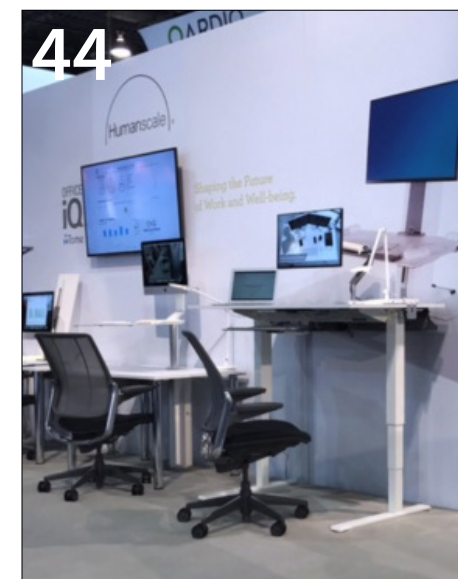
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Who Wins This Office Battle?



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January 11, 2017



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**BoF**

## The Business of Furniture

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**ROB KIRKBRIDE, EDITOR-IN-CHIEF**

**HUTCH**

WHEN YOU STAY UP SUPER LATE CHASING A CRAZY DEADLINE, BUT REFUSE TO ADMIT THAT YOU'RE GETTING OLDER AND MAY NEED GLASSES.

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7



# Upfront

THE WEEK IN CONTRACT FURNISHINGS

NEWS

## Interface to Exit FLOR Retail Channel

CHANGES WILL INCLUDE WORKFORCE REDUCTIONS OF APPROXIMATELY 70 FLOR TEAM MEMBERS AND A NUMBER OF OTHER EMPLOYEES IN THE COMMERCIAL BUSINESS IN THE AMERICAS AND EUROPE REGIONS, AND WRITE-DOWNS OF CERTAIN UNDERUTILIZED AND IMPAIRED ASSETS.

## THE STREAM

[designcurial.com](http://designcurial.com)

### IF ONLY CHAIRS WERE FLUID

Just Imagine the sheer joy of a chair that could morph and flex with your every movement, designed to support whichever muscle group was under stress with any particular activity. From a very early age most of us spend a huge proportion of our lives sitting – at a desk mostly. And this is despite the fact that we know, from the screaming of our bodies and from all the medical research, that this is really bad for us.



### BIG NUMBER

# 13

### HOURS

Shedding pounds has long been among the most popular New Year's resolutions.

Four in ten of those who make resolutions focus on their weight.

The vast majority will fail. It's not hard to see why. People spend most of their time completely still.

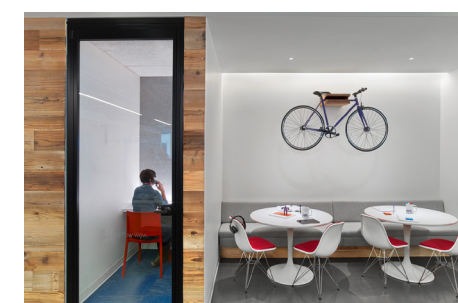
The average American sits 13 hours every day. In other words, we're glued to chairs for more than half our lives. A big reason for that is the nature of modern-day work. Since 1950, jobs where folks are tied to a desk have increased 83 percent. Today, only two in ten jobs are active -- well below the five in ten that existed half a century ago.



### Office Design in 2017 Will Once Again Focus on the Employee

You may not realize it, but your work environment -- from where your desk is located, the temperature, even how long you are sitting -- can all factor into how industrious and collaborative you and your team are.

Stephanie Douglas, director of workplace strategy at Teknion, a design firm that specializes in office spaces, says that going into 2017, "much of the dialogue around workplace has focused on the 'things' -- space, furniture, technology, policies -- and we're seeing the conversation shift to really focus back on the employee." [stamfordadvacate.com](http://stamfordadvacate.com)



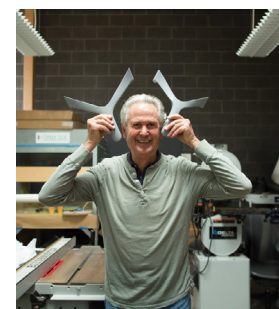
### DESIGNING WORKPLACES FOR CLARITY OF MIND

In a knowledge-based economy, most of us are being paid to think—and thoughtful workers equal good business. Designing office spaces for clarity of mind is fundamentally different from designing factories for manufacturing, or workshops for assembling, or stores for selling. So how can the design of office space encourage creative thinking, facilitate problem solving, or enhance concentration and diligence?

The historical model of the office space was enclosed offices for management and open steno pools for the rank and file. Presumably those executives were thinking big thoughts in their spacious, quiet offices. Anyone who could maintain their focus and think big thoughts out in the noisy, tumultuous bullpen was someone who could advance up the ladder and get their own private office one day. Management was not concerned with making employees feel appreciated, or even interested in communication. Even with an "open door" policy, it was still pretty intimidating to approach your boss by encroaching into their inner sanctum.

[metropolismag.com](http://metropolismag.com)

### INTERVIEW: DON CHADWICK



California-based industrial designer Don Chadwick, of Chadwick Studio, has worked with some of the biggest furniture design manufacturers in the world, designing products for the likes of Herman Miller, Knoll and Humanscale. [designcurial.com](http://designcurial.com)

### How To Work Only 40 Hours A Week This Year

It's no secret that most Americans work more than 40 hours a week, but are those extra hours necessary? "So many people say, 'I have to do this,' but they might just be putting those expectations on themselves," says Maura Thomas, productivity expert, author, and founder of Regain-YourTime.com. Many people make assumptions about what their boss wants without ever testing the waters to find out if it's true.

"You shouldn't need to work more than 40 hours a week consistently," says Tracey Gritz, productivity expert and owner of The Efficient Office. If you're getting ready to go on vacation or you're working on a big project, you might need to clock more than 40 hours a week, but as a general rule, 40 hours a week should be sufficient to get your job done, Gritz says.

Productivity experts offer six practical tips that will help you to consistently work a 40-hour week in 2017.

[fastcompany.com](http://fastcompany.com)

### THE WORKPLACE OF THE NEAR FUTURE WILL BE AGILE, WITH ROBOT BOSSES

Let's start the new year by imagining the future of the American workplace.

First off, everyone has a jetpack. (I have no evidence to suggest that will happen, I just really want it to happen.)

Next, the entire concept of a career has been redefined and most workers move from company to company performing projects of varying lengths and being managed, at least in part, by artificial intelligence.

The jetpack bit might be far-fetched, but the roving worker/AI manager concept is likely on the horizon.

[chicagotribune.com](http://chicagotribune.com)





## Interface to Exit FLOR Retail Channel

CHANGES WILL INCLUDE WORKFORCE REDUCTIONS OF APPROXIMATELY 70 FLOR TEAM MEMBERS AND A NUMBER OF OTHER EMPLOYEES IN THE COMMERCIAL BUSINESS IN THE AMERICAS AND EUROPE REGIONS, AND WRITE-DOWNS OF CERTAIN UNDERUTILIZED AND IMPAIRED ASSETS.

**I**nterface has announced a restructuring in the fourth quarter of 2016 and first quarter of 2017, much of which impacts the company's residential FLOR business.

The company reported that many of the changes in the restructuring efforts will be

focused on the company's FLOR business model. After careful consideration, the company has decided to exit the specialty retail channel and will eventually close the majority of its FLOR retail stores between January and the end of April 2017. Interface also will relocate FLOR's headquar-

ters from Chicago to Interface's headquarters in Atlanta. Additionally, the changes will include workforce reductions of approximately 70 FLOR team members and a number of other employees in the commercial business in the Americas and Europe regions, and write-downs of certain underutilized and impaired assets.

In connection with the restructuring plan, the company expects to incur a pre-tax restructuring and asset impairment charge in the fourth quarter of 2016 of approximately \$17-19 million, followed by an additional charge in the first quarter of 2017 of

approximately \$7-9 million. The planned charge in the first quarter of 2017 is primarily related to exit costs associated with the FLOR retail stores, a majority of which are expected to remain open for the first quarter of 2017.

The anticipated changes, which total approximately \$25-27 million, are part of a continued effort to streamline costs and more closely align the company's operating structure with its business strategy. The changes are expected to be comprised of approximately \$10-11 million of severance expenses, \$6-8 million of lease exit costs, \$7-8 million for impairment of assets and \$1 million of other items. The plan is expected to be substantially completed in the first half of 2017, and is expected to yield annual cost savings of approximately \$13-14 million beginning in fiscal year 2017, with approximately \$9 million of the savings realized in selling, general and administrative expenses, and \$4 million realized in cost of sales.

Jay Gould, Interface's President and Chief Operating Officer commented, "FLOR is a vital part of the Interface family. This shift represents an important step in ensuring that the brand continues to thrive while capitalizing on our expertise in business-to-business and opportunities in e-commerce. We will maintain design and innovation hubs with our locations in Upper East Side Manhattan, SoHo NYC and San Francisco."

Mr. Gould concluded, "While we are excited about the oppor-

tunities ahead, these decisions are never easy, but are necessary to accelerate our strategic plan. As we complete the restructuring process, we are working closely with both affected team members and those who will remain to ensure a smooth transition."

Analysts note that FLOR is primarily a residentially focused product that was originated as a catalogue and then e-commerce business but then expanded to approximately 20 retail stores. It would appear that the company will maintain the brand and most all of the product line but essentially abandon the store strategy with possibly three exceptions in NYC, San Francisco and Chicago. The impact from the exit of the stores will cut the FLOR revenues roughly in half to approximately \$20 million, will result in a 70 basis point drag to consolidated gross margins, but reduce SGA by 100 basis points on consolidated gross margins. While these changes will not develop until post Q1 of this year, we view these changes positively as we had not expected this business to contribute to earnings in the near future. The company has commented that FLOR was generating modest EBIT losses in recent years. We were not bullish on FLOR's prospects and view this decision as necessary as the business was not growing materially and could not generate an adequate return on capital. The e-commerce business will continue for FLOR as will the B-to-B piece of the business which are roughly evenly split. **BoF**

## Delivered this week



*Where are your customers opening their new office?*

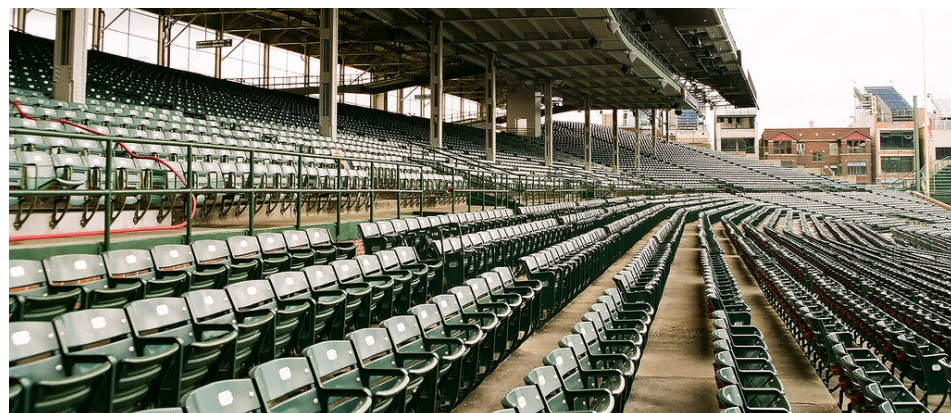
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## Strikeout: Why American Seating Left Stadium Seating

THE SALE IS THE CULMINATION OF AN ONGOING EFFORT BY THE COMPANY TO OPTIMIZE ITS OPERATIONS AND RESOURCES AND PURSUE SIGNIFICANT GROWTH OPPORTUNITIES IN THE TRANSPORTATION SEATING MARKET.

STORY BY ROB KIRKBRIDE

**E**ven before the last spilled Old Style was cleaned up at Chicago's Wrigley Field, the World Champion Chicago Cubs were breaking ground on updates to the historic baseball park. The 1060 Project is a massive overhaul of the baseball stadium that will include structural upgrades, improved player facilities, new fan amenities, outfield signage (including two video boards), new premier clubs, and expanded concessions.

The 100-year-old ballpark badly needed an upgrade, and it included many of the seats in the aging stadium. Since opening a century ago, the Cubs have had only one seating vendor, American Seating. With last week's announcement that American Seating sold off its stadium seating division to Irwin Seating, the Cubs and many other stadiums will have a new seating

vendor for the first time in decades.

Though it is assumed American Seating or Irwin will hit deadlines for opening day (American Seating is only answering general questions about the transition, explaining that "due diligence" is not complete), ballparks under construction worry about who is going to deliver the seats.

"American Seating and Irwin Seating Company are committed to working together to ensure a smooth transition," says Tom Bush, president and chief operating officer at American Seating. "We are actively working with clients to answer any questions they have about how they will be impacted by this announcement and to make sure that their needs continue to be met throughout this process. Once the deal is final, additional details will be made available."

The decision that American Seating was exiting its architectural fixed seating business and selling it to Irwin Seating came as a surprise to many in the industry. Though the company is privately owned, it has said in the past that its auditorium and stadium seating division was the second largest in the company behind the transportation division and represented about 20 percent of its sales. A few years ago, the company said sports seating represented about 8 to 10 percent of sales and was a fairly steady market for the company.

American Seating benefitted greatly from the modern boom in new sports stadiums that generally began with the construction of Camden Yards in Baltimore in 1992. Dozens of new baseball, football and basketball stadiums followed until the early 2000s, when the boom tailed off. Still, American Seating busied itself with minor league stadiums, spring training facilities and renovation projects.

When the projects are rolling in, they are huge. Seating accounts for about \$4 million to \$5 million of the total tab for a new major league ballpark.

Beyond the business, American Seating has become part of the game, especially in baseball, serving customers like the Cubs and the Boston Red Sox for more than 100 years. One of American Seating's oak seats at Fenway Park, home of the Boston Red Sox, sits 502 feet from home plate. It is painted red to mark the spot where Ted Williams hit the sta-

dium's longest home run in 1946, in the second game of a double-header with the Detroit Tigers. American Seating has been part of that storied park since 1912. Some of those original wood-slatted seats still are used today.

The sale is the culmination of an ongoing effort by the company to optimize its operations and resources and pursue significant growth opportunities in the transportation seating market. While American Seating has a long history in stadium and auditorium seating, its penetration in transportation seating is even deeper. Chances are if you took a bus or subway to work today, you sat in an American Seating product. The company also sells office and education furniture. "Free-standing seating continues to be available in the commercial and educational markets," Bush says.

The transaction of the auditorium and stadium seating to Irwin is expected to close in March 2017, pending due diligence. Financial details of the transaction were not disclosed. About 80 workers are expected to lose their jobs because of the decision, though some might be able to apply for work at Irwin Seating. Both companies are located in Grand Rapids. American Seating has about 400 employees.

"The architectural fixed seating segment of our business was very seasonal in nature, particularly outdoor sports and higher education seating projects, and this presented an increasing number of operational challenges, which

led us to the decision to sell this portion of our business," Bush says. "At the same time, we have strong momentum in our transportation seating business and expect to benefit from the ability to focus our time, resources and talent in this market and carry on the more than 100-year heritage of American Seating as a global leader in seating."

Still, the architectural fixed seating division connected American Seating to the world in a way few furniture manufacturers ever do. In addition to the Cubs and Red Sox, fans all over the country have made memories in its seats. The San Francisco Giants opened AT&T Park, and the Houston Astros opened Minute Maid Park in 2000; the Milwaukee Brewers opened Miller Park in 2001. American Seating installed the seats for all those stadiums. It also installed the original seats in Dodger Stadium in 1960 and replaced its own seats with new ones a few years ago when it was renovated.

The move to exit the segment was surprising for another reason: Increasingly fickle fans want more comfortable seats. And owners found out they are willing to pay a premium for them. Money for a seating replacement project can quickly be recouped by an owner through higher ticket prices. Technology is changing as well. How long before every fan demands a touch screen in the back of a seat that allows them to watch replays and order food delivered right to them? Fans

are getting fatter as well, which means some stadiums are adding wider seats to make room for their portly patrons. All of that means new business in the segment could be brisk in the future.

The old seats stadiums get rid of even have a market. The St. Louis Cardinals sold 12,000 American Seating seats from the old Busch Stadium for \$480 a pair.

American Seating certainly faced stiff competition, mainly from Irwin Seating, which has its own long history in stadium and auditorium seating. Asian manufacturers also are getting into the market, though Bush says he has no knowledge of Asian competitors in the outdoor stadium seating market.

"Irwin Seating Company and American Seating have a lot in common, including a commitment to high-quality, well-engineered products and a dedication to excellent customer service," says Graham Irwin, chief executive officer of Irwin Seating. "We are working closely with American Seating to ensure a smooth transition to make sure that customer needs continue to be met."

American Seating Chairman and Chief Executive Officer Ed Clark says he is pleased to transition the architectural fixed seating operation to a strategic, local buyer like Irwin Seating Company, "but the resulting workforce reductions are never easy, and the sale of this higher profile part of our business was an extremely difficult decision to make." **BoF**





Peggy Kelly

## Industry Vet Buys Philly Herman Miller Dealer

KELLY IS NO STRANGER TO SPECTRUM OR THE INDUSTRY. SHE WAS THE PRESIDENT OF SPECTRUM PRIOR TO HERMAN MILLER SELLING HER THE CORPORATELY OWNED DEALERSHIP. STORY BY ROB KIRKBRIDE

**P**eggy Kelly, the new owner of Spectrum, a certified Herman Miller dealer in Philadelphia, knows the City of Brotherly Love rarely reflects that moniker when it comes to office furniture projects. It is a cutthroat market; one where everyone knows one another and where relationships are critical.

So as she takes the reins of Spectrum, she is spending a lot of time on the street with her sales team, meeting with clients

to share the news that she is the new owner — and more importantly, to listen.

“I want to make sure we have a strong pulse and feeling for our customers’ needs,” she says. “As we move forward, I want to make sure I know what we need to do differently or to do the same. I want to customize and focus on doing business the right way. I’m also scheduling one-on-ones with each employee. I am asking everyone, ‘If you could make changes, what would they be?’

From that we will be working on our mission statement as an organization. I want to make sure the entire company is with me as we go forward — that we have the same mindset about how we take care of our customers.”

Kelly is no stranger to Spectrum or the industry. She was the president of Spectrum prior to Herman Miller selling her the corporately owned dealership. The sale was completed on Jan. 1. Established in 1965, Spectrum is not only the oldest, but also the largest Herman Miller dealership in Philadelphia. Kelly, who joined the dealership as president in 2013, is recognized for strengthening Spectrum and Herman Miller’s position in the greater Philadelphia area.

“We believe commercial distribution is best managed by independent, experienced owners,”

says Mike Hamacher, vice president of distribution channels. “Peggy not only has a tremendous amount of experience in the industry, but also has an intimate understanding of the market in and around Philadelphia.”

As the recipient of Philadelphia Business Journal’s 2016 Minority Business Leader Award, Kelly has been lauded for her “people-first” approach to leadership. “Each member of the Spectrum team is an important part of both our company and our community,” Kelly says. “Every person carries with them years of experience, specialized knowledge and a considered point of view. As a team, we look forward to growing our presence in Philadelphia and deepening long-lasting relationships by providing the exceptional service that our clients have come to expect.”

Kelly has more than 15 years of experience in the furniture industry. Prior to taking the leadership role at Spectrum, she served as vice president of Herman Miller’s North America seating category, and before that was president of a Knoll dealership for almost a decade. She also worked for Estee Lauder in sales and client interactions. Her work for Herman Miller in seating also helped her connect to customers.

“Herman Miller was looking for someone to add insight, figure out what the customer was looking for and how to differentiate our brand for our customers,” she says. “It is over a half billion dollar category, so it was a big opportunity for me. It taught me how

to go from outside in, from the voice of the customer to creating a product for the end user. The seating role was phenomenal to help me understand the manufacturing world. I got to work with great leaders (at Herman Miller) who put me in a great position back in Philadelphia.”

Entrepreneurship has always been part of Kelly’s makeup. When she was running the Clinique division in the tristate market, she always thought of taking on the task as she would her own business. She was entrepreneurial as she ran the Knoll dealership as well. “Entrepreneurialism has always been inherent in my DNA,” she says. “All of those experiences put the juices in place for a lot of the work that I am doing today — from Estee Lauder to (the Knoll dealership) to Herman Miller to Spectrum. It has always been about escalating my focus on running a business.”

Her experiences have been left and right brain positions. She likes the strategy of running a business, but also the fashion that is found in designing an office. Kelly is creative and strategic.

She is happy to own a dealership in Philadelphia, a community she knows well. It is a very “colloquial” community, she says, one where everyone knows everybody else in the office furniture industry. When attending industry networking events, Philadelphia is the kind of city where you can connect all the dots between the attendees. It is very competitive as well and

intense when it comes to going after business.

It is also a more traditional community when it comes to office furniture. It takes a little more time for the city to embrace new workstyles. On the other hand, Kelly says, Philadelphia customers tend to be loyal and thoughtful about their office furniture purchases. Getting customers to spend can be tougher, but helping educate the customer and helping them understand the value of a product usually pays off.

Kelly said she is passionate about what she does and has to believe in the products she is representing. That’s why she says she is “humbled” and honored to be an owner of a Herman Miller dealership, and why she valued her time at Knoll as well. She simply believes in the Herman Miller brand and its products.

She also believes in technology and feels integrating technology into Spectrum can help separate it from the pack. “I want to make the process easier for our customers,” she says. “For example, if they want to go online and see where their order is, they should be able to do that without having to wait for a phone call.”

Spectrum’s office and showroom are at 1003 West 9th Ave., King of Prussia. Spectrum also recently opened a distribution center and installation platform in Phoenixville, Pennsylvania. Spectrum has been an office furniture dealer in Philadelphia and the surrounding region since 1965. **BoF**





## Logicdata, Bellow Press to Launch Innovation Series

IN THIS NEW MONTHLY SERIES, PART OF WHAT BUSINESS OF FURNITURE — IN PARTNERSHIP WITH LOGICDATA — ASPIRES TO DO IS TO SHINE A LIGHT ON SCIENCE, TECHNOLOGIES AND PRODUCTS THAT THOSE RESPONSIBLE FOR THE DESIGN, ENGINEERING, SUPPLY AND APPLICATION OF PRODUCTS MIGHT OTHERWISE NOT BE AWARE OF.

Our world isn't standing still, and neither are we. Based on the foundation laid in 2016, *Business of Furniture* continues to explore opportunities to support the community of designers, suppliers, OEMs, dealers, architects, engineers and so many other components of the commercial furnishings industry.

Today marks the inaugural post for a new feature article in *Business of Furniture* called *The Science of Product Design*. Sponsored by LOGICDATA ([www.logicdata.net](http://www.logicdata.net)), this monthly series will focus on new and emerging science, technologies and products we believe will — or should — impact the commercial furnishings industries in the coming months and years.

As the user technology we work with everyday continues to drive innovation in materials, applications and customization, product designs in our industries are being pushed to both incorporate their utility and to accommodate their application in our everyday work world. Excellent design may no longer be just the question of sequencing form, function, materials and innovation. The demands of what knowledge workers do every day push each element of product design to support users, bringing elevated demands for what we design, build and sell.

We live in a real-time world, where the 10-year life cycles of the past are for the most part not relevant. What does it mean to the office furni-

ture world when our buyers are used to software upgrades to keep their technology current? How do we create foundations for product lines, speed up their development, design in upgrades, get them to market quicker and support customization? Product design reflects business design. In a world that operates at digital speed, a solid foundation — based on science — is perhaps more important than it has ever been.

Our digital world looks with an ever keener eye at what our collections of tubes, brackets, fabrics, molded parts and MDF can do to bridge the gap between digital and tangible. How do we grow demand within a market that is virtually the same size as it was 20 years ago?

In this new monthly series, part of what *Business of Furniture* — in partnership with LOGICDATA — aspires to do is to shine a light on science, technologies and products that those responsible for the design, engineering, supply and application of products might otherwise not be aware of. These innovations won't all change the world — but then again, they might.

The first installation of *The Science of Product Design* features the ergonomic contributions of Dr. William S. Marras from the Ohio State University Spine Research Institute. He is also the current president of the Human Factors and Ergonomics Society, and for the past 34 years has focused his efforts on advancing our knowledge of the spine and

how to use research and data to design better product and application solutions. The fascinating story of his research laboratory, the mind-blowing technology used by his team of 20-plus scientists and engineers and their learnings is a great way to kick off this series.

### The fascinating story of his research laboratory, the mind-blowing technology used by his team of 20-plus scientists and engineers and their learnings is a great way to kick off this series.

“Science is the foundation for good product design and innovation”, says Steve Miskelley, president of LOGICDATA North America. “As we continue to discover new capabilities and resources that support our innovation, we decided to work with *Business of Furniture* to create a platform for sharing tools and knowledge that can help everyone in our communities to move forward. Not only do we want to be stronger and better at LOGICDATA, we want our customers, our partners and the industry as a whole to be stronger and better.”

Thank you to LOGICDATA for sponsoring this series. We collectively hope what gets shared will help the commercial furnishings

industries continue to deliver on the promise of creatively supporting knowledge workers. We believe that science, technology and great design process play key roles in the delivery model and trust these articles are helpful to you.

LOGICDATA focuses on seeing around corners in imagining and engineering break-through technologies that help people feel better at the end of the day than when they came to work. That is what drives this team that includes more than 80 engineers in their electronics, mechanical and software engineering teams (75 percent with advanced degrees). They are the perfect sponsor to showcase other breakthrough ideas that contribute to this human-centered objective.

LOGICDATA – Motion For Your Life.

*The Science of Product Design* will be published in the second edition of each month over the course of 2017.

We would really like for you to be a part of this series. If you are aware of a new or emerging science, technology or product that *Business of Furniture* readers should know about, contact Doug Gregory at [dgregorymi@gmail.com](mailto:dgregorymi@gmail.com). You may also contact him if you would like to be introduced to the people or businesses discussed in these articles.

We trust you will enjoy *The Science of Product Design*. These innovations just might help your business to change some part of the world. **BoF**

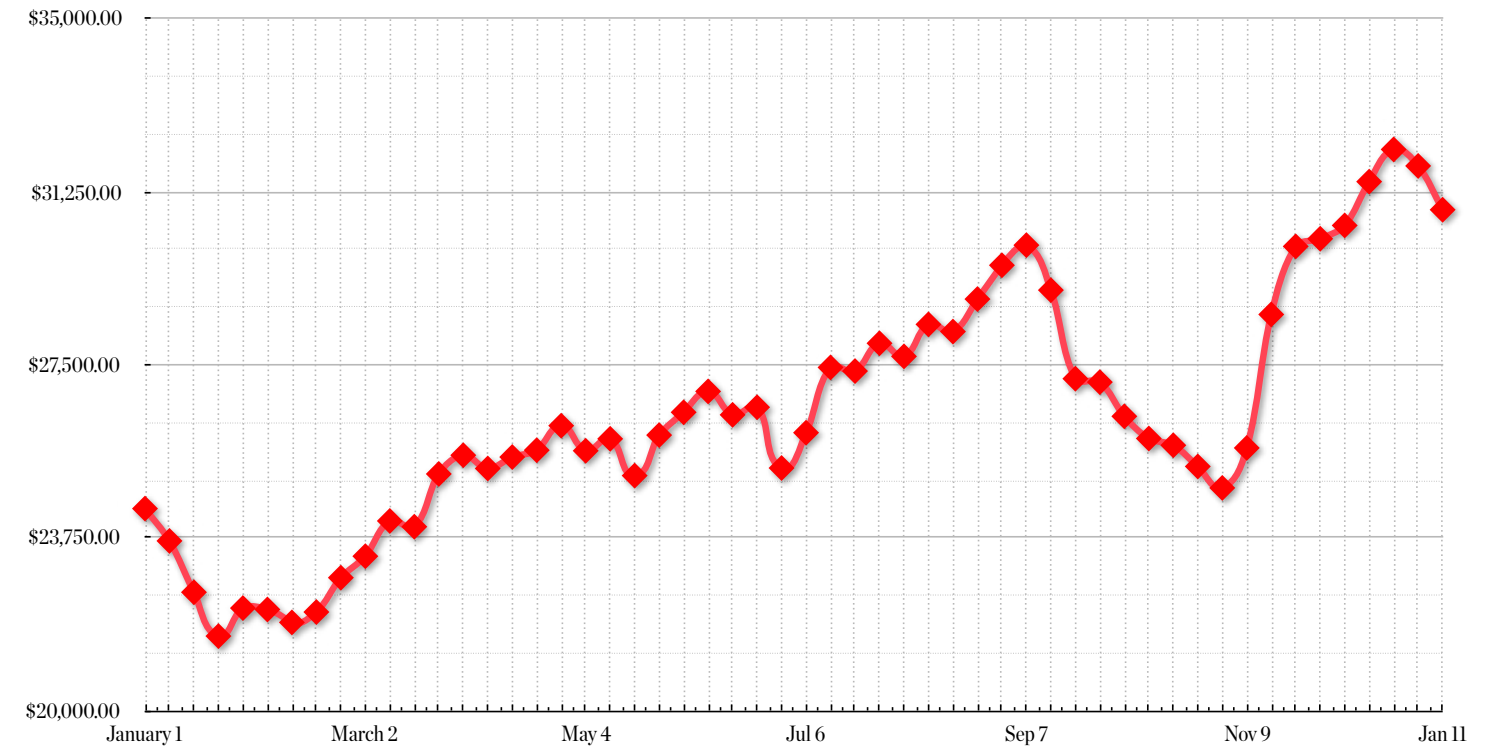


On January 1, 2016 BoF hypothetically bought 100 shares of each of these companies at their closing price. The cost was \$24,379.54. Below are the current values.

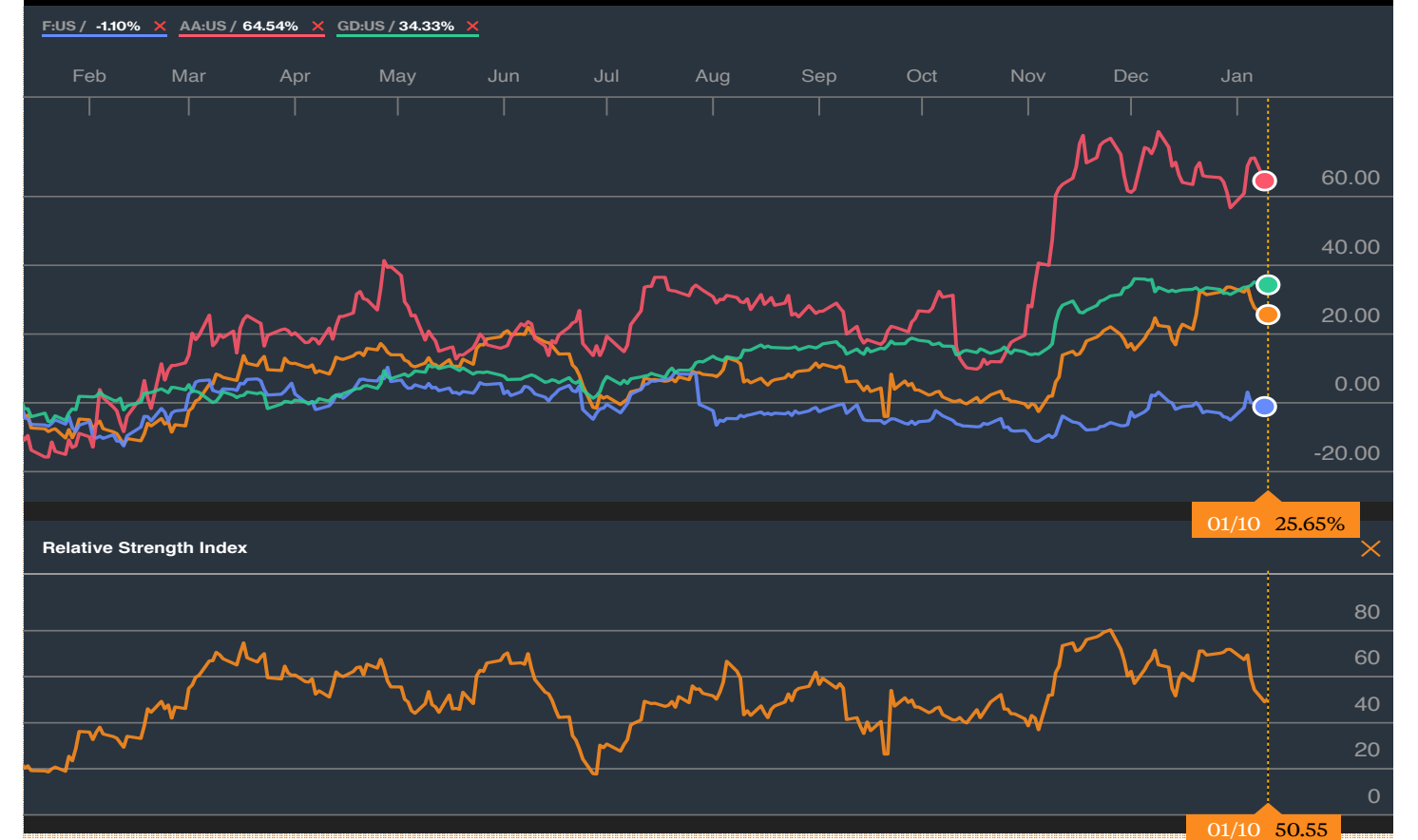
Symbol	Last Price Time (ET)	2 Day Performance	%Change Day Change	Volume 30 Day Average	52 Week Range
<b>DRTTF:US</b> DIRTT Environmental Solutions	4.88 14:03		<b>+1.63%</b> 0.08	4,200.00 7,758.63	3.42 4.90
<b>FLXS:US</b> Flexsteel Industries Inc	58.50 16:30		<b>-0.05%</b> -0.03	31,404.00 29,099.13	36.06 62.99
<b>MLHR:US</b> Herman Miller Inc	31.65 16:30		<b>+1.61%</b> 0.50	329,595.00 446,340.56	22.60 36.46
<b>HNI:US</b> HNI Corp	52.40 16:15		<b>+1.95%</b> 1.00	326,613.00 249,867.50	29.84 56.96
<b>INQ:CN</b> Inscape Corp	5.20 15:13		<b>-1.61%</b> -0.09	10,304.00 27,710.67	2.80 5.30
<b>TILE:US</b> Interface Inc	18.40 16:30		<b>+0.82%</b> 0.15	493,261.00 523,909.81	13.70 19.30
<b>KEQU:US</b> Kewaunee Scientific Corp	25.00 16:30		<b>-0.20%</b> -0.05	1,135.00 4,951.80	15.82 27.60
<b>KBAL:US</b> Kimball International Inc	17.25 16:30		<b>+1.05%</b> 0.18	78,144.00 210,071.17	9.45 18.00
<b>KNL:US</b> Knoll Inc	27.42 16:15		<b>+2.24%</b> 0.60	424,573.00 341,681.94	16.42 28.40
<b>LEG:US</b> Leggett & Platt Inc	48.01 16:15		<b>+0.21%</b> 0.10	622,608.00 695,942.25	36.64 54.63
<b>SCS:US</b> Steelcase Inc	16.85 16:15		<b>+0.60%</b> 0.10	763,290.00 643,837.69	11.67 18.14
<b>VIRC:US</b> Virco Manufacturing Corp	4.30 16:30		<b>-1.16%</b> -0.05	6,309.00 14,711.00	2.86 4.94

Total Value (USD) **30,858.86**  
 Day Gain (USD) **↑ 251.36** | +0.82%  
 Total Gain (USD) **↑ 6,469.10** | +26.52%

BoF 100 Share Index



Steelcase vs Ford, Alcoa, General Dynamics - One Year





# HR Director Asks: Why Does it Take Us So Long to Make a Hire?

**Dear Stephen,**

*I am an HR executive in Grand Rapids for a major manufacturer. I am at the director level, working with field sales, primarily in hiring and recruitment. I report directly to the vice president of HR. We have a large department, comprised of in-house recruiters who identify candidates for everything from sales positions to marketing to local factory people. We use a combination of LinkedIn, online platforms, referrals from current employees, ads and just about every other resource available under the sun to find candidates. We really bring out all the stops for our field sales positions, which, as you know, generate the majority of our revenue.*

*Sorry to tell you, but we try our absolute hardest to avoid paying recruiting fees to headhunters either on contingency or retainer.*

*We do have a small budget for outside recruiters for difficult to fill positions and sales jobs in metropolitan markets, where our internal recruiters can't seem to find the right candidates. On the whole though, I think we have a decent in-house operation set-up. And yet, whether we are doing the recruiting or an outside firm is involved, the whole process seems to take longer than ever before. The VP and regional managers are on our cases all the time, saying that we are not filling positions fast enough for their needs. The longer a position remains open, the more revenue we lose.*

*Nothing personal, but why can't our HR team get better and faster results on its own? And for that matter, why can't outside recruiters work faster?*

**Buying Time for Hires**



You can send your workplace questions to Stephen at: [StephenSays@bellow.press](mailto:StephenSays@bellow.press).

Questions selected to be answered, will appear in this column. Please use the Subject: Stephen Says for all emails. Stephen Viscusi is a bestselling author, television personality, and CEO of The Viscusi Group, global executive recruiters located in New York. Follow Stephen on Twitter @WorkplaceGuru, Like Stephen on Facebook; and follow him on LinkedIn.

Dear Buying Time,

It seems like we have come full circle. I have been writing this column for a year now, and, if I remember correctly, one of the first questions I answered also had to do with departments that couldn't hire quickly enough. All of which is to say, another year goes by and still there are hiring issues.

I am happy to share the secret of recruiting your own salespeople, even if it takes money out of my pocket, because there is enough business to go around right now. It's my secret to "bulletproof" your department from the inces-

sant complaints of VPs of sales and regional managers about how long it is taking to fill positions. The Viscusi Group teaches this to our consulting clients all the time. This all-important secret is that hiring has less to do with HR and much more to do with your regional sales managers in the field than anyone knows.

## Good people are not jumping to leave their jobs for no reason.

Depending on the size of your company, it may be the VP of sales or local managers who need to step up. Field sales managers should be having lunch with candidates all the time, even when they do not have openings in their departments. Field sales managers should know all the salespeople from competing manufacturers and dealers, so they can swoop in when the time is right. They should talk to the A&D community and ask who the best reps are and even ask the dealers. A sales manager's job is not only to manage their current sales people, but also to be constantly searching for new talent and learning about the competition.

I remember a Knoll regional VP telling me that he has lunch at least three times a month with a salesperson from the competition. Great idea, right? Remember, a sales manager is not just a glorified sales person; they need

to be hands-on during hiring in the field, too. I deliver workshops on this to regional managers all around the world, and they're some of our biggest sellers. Everyone has to get on the same page with this.

Another resource that you might forget about amidst running millions of online searches is mining the information of those who already work for you. What I mean, of course, is that you should ask your own sales staff who they know is good from the competitors. They see these competitors every day in the field. Keep a large database, because sooner or later, there will be a window of opportunity to poach one of those people. Getting to know candidates and building a relationship is the start to a smooth hiring process. You will learn who you do not want, as well as who you do want.

Yes, recruiting new salespeople is an HR function, but in field sales it should be part of the local sales manager's responsibility. That is, a smart manager should know their competition in the field and should have a list of potential candidates at the ready. Otherwise, you have some HR person trying to recruit from LinkedIn in their workstation in Cedar Rapids, Iowa. These HR people can find candidates, but it usually does not work well. If it did, me and a dozen other companies like mine would not exist. I even think a sales manager's performance review should consider

how many candidates they are able to recruit themselves. I'm shooting myself in the foot here, but only an out-of-touch — literally and figuratively — sales manager would need a headhunter to tell them who they should hire from a competitor within their local market. Some managers might not want to make that call, but that's where HR comes in. Some people think this poaching business is unsavory. If you are one of these people, then you do not belong in your job.

As far as taking a long time to wine and dine and wheel and deal until the ink is dry, that is just the way it is today, which is why this needs to be an ongoing process. Good people are not jumping to leave their jobs for no reason. Plus, there will be counter offers and negotiations (if there aren't, then rethink the hire). All in all, the average search takes six months in the best of circumstances. That is why you managers should be interviewing all the time. Our clients that complain about the time frame, complain because they took too long to pull the trigger and start the search. You want to have the right candidate ready when the job opens up so the rest of the story can start immediately. Don't kid yourself, this stuff takes time, but if you're looking before you need to be, then the clock starts once you're already much farther along in the process. This will help keep the screaming VPs at bay.

**Stephen**



# Smoke and Mirrors

**“Bad design is smoke, while good design is a mirror.”**

That’s from Juan-Carlos Fernandez, a California-based architect putting a new spin on conversations about using smoke and mirrors to look good or to get ahead.

As we continue our discussion about the Altify Buyer/Seller Value Index 2016, which you can link to here: <http://www.altify.com/altify-buyer-seller-value-index/>, we come face-to-face with the realities of smoke and mirrors.

As it is in the world of architecture, bad design in the world of business indicates bad process. The best employee cannot overcome bad process. Hence, the introduction of smoke to try to obscure that things are different than they look.

A mirror reflects who we are. Good design reveals the best of who we are. Good business design, supported by clear and defined process, helps customers see us in our best light. Poor effort fools no one. Strong effort presents a clear image of what we value. When it is important to us to be the best business partner we can be, we invest into good design. The mirror of good design reflects well on you.

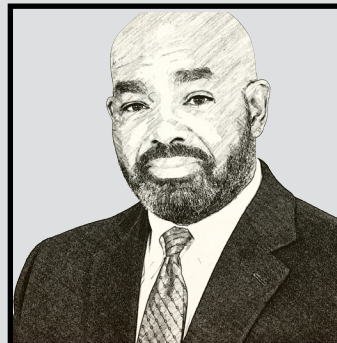
Let’s turn again to what buyers have to say about sellers:

## You are a Huge Investment

According to the index:

- The direct cost incurred by the average salesperson in conducting meetings with buyers is \$38,635 per year for meetings that never progress to a follow-up meeting.
- The annual cost to a company of lost deal pursuit for a salesperson who sells \$1,000,000 is \$218,000.

We tend not to think of lost opportunities as costs to business. The costs, however, are enormous. When considering the direct costs identified in the first bullet point, add to them the indirect costs associated with supporting those direct costs. To be sure, not all lost sales are due to poor process, poor sales skills or poor preparation. Sometimes,



*Al Everett is a partner of MethodWhy, LLC. MethodWhy helps you find, nurture and keep more customers like your best customers.*

*Al can be reached at: [aeverett@methodwhy.com](mailto:aeverett@methodwhy.com) and you can learn more about MethodWhy at: [www.methodwhy.com](http://www.methodwhy.com)*

the competition wins, for whatever reason. Too often, the lost sale is more of a reflection on the business design, the lack of good process, the lack of training. Relatively modest investments into these areas can generate enormous returns.

## Set Yourself Up for Success

- 62 percent of sellers are not good at getting to decision-makers
- Fewer than three decision-makers are involved in most purchase decisions

Figuring out how decisions get made by prospective customers is not easy. It is, however, critical. When buyers say that sales professionals are not talking to the correct people, they remind us of the need to understand the decision-making journey from the customer’s perspective. These are the frank, business discussions too many sales people — intent on being perceived as nice people — too often avoid. There is a discipline involved in making sure all of the bases are being touched, that every participant in the decision-making process is clearly involved, educated and on-board. This self-discipline is at odds with the smoke we often blow in convincing ourselves everything is under control. Again, good process design requires sales professionals to check off process steps prior to leadership approval of the time and resources required to take the customer project to the next stage. Good design sets up good professionals for great success. The entire business team wins with good design.

Here is the final take-away from this insightful report:

“It is evident from the study that when both parties work more closely in a trusted relationship earlier in the engagement, the decision intelligence is improved, win rates improve and the deliverable to the buyer improves.”

No one likes smoke. No one likes working with people or businesses that are not authentic. No one likes things that are hidden, faults that are not acknowledged, insight not shared, questions not asked that would help everyone. No one wants to have to think or work harder than needed to get results. No one wants smoke in the room.

There are two qualities we have been discussing in this column on a consistent basis. One of those is transparency. We can think of transparency as willingly allowing others to see into your organization to gain a clear perspective on how to create value together. Transparency is obviously the opposite of blowing smoke. Transparency draws businesses into a closer, more trusting relationship. It creates trust that cannot be bought. Everyone wins when transparency is not just practiced, but is a part of your business

DNA. If there is something about your business that needs hiding — wouldn’t the business just be better off by fixing it?

The second quality we have been discussing is creating customer communities. Re-reading the quote above reminds us that the value in customer communities lies not only with the seller, but also with the buyer. Our prospective customers see the benefits of community just as clearly as we do. They want to know what you know, help you get better, they want you involved early on to help them keep from making mistakes. They want what you want.

But, too many businesses are not prepared to give buyers what they want. Too many sales professionals turn on the smoke machine at all the wrong times. Too many companies would rather pay the price of lost sales instead of making the investment into getting better. When we come face-to-face with these choices, we have decisions to make.

As Fernandez says, “Bad design is smoke, while good design is a mirror.” Good design wins. **BoF**



# MethodWhy

**“We believe that when your entire team hears and sees the actual customer voice and experience, and then act on what they learn, they will find, nurture and keep more customers like their best customers.”**

Al Everett | Co-Founder 6 Gates & Method Why™ | 616.403.3374 | [aeverett@methodwhy.com](mailto:aeverett@methodwhy.com)





## The workplaces of 2017 will see a revolution in design

Driven by employee-centred corporate values, the changing face of the workforce and innovative technology, workspace interiors, with every passing year, have transmuted, adopting more and more employee-friendly designs. As millennials populate growing corporate houses, office spaces are transforming, becoming convenient, modular and futuristic. The idea of recreating traditional workstations and focusing on collaboration, innovation, and engagement in the workplace is also a catalyst to attract the fresh talent of Generation Z. They are being metamorphosed with an aim to improve efficiency, enhance productivity and stimulate the mind in an effort to inspire innovation.

Trends like alternate work styles, workplace flexibility, and ergonomics are the fundamentals for the evolution of modern offices. These present-day offices have adapted their workplaces to changing technology, which allows seamless mobility. Just as we witnessed an inclination towards collaborative workspaces, home offices, and multipurpose and smart furniture in the year 2016, we anticipate establishments in 2017 to evolve increasingly into spaces that promote flexibility, adaptability and more human-centred design concepts.

[READ THE FULL ARTICLE](#)

### HOW TO DESIGN THE ULTIMATE SIT-TO-STAND OFFICE

Designing a sit-to-stand office is very different than designing a traditional workplace. With additional challenges to address, from comfort to privacy, your office design needs to make sit-to-stand working easy and comfortable for your clients and their employees.

[READ THE FULL ARTICLE](#)

## Yang Zhao introduces Sharkman, a Wearable Furniture for Everyday use



Created by product designer Yang Zhao, the sharkman is a hybrid wearable furniture which explores the possibilities of deformable 'soft furni-

ture'. Working with the idea of flexibility, the item could suit many different situations and usages.

[READ THE FULL ARTICLE](#)

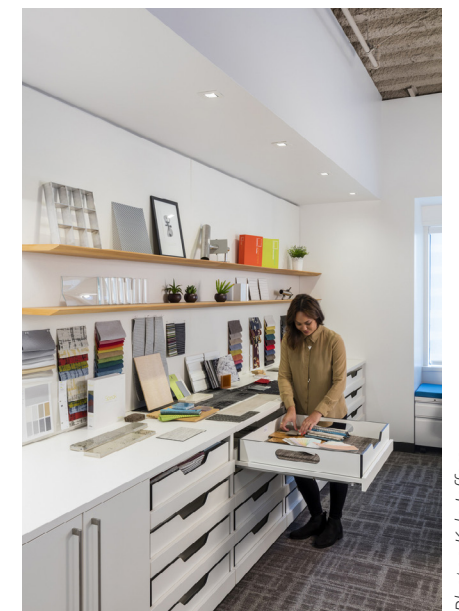
## Beyond Millennials: Meet the new Group Inspiring Workplace Innovation

Millennials. Gen Y. Echo Boomers. Regardless of the name, this generation is unquestionably an influential cohort—particularly in our industry, where generational differences are often a driver of workplace design. As the biggest generation in the U.S. workforce, much has been made of how to design work-

places that attract, inspire, and enhance the productivity of Millennials. But there may be a better demographic filter.

Meet the Perennials, which *Fast Company* recently defined as the "ever-blooming, relevant people of all ages who live in the present time, and know what's happening in the world.

[READ THE FULL ARTICLE](#)



Photos Kyle Jeffers



## DES Architects + Engineers Offices – San Francisco

DES Architects + Engineers have recently designed and opened a new office location for their firm located in San Francisco, California.

DES recently opened a second office at 1 Sansome in San Francisco. Providing a place for casual collaboration with clients, a flexible gathering area was strategically placed directly off the main entry. It features a high-top walnut table, a raised quartz island, and hide-away cabinetry making it a flexible, client-oriented space. With low partitions and an exposed twelve foot ceiling, the open office is an expansive and airy volume.

[READ MORE ON officesnapshots.com](#)

**FIRM:** DES Architects + Engineers  
**CLIENT:** DES Architects + Engineers

**SCOPE:** Client collaboration space  
**SIZE:** 3,800 Sq. Ft.

**LOCATION:** San Francisco, CA  
**INDUSTRY:** Architecture Firm







## ST. PETERSBURG, FLORIDA

## 2017 BIFMA Leadership Conference

January 23-25, 2017



The markets we serve have experienced seismic shifts. The Web, the recession, and today's shifting politics and demographics are creating aftershocks affecting the world at large. The 360° will explore those changes, the aftershocks affecting our markets, and consider what we can expect from this new normal.

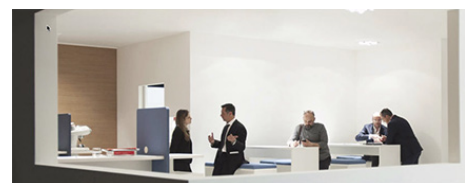
[www.bifmaleadershipconference.com](http://www.bifmaleadershipconference.com)

## MILAN, ITALY

## Workplace3.0

## The new exhibition concept for SaloneUfficio

APRIL 4 - 9, 2017



Workplace3.0, the Salone dedicated to the workplace has taken on the new designation Workplace3.0/SaloneUfficio, an innovative exhibition area devoted to design and technology in workspace planning.

[www.salonemilano.it](http://www.salonemilano.it)

## LAS VEGAS

## HD Expo

May 4-6, 2017



**HD Expo** is the premier trade show and hospitality conference for its industry. Established in 1992 and presented by Hospitality Design magazine, it remains at the forefront by offering the newest and most innovative products and services, encouraging and sharing ideas, providing inspiration and connecting hospitality professionals.

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

## NEW YORK CITY

## ICFF 2017

May 21-24, 2017



**ICFF** features what's best and what's next in contemporary design, luxury interiors and high end furniture. Extraordinary styles by top international furniture brands and emerging new talent highlight unique furnishings and more.

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

## LONDON, UK

## Clerkenwell Design Week

May 23-25, 2017



**Clerkenwell Design Week** has created a showcase of leading UK and international brands presented in a series of showroom events, pop-up exhibitions and special installations that take place across the area.

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

## CHICAGO, ILLINOIS

## NeoCon - Chicago

June 12-14, 2017



**NeoCon** is the largest commercial interiors show in North America, taking place at The Merchandise Mart in Chicago since 1969. The three-day event attracts nearly 50,000 design professionals and showcases more than 700 leading companies. The show launches thousands of new products and covers a spectrum of vertical markets.

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

## EVENT

## DATE &amp; LOCATION

## DESIGN AND CONSTRUCTION WEEK

The NAHB International Builders' Show® (IBS) is the largest annual light construction show in the world—with miles and miles of the latest and most advanced building products and services ever assembled.

<http://www.designandconstructionweek.com/>

Jan 10, 2017 - Jan 12, 2017  
Orlando, Florida

## HEIMTEXTIL - MESSE

As the sector's first trade fair of the year, Heimtextil sets benchmarks for the entire sector. Heimtextil is the biggest international trade fair for home and contract textiles and the global benchmark for quality textiles of design and innovative functionality.

<http://heimtextil.messefrankfurt.com/frankfurt/en/besucher/willkommen.html>

Jan 10, 2017 - Jan 13, 2017  
Frankfurt am Main, Germany

## SURFACES 2017

On The Cutting Edge of the floor covering, stone and tile industry, The International Surface Event- SURFACES - is four impressive days of the newest products, hands-on demos, inspiring trends, key manufacturers, industry suppliers, along with unmatched education and networking.

<http://www.tisewest.com>

Jan 17, 2017 - Jan 20, 2017  
Las Vegas, Nevada

## BIFMA 2017 LEADERSHIP CONFERENCE

The 2017 BIFMA Leadership Conference will be held at the Renaissance Vinoy, St. Petersburg, FL

Jan 23, 2017 - Jan 25, 2017  
St. Petersburg, FL

## RE.WORK DEEP THINKING SUMMIT

RE•WORK is an all-female run events organizing company that brings together breakthrough technology, cutting-edge science and entrepreneurship shaping the future of business and society.

<https://www.re-work.co/events/deep-learning-summit-san-francisco-2017>

Jan 26, 2017 - Jan 27, 2017  
San Francisco, California

## CEVISAMA 2017

With a trade show area of more than 100,000 square meters and 75,000 visitors, distributors, wholesalers, importers, manufactures, stores architects interior designers and press it becomes an unmissable event.

<http://cevisama.feriavalencia.com/en/cevisama-2017/>

Feb 20, 2017 - Feb 24, 2017  
Valencia, Spain

## BITAC LUXURY

BITAC® Luxury draws hoteliers in the 4 and 5 star market seeking to furnish, design, and renovate their properties.

<http://www.bitac.net/Event/Luxury/2017>

Mar 5, 2017 - Mar 7, 2017  
Dana Point, California

## INTERNATIONAL FURNITURE FAIR SINGAPORE / FURNITURE SHOW (IFFS/AFS) 2017

The events - The IFFS/AFS and The Décor Show - feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors.

<http://www.iffs.com.sg>

Mar 9, 2017 - Mar 12, 2017  
Singapore

## GLOBALSHOP

GlobalShop is the world's largest annual show for retail design and shopper marketing featuring the industry's most comprehensive array of store fixturing companies and in-store solutions.

<http://www.globalshop.org>

Mar 28, 2017 - Mar 30, 2017  
Las Vegas, Nevada

## ISALONI/COSMIT - SALONE INTERNAZIONALE DEL MOBILE

The eyes of the world will be on the 56th edition of the Salone del Mobile. Milano: a fascinating and evolving platform showcasing products and services of the highest quality.

<http://salonemilano.it/en-us/>

Apr 4, 2017 - Apr 9, 2017  
Milan, Italy

## AIA 2017 CONVENTION

The national AIA Convention 2017 expects approximately 20,000 convention attendees, representing decision makers from across the building industry. Planning engaging activities to showcase Central Florida to attendees is planned.

<http://www.aiaorlando.com/2017>

Apr 26, 2017 - Apr 29, 2017  
Orlando, Florida

## HD EXPO

HD Expo is the premier trade show and hospitality conference for its industry.

<http://www.hdexpo.com/>

May 3, 2017 - May 5, 2017  
Las Vegas, Nevada

## NYCXDESIGN

NYCxDESIGN 2016 featured over 500 events throughout the five boroughs including the Design Pavilion at Astor Place Plaza and the first annual NYCxDESIGN Awards, presented by Interior Design magazine and the International Contemporary Furniture Fair (ICFF) Awardees consisted of companies and design leaders who excelled in design fields such as urban design, fashion, architecture, technology, public space projects and more.

<http://nycxdesign.com/>

May 3 - 24, 2017  
New York City

## LIGHTFAIR INTERNATIONAL 2017

As the world's largest annual architectural and commercial lighting trade show and conference, LFI blends continuing education courses with innovative products ranging from high-end design to cutting-edge technology.

<http://www.lightfair.com/>

May 7, 2017 - May 11, 2017  
Philadelphia, Pennsylvania

## CLERKENWELL DESIGN WEEK

Clerkenwell Design Week has created a showcase of leading UK and international brands presented in a series of showroom events, pop-up exhibitions and special installations that take place across the area.

<http://www.clerkenwelldesignweek.com/>

May 23, 2017 - May 25, 2017  
London, UK



# Workplaces 2016 | Dec / Jan

The question on everyone's mind is: What workplace trends will radically transform businesses in 2017 and beyond? At *Workplaces Magazine* we're helping to assist our readers in transforming their businesses by identifying emerging workplace trends and technologies. In our eleventh issue we continue the exploration of Coworking in Hong Kong, Visit West Elm's headquarters in Brooklyn, Device Charging Options for the Workplace, and much more. Read the December / January issue today at: <http://bellow.press>



## Are You Struggling With or Worried About Talent Related Issues?



### Do you need help with...

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**Designing** talent development, management, & training solutions?

**Implementation** of talent development & management solutions or training programs?

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 616.988.4302

**SDI Consulting | Driving Talent Performance**

### EVENT

### DATE & LOCATION

#### NEOCON 2017

The premier, global platform for connecting, learning and conducting business in commercial interiors.  
<http://www.neocon.com>

Jun 12, 2017 - Jun 14, 2017  
 Chicago, Illinois

#### ICFF MIAMI

ICFF returns to Miami for its second annual Southeast Event  
<http://www.icffmiami.com/>

Oct 3-4, 2017  
 Miami, Florida

#### NEOCON EAST 2017

Now located in the City of Brotherly Love, NeoCon East continues to evolve as the premier design expo and conference for interiors on the East Coast.  
<http://www.neoconeast.com/>

Nov 15 - 16, 2017  
 Philadelphia, PA

# Explore Everything

A great industry deserves great publications. Bellow Press takes great pride in becoming the only contract furnishings industry publisher that covers the entire spectrum of the industry - from product design, to manufacturing, to distribution, to workplace design.

**BoF Workplaces**

The Business of Furniture &  
 Workplaces Magazine

**BELLOW PRESS**



# Let it Snowsound, Let it Snowsound, Let it Snowsound!

Snowsound has found itself in the right time and the right place. Everyone is moving into the open plan, and the aesthetic in the office is, simply put, really loud. Words by Rob Kirkbride



**S**ince Snowsound burst onto the North American office scene in 2014, the company that makes acoustical architecture has won three top awards at NeoCon. That's an impressive achievement by any standard, but what makes it especially impressive is that Snowsound won in three different categories, testament to the growing breadth of its product line and the versatility of what it creates.

Add to the accolades a market that has grown to embrace acoustical solutions for increasingly loud offices, and you have the recipe for success. Snowsound's sales grew 100 percent last year. This year, the company is projected to grow an additional 150 percent to 200 percent, says Mike Dardashti, executive vice president of Snowsound in North America. Not bad for a company that has only been shipping products for 27 months or so.

"Acoustics are much hotter than they were even a few years ago," Dardashti says. "There are more competitors as well. But we are not a me-too brand at all. We are doing things that other acoustics companies aren't because of our technology. It is a different way to approach how sound is absorbed."

Getting rid of noise in an increasingly open workspace is becoming critically important. Here's the problem: Unwanted sound is formed by waves that are reflected from solid surfaces that have limited absorption, such as stone or wood floors, glass, walls and ceilings. Ideally, sound travels in one direction from the speaker to the listener. The Snowsound sound absorbing panels attenuate high, mid-range and low frequencies and are designed to improve surrounding acoustics. According to the







**The interaction between the special acoustic fibers and the calculated curves of the objects makes it possible to reduce annoying sound reverberation in the environment.**





company, lab testing has verified significant sound absorption across 0 to 4 kHz.

The company has competitors, but most use felt or plastic fibers, which does reduce noise but not across all three frequency ranges, according to Dardashti. The technology and resulting noise reduction is impressive, but the company, with its roots in Italy, believes in creating beautifully designed products as well. Snowsound products can make a space quieter, and the designs can make it more beautiful.

Combined, that can increase productivity and enjoyment in a space. Take, for example, the Starbucks Coffee at the corner of Lake and LaSalle streets in Chicago. The coffee shop opened in the space which has high ceilings and lots of concrete — a common design in urban aesthetic in urban areas. The problem was the noise that chattering customers and baris-

tas made in the space. The sound bounced around the room. It was an unpleasant place to have a cup of coffee.

So Starbucks called Snowsound, which installed its Flap product on the ceiling. The geometric shapes of the Flap panels creates a cloudlike effect on the ceiling and greatly cuts down the noise in the coffee shop. The manager reports customers are staying in the coffee shop longer (and buying more coffee).

As Snowsound adds more products — more than a dozen new shapes and applications in the last few years — Dardashti says it is becoming more of a system than simply a panel or acoustical shapes placed on a wall or ceiling. “You can put our products on a desk, on the ceiling, mounted on glass and in offices, conference rooms and open spaces. In a building, you might use many Snowsound products, but





**Snowsound uses acoustical software that can simulate what the actual reverb time is in the space, which lets specifiers know how many panels are needed for acoustical comfort.**





they are all married together," he says.

Snowsound continues to come up with new products. Look for Diesis and Bemolle to be launched soon. Designed by Alessandro Mendini and Francesco Mendini, the two new products will use the company's patented fiber textile technology. Diesis and Bemolle are built on a frame that allows the fiber to hang like drapery. The products are perfect for more classic environments where the modern design found in most of the company's products might not be appropriate. Snowsound-Fiber is made of soft polyester fibers with silver ions, intrinsically fire-resistant and bacteriostatic. The interaction between the special acoustic fibers and the calculated curves of the objects makes it possible to reduce annoying sound reverberation in the environment.

"When sound hits this fabric, it gets trapped in it," Dardashti says. "If you just took polyester fabric and wrapped something with it, it wouldn't work the same. This particular weave breaks down the sound."

Snowsound has found itself in the right time and the right place. Everyone is moving into the open plan, and the aesthetic in the office

is, simply put, really loud. Hard surfaces, more glass and open spaces create an unpleasant din. Companies are responding to loud workspaces in a variety of ways. Some are adding sound masking — basically adding noise to eliminate noise. Others are turning to products that might not have the technology behind their noise reducing products.

"Everyone is trying to get into sound-absorbing materials, but very few have the proper testing to back up those products," Dardashti says. "Snowsound uses acoustical software that can simulate what the actual reverb time is in the space, which lets specifiers know how many panels are needed for acoustical comfort. With other products, they might not have that kind of confidence."

That technology is important. When designing a space, you wouldn't randomly put lights in it and say, "All right, it's brighter now." And Dardashti says you can't simply throw up acoustic panels on a wall and say, "OK, it's quieter now."

"What we want to do is focus on controlling sound," he says. **BoF**







## Humanscale and Tome's OfficeIQ is Getting People Active at Work

OFFICEIQ INCLUDES WEARABLE INTEGRATION WHICH ALLOWS USERS TO COMBINE THE DATA COLLECTED AT THEIR WORKSTATION WITH THAT COLLECTED FROM OTHER ACTIVITIES THROUGHOUT THE DAY, PROVIDING A MORE COMPLETE OVERVIEW OF DAILY HEALTH AND ACTIVITY.

OfficeIQ, a first-of-its-kind connected workspace software solution, was available to order at CES 2017.

Developed by Humanscale and Tome, a Detroit-based software company with a focus on connectivity and the internet of things, it is the next big step in turning traditional offices into active, intelligent workspaces.

CES last week was the first opportunity to see the new prototypes and features Humanscale and Tome are introducing, including a feature that allows OfficeIQ users to integrate their data with that of a wearable device. They also announced the results of two studies that demonstrated the software's capacity to improve health and increase activity in the workplace and beyond.

Using sensor technology comes from a light-weight box that can be retrofitted and is positioned on or under the work surface, OfficeIQ gathers data on sit/stand use, calculates incremental caloric expenditure and provides opt-in users with real-time feedback on their activity at workstations. Like a wearable, the experience can seem like a game. Individuals can receive activity scores and alerts with smart sit/stand reminders, while companies can track occupancy and use rates. OfficeIQ was designed with a "Don't be Creepy" policy to protect user privacy while providing employers with aggregated data.

### Using a sit/stand workstation for even a single hour has a measurable impact.

OfficeIQ includes wearable integration which allows users to combine the data collected at their workstation with that collected from other activities throughout the day, providing a more complete overview of daily health and activity. It even has weight-loss challenge features.

In addition to the OfficeIQ application for sit/stand desks, Humanscale and Tome have partnered on a sensor-based application for conference and task chair casters. It's designed to provide occupancy and utilization insights for conference rooms and shared spaces, transforming the way companies plan for and utilize space. New developments to OfficeIQ casters were on display at the show, including desktop notifications reminding sitters when it is time to get up and move. This new addition allows the OfficeIQ caster to serve a similar purpose as its sit/stand counterpart, but for people who do not have a height-adjustable workstation.

The launch of OfficeIQ dovetails with the release of two university-led research projects on the value of sit/stand and OfficeIQ implementation. According to a study led by Bethany Barone-Gibbs, assistant professor of health and physical activity at the University of Pittsburgh, sit/stand solutions can provide incremental increases in caloric expenditure, even with short-term use. "Sit/stand desks are an easy way to get a boost in energy expendi-

ture that fits into America's current office culture," Barone-Gibbs says. "By combining the act of standing for part of the day with other casual activities — say, opting to walk to the printer farthest away from your work area or choosing to use the restroom that's located a couple of flights of stairs away — you can achieve a meaningful amount of extra energy expenditure while at work that could aid in weight control. Our findings add to a growing field of research that shows the benefits of sit/stand desks, including increases in productivity and energy and decreases in lower back pain, blood sugar and potentially blood pressure."

Humanscale and Tome also partnered with Levenfeld Pearlstein, a mid-size law firm providing legal and business counsel to clients across a broad range of matters, to test OfficeIQ's effectiveness. Ohio University was engaged as a third party to support the pilot and run statistical analysis of the results. This study concluded software prompts like those provided by OfficeIQ keep users significantly more active during their work hours than workers who do not receive software prompts. The analysis looked at two groups: a default group using sit/stand and prompting software and a control group with a sit/stand desk and no software. The results showed those with the software stood over five times more than those without it. Additionally, the frequency of movement while at the workstation proved to be significantly higher as the team with software moved 10 times more than its counterparts.

"We have spent the better part of 2016 working with scientific experts at the University of Pittsburgh and Ohio University, and with real companies and organizations, conducting studies and beta tests to measure the efficacy of implementing sit/stand workstations and OfficeIQ in the workspace," says Robert King, Humanscale Founder and CEO. "The results are clear; OfficeIQ enhances sit/stand utilization, and using a sit/stand workstation for even a single hour has a measurable impact on incremental caloric expenditure. If used throughout the workday and over the course of weeks and months, it can have a clear and noticeable impact on a person's health." **BoF**





### Allseating Entail

With the emergence of co-working office environments, organizations are looking for well-designed seating solutions with affordable essential ergonomic features. With Entail, Allseating is introducing a new task chair designed to deliver value-added features typically found in more expensive chairs at a value-driven price.

"The best in class at its price point, Entail is designed to maximize your flexibility, while minimizing your total cost of ownership," says Gary Neil, CEO and founder of Allseating. "When you combine Entail with our Levo, You, You Too and M.O. series, we're able to offer our customers an amazing array of task chairs to meet any need and any budget."

Entail's back design offers full contact, supporting the entire back as a person changes positions from task to task. An optional padded lumbar and headrest provide added support for those who require it.

With Entail, many value-added features come standard, such as an integrated seat-slider that accommodates heights ranging from 4 feet, 8-inches to 6 feet, 7 inches. A shroud is included to protect the chair's core mechanism and create a cleaner fit and finish. Entail's seat design features a thicker seat foam that retains its comfort longer than comparable chairs and doesn't run the risk of "bottoming out." The chair also provides an ample range of seat-height adjustment to support a broader range of body types.

Entail even comes with height-adjustable task arms that can shift forward and back and out of the way to avoid hitting a desk or tabletop. It is available in a smoke or black frame finish, and its back mesh is available in 14 colors. The mesh is integrated directly into the back frame to prevent fraying, guard it from damage from workstations and other hard surfaces and extend its lifespan.

"While chairs at this price point typically offer features like these as add-ons, with Entail we wanted to make them standard," Neil says. "By offering this level of adjustability with customizable design features such as 14 different mesh options, Entail is setting a new standard in what an entry level task chair should be." **BoF**



### Magnuson ISIDORA Chairs & ISIDORO Stools



Magnuson introduces ISIDORA Chairs and ISIDORO Stools designed by Favaretto & Partners Design Studio, Padova, Italy—a collection of European-design stackable contract chairs and stools for outdoor or indoor use in a wide range of environments.

ISIDORA and ISIDORO are ideal for exterior or interior public and private spaces of any size or configuration; corporate and office environments; retail boutiques and special merchandise displays; healthcare and hospitality venues; food service and casual dining. They embrace a light-weight, contemporary design that is exceptionally durable and both water and UV resistant. Models and finish colors can be paired, grouped or mixed to form varied or uniform design arrangements. Both received the HiP award in the Outdoor category at NeoCon 2016.

ISIDORA Chairs are manufactured from a techno polymer material. The ISIDORO Stools are manufactured from a techno polymer with a co-injected metal frame making them particularly suitable for heavy-duty use in all types of settings. They are stackable up to six units high.

Standard colors are Light Grey and White. Special order colors include Sage Green, Turtledove or Sand. ISIDORO Stools are additionally available in Bordeaux and Dark Gray as a special order. The ISIDORO Stool meets or exceeds the minimum requirements per ANSI/BIFMA X5.-2011 Office Chairs. **BoF**





## RT London /Gensler Evolve

RT London and Gensler have been hanging out at college dorms and have designed a room for students who know technology, are focused on academic achievement and big on social networks.

The room solution, Evolve, helps students balance their social and academic needs with pieces that can be moved around as priorities change.

Evolve debuted at the NeoCon show in June and took home the Best of NeoCon silver award for the education category. It also was a finalist for Interior Design's Best of the Year competition. On Jan. 16, RT London will officially launch Evolve on its website, and it will be at national tradeshow in 2017.

Gensler spent several years researching student living and learning and saw an opportunity with the diverse and shifting needs of today's students. "The resulting furniture solution provides students with an incredibly customizable and 'hackable' room environment which they can tailor to their own learning styles and social preferences," said Nathan Cool, an architect and furniture designer focusing on Gensler's Education Practice Area.

Gensler and RT London have similar visions, said Steve Eldersveld, RT London's president and chief operating officer. "Students are looking for solutions that support their tasks, with elements that can be easily rearranged by the student to support those tasks," he said. "In turn, the school wants to please the students with progressive, attractive, settings that reflect well on their institution."

What makes the system distinctive is how it can be personalized and adapted to individual learning styles, diverse work postures and varied levels of privacy, said Steven Meier, Gensler principal and leader of Chicago's Product Design Practice Area. **BoF**





## HON Company 101 Series

The HON Company continues to invest in desk and storage solutions to meet the needs of office professionals and the changing workplace.

HON has introduced another new laminate desk and storage collection, the 101 Series, marking its third new offering in 2016. The new collection joins Centerpiece and Concinnity, along with Directional Desktop Sit-to-Stand, a desk accessory.

"With 101 Series, buyers can access HON-branded products at a great price point, choosing from fully assembled desk, credenza and return units that simplify the installation process," says Brian Trego, vice president, HON product development and marketing. "The collection has all the components needed to design successful offices — whether it be small businesses, start-up companies or professionals setting up home workspaces."

Buyers can purchase preassembled layouts or create a layout that fits the needs of their office.

**BoF**



*Trax*

## Arc|Com Styx and Trax



*Styx*

The latest release of Styx and Trax is a grouping with a variety of designs for a broad range of market segments, usage and applications. It provides cross market appeal for use in hospitality, retail store, soft corporate, alternate office areas, education, some corporate environments and health care settings with its the subtle, tone-on-tone and colorations.

Styx and Trax have been extensively market researched for color and usage across all market segments. As a result, they provide extremely targeted color palettes of 10 colorations each. These palettes offer a variety of bold, accent, neutral and understated color choices.

Styx is a bold, graphic design with an 18-inch vertical design repeat. It is made up of a variety of vertical and horizontal lines, creating an abstract, graphic checkerboard effect. Styx provides a dramatic visual impact on the wall and interior environment.

Trax is a bold, large-scaled graphic design with an 18-inch vertical design repeat. It is created by a series of intersecting lines that create a random, zigzag diagonal appearance on the wall. The visual effect is impacted by these dimensional line scales and creates depth and texture. **BoF**





## Loctek CES Show Introductions

Loctek, a manufacturer of health and wellness office solutions showcased a collection of workspace innovations last week at CES 2017 in Las Vegas.

An emphasis on movement was a central theme of Loctek's booth. "This will be another exciting year for our company because we have the best new office products for a healthier way of working at a computer," said Lane Xiang, CEO of Loctek. "In addition to our ergonomic solutions, we are introducing a collection of products designed to add movement into the typical office environment."

The company introduced two new lines of desktop risers, building off of the success it had with its classic MT101 Series.

Loctek also showcased an updated selection of its Wellness Workspace line of products that provide a comprehensive "Sit-Stand-Move" approach to the office workday. The Wellness Workspace offers a three-part solution for a healthier, more comfortable way of working. **BoF**

## Foscarini Aplomb Large

It looks like a galactic silhouette of a UFO but it's really the new Aplomb large suspension lamp from Foscarini's Aplomb collection.

The effect is created by the wide, flattened top casting a wide beam of LED light onto surfaces underneath it.

Aplomb is made by Italian artisans through a craft-based technique of concrete processing. The challenge in producing the light lies in creating the lamp's signature slim form while achieving a thickness and texture of concrete that is not too harsh to the touch. The final result was achieved thanks to the painstaking care and expertise artisans put into the raw material, which allowed for the creation of a perfectly balanced mixture to be poured into the mold.

Aplomb large is available in three colors — white, grey and brown — and is versatile in use. It can be placed over a table, a kitchen island or a counter, at home or in commercial settings. **BoF**





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## MANUFACTURERS

## Nightingale Names Edward J. Breen President

➔ Edward J. Breen is the new president of Nightingale Corporation.



Breen

Previously, Breen was the chief operating officer and responsible for Nightingale's sales, marketing and production operations. In his new role, he will continue to manage those areas in addition to the company's design innovation lab, accredited testing facility and Nightingale University.

"Edward has been a key player in making Nightingale a leader in the contract office seating industry," says Bill Breen, chairman and chief executive officer. "Under his guidance, we've significantly strengthened our brand and delivered 15 years of consecutive sales growth. He is an outstanding executive who has attracted many talented people to Nightingale and who will help lead this company to many more decades of profitable sales growth."

Breen, 45, joined Nightingale 15 years ago and holds a master's in finance from Dalhousie University and a bachelor's in business administration honors in marketing from Wilfrid Laurier University. Prior to his presidency, he played an active role in improving the company while taking initiatives to reduce carbon footprints and help the environment. Nightingale is Level 2 and Greenguard certified for all of its products and is a 100 percent waste-free facility.

"Success isn't a one-man show," Breen says, "because at Nightingale, we're a family, and we celebrate our accomplishments together."

While he oversees the majority of the direct reports, he is known for empowering his employees to do their best with day-to-day decisions. This management style has resulted in a company with several recent product design awards, environmental stewardship citations, and numerous engineering and design patents.

Nightingale has launched several new lounge and conference seating products, a revamped digital and online presence and refreshed showroom designs. The brand is marketed and sold in 36 countries.

## DEALERS

## Office Furnishings Supplier Acquired by Portland Entrepreneurs

➔ Business executives Matt Newstrom and Shastan Jee have acquired Portland commercial furnishings supplier and Oregon Steelcase distribution partner SmithCFI.

Newstrom and Jee purchased the Oregon company, which is more than 70 years old, from long-time owners Jeff Iwasaki and Tom McDougal in December. They formally took over the business Jan. 3.

"I'm excited for Matt and Shastan, and for the benefits I know their ownership will deliver over

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time to SmithCFI employees and clients," Iwasaki says. "I'm confident SmithCFI will remain a thriving, dynamic company, and new opportunities will emerge as they apply their considerable intelligence, drive and creativity to the business."

Under its new ownership SmithCFI will retain all of its employees. Operations will be business as usual, with no changes in customers' current SmithCFI contacts and interface. Both Newstrom and Jee will work out of SmithCFI's Portland showroom/headquarters while maintaining offices in Bend, Oregon, and the Operations Center on Swan Island.

Newstrom comes to SmithCFI from commercial real estate advisory firm JLL, where he was managing director of Oregon's Project and Development Services group. He has experience in strategic planning, design, workplace strategy and construction. "We love leading and growing teams," Newstrom says. "I come from operations, consulting and commercial real estate, so this is



Newstrom and Jee



a natural career transition for me and will deepen the level of resources that our clients are asking for.”

Jee joins the company after a long tenure at Nike, where he served as global general manager of its direct-to-consumer launch business. “I have a love for both commercial real estate and design, and this marries the two,” Jee says. “As a native Oregonian, I’m excited to focus on contributing to the Portland business community.”

Iwasaki and McDougal will stay on staff for a month after the ownership transfer to help with the transition, and will consult throughout 2017.

#### RESEARCH

## Latest Solomon Coyle Dealer Benchmarking Survey Will Be Released January 16

➔ Survey links are scheduled for release on Monday, January 16, to selected contract furniture dealers based in North America who are being invited to participate in this year’s Solomon Coyle Operational Performance and Financial Benchmarking Survey. They will be asked to provide data based on the dealership’s fiscal year ending in 2016 (also termed YE2016). Survey responses in most cases will be due March 15. Survey participation is free of charge.

Starting about a week after the surveys are emailed, the Solomon Coyle team will conduct a series of webinars explaining the survey benefits and methodology and showing dealers how to complete the survey. Webinar dates and times will be included in the survey invitations.

The reports of survey results, to be published in early May, will enable the participating dealers to compare their performance to dealerships most like them in terms of installed margin, revenue, service mix and market size. The reports give dealers the ability to compare themselves to dealers within their dealer network and to all dealers that participate in the survey. Members of Solomon Coyle dealer peer groups will also be able to benchmark against other members of their peer group.

The benchmarking research is sponsored by Allsteel, Haworth, Herman Miller, Knoll and Steelcase. “We are excited and grateful to have the manufacturers’ support again this year,” said Solomon Coyle Managing Principal David Solomon. “Their involvement helps to assure wide participation and recognizes the value of this research in targeting and achieving higher levels of performance and profit within their dealer networks.”

Nearly 290 Allsteel, Haworth, Herman Miller, Knoll and Steelcase dealers contributed to the YE2015 survey. Solomon Coyle’s findings, reported in 2016, were based on 267 complete and valid surveys — a 16% increase in participation over the previous year.

The Solomon Coyle methodology is uniquely aimed at driving improvements in operational performance and profitability. Applying the Solomon Coyle key performance indicators — which are included in the survey report — the participating dealer can easily identify areas representing the best opportunities for improvement, establish realistic goals, and plan and budget accordingly.

Please address inquiries about the Solomon Coyle YE2016 dealer benchmarking survey to Jean Pierre, [jpierre@solomoncoyle.com](mailto:jpierre@solomoncoyle.com), 703-574-9106.

#### ASSOCIATIONS

## IDLNY Announces Winter Workshop Series Two Hands-on Sessions Cover NCIDQ & NYSCID Certification

➔ IDLNY, Interior Designers for Legislation in New York (a joint venture between IIDA, ASID NY Metro and the Decorator’s Club,) is pleased to announce a new series of workshops, including one CEU-accredited seminar, for design professionals. The first session, entitled, “NCIDQ Certification and How to Get There,” will take place on January 18, at 6pm in the Steelcase Showroom at Columbus Circle. Thom Banks, Executive Director of NCIDQ will speak, along with the presidents of each of the participating associations, on the importance of following through and taking the important NCIDQ exam.

The informative, hands-on evening event will offer insight into understanding the new NCIDQ exam, and cover best practices for certifying designers’ work experience and successful test-taking strategies.

According to Pam Durante, President of IDLNY, “This is such a critically important issue for our industry. These sessions will target both young designers that have recently graduated from accredited programs along with some experienced professionals that never completed the full certification process and need help to take their professional standing to the next level. As a coalition of associations, we want to help make this process seamless and easy for all, as we all benefit from a greater number of accredited professionals across the state.”

The second session in the series, entitled “The Road to NYSCID – Registration’s Impact on the Interior Design Profession,” will be a CEU-accredited program and will take place on February 22, 2017. Experienced industry leaders will help to demystify the NYSCID process and assist with insight and strategy for navigating professional certification.

Interested attendees can register for both of the complimentary sessions at [info@idlny.org](mailto:info@idlny.org). Updated information on the sessions will be shared at [idlny.org](http://idlny.org) or through social media channels.

#### DEALERS

## Meadows Office Interiors Wins 2016 Small Cap Award

➔ Meadows Office Interiors has announced its recognition for Small Cap’s NY and CA award for commitment to client excellence for 2016.

Meadows Office Interiors is a contract furniture dealer that offers a variety of solutions from furniture programs to asset management and workplace technology to myriad premier clients and is renowned in the industry for its ability to accommodate a customer’s distinct needs and vision.

“Here at Meadows Office Interiors, our goal is to help our customers achieve higher performance through a space furnished to fit their needs now, yet able to adapt to the rapidly changing styles of work and workplace tools and technology,” said Sheri David, Chief Executive Officer.

“Ultimately, meeting clients’ needs and exceeding their expectations is key as they increasingly expect us to be knowledgeable of emerging technology,” said Meadows’ Chief Operating Officer Marissa Allen. “From creating our own proprietary apps to using wireless charging and Virtual Reality technology for client mock-ups, we reinforce our commitment to keep Meadows a step ahead of the rest by being attentive, bold and innovative.”



According to Corporate America magazine, Small Cap award winners are chosen on merit alone, after months of research and analysis conducted by the magazine's awards team. Laura Hunter, Small Cap Awards Coordinator, expounds on the magazine being able to provide recognition for the success and accomplishments of the award winners. "Small cap companies, although often overlooked, play a vital role in the business market and help to shape the society we live in. It is a genuine honor to be able to showcase their vital work and I would like to wish each of my winners continued good fortune going forward."

## TECHNOLOGY

## Configura announces January CET Designer webinars

➔ Configura, maker of CET Designer software, announces free January webinars with CET Designer instructors:

- Getting Started with CET Designer  
Jan. 11 at 7 p.m. ET  
Jan. 12 at 7 p.m. ET  
Jan. 31 at 4 p.m. ET
- Architecture in CET Designer  
Jan. 30 at 4 p.m. ET

The free webinars are for anyone, whether a Beginner or Advanced CET Designer user, anywhere in the world. Call 877-568-4106 and click on "Join Webinar Now" at [www.configura.com/cet/training](http://www.configura.com/cet/training). To contact Configura with any questions or suggestions, call 877-238-0808.

*Learn more about additional courses and opportunities at [www.configura.com](http://www.configura.com).*

## INSTALLERS

## Rightsize Launches VisionFX, a New Space Visualization Tool

➔ Rightsize Facility has announced the launch of VisionFX, the company's new space visualization tool.

VisionFX combines layout, design, and product selections into a three-dimensional, fully interactive platform that allows users to visualize what their office space can and will look like upon completion. The end result is a highly customized, better defined, and more efficient approach to Rightsize's PLAN, FURNISH and SERVICE methodology.

"VisionFX is the closest thing to reality in today's office interiors world," stated Rightsize President Mason Awtry. "When working with clients, we take a three-pronged approach – we identify needs, illustrate the vision, and then implement the vision. Using VisionFX, we can bring our shared vision to life better than ever before. This not only translates to savings, it also leads to more inspired and innovative solutions for our customers."



VisionFX will be leveraged for a number of Rightsize customers ranging from property managers and commercial real estate brokers to construction managers and general contractors. "With VisionFX, we not only ensure accuracy prior to construction and furniture procurement, we can dramatically reduce the number of spec suites and model offices being built by digitally creating them at a fraction of the cost," stated Awtry.

*VisionFX space visualization presentations will be viewable via mobile and browser-based technology and devices. To learn more or to request a free space plan consult, visit <http://visionfx.rightsizefacility.com>.*

## ASSOCIATIONS

## E&I Joins National Cooperative Purchasing Partners

➔ E&I has joined National Cooperative Purchasing Partners (NCPP) as a founding member. As the newly formed (2015) Professional Association for Cooperative Procurement, NCPP seeks to become widely recognized and respected as the key source of information regarding cooperative purchasing within the public procurement community.

E&I joins fellow founding members National Joint Powers Alliance (NJPA) and National IPA. Together with other members, they work collaboratively to promote business ethics, best practices and standards to serve the collaborative procurement needs of government, education and nonprofit agencies across the country.

The use of purchasing cooperatives has grown in the public procurement sector, creating a need for a professional association to represent it. NCPP efforts will focus on advocacy, legislation analysis, education and training tools for public procurement professionals in areas related to cooperative purchasing.

## MANUFACTURERS

## Allsteel's Reflect and Clubhouse Receive 2016 GOOD DESIGN Awards for Furniture

➔ Allsteel Inc. has won 2016 GOOD DESIGN awards in the furniture category for Reflect, a personal seating solution, and Clubhouse, a freestanding structure providing semi-private workspace for small groups.

Designed in partnership with Designworks, a BMW Group Company, and HOK Product Design, both award winners are additions to Allsteel's Gather Collection.

Reflect has a generous seat and soft back cushion enclosed by a tall, upholstered shell that not only creates privacy in an open-plan office but also signals the occupant's unavailability. Shielded from the distractions of the workplace, the Reflect user can undertake tasks that require uninterrupted focus, its broad armrest providing a highly functional work surface. But thanks to the swivel base, reconnecting with the wider office is a simple matter of turning to face it.

Clubhouse is a stand-alone unit comprising soft seating on a low plinth framed with translucent screens. With such optional features as work surfaces, media walls, console and storage units and



Reflect



electrical integration, Clubhouse functions as a room within a room, providing a self-contained, sequestered space where individuals or small groups, free from the distractions of the open office, can undertake the type of work that requires deep, uninterrupted focus.

ORGANIZATIONS / CHARITY

## Henzel Studio partners with Paddle8 for an auction of 23 rugs to benefit GoodWeave

➦ Henzel Studio is partnering with Paddle8 on an auction of 23 rugs that will benefit GoodWeave. The organization is the world's leading international nonprofit working to end child labor in the carpet industry, while offering educational opportunities to children in weaving communities.

GoodWeave was founded on a simple premise: If enough people demand certified child-labor-free rugs, manufacturers will employ only skilled, adult artisans, and children will no longer be exploited in the carpet industry. All the rugs in the series will be made using responsibly sourced materials in workshops overseen by GoodWeave.

"As a committed partner in GoodWeave's mission to end child labor, Henzel Studio is bridging the finest contemporary artists in the world to one of the most pressing human rights problems of our time," says Nina Smith, CEO of GoodWeave International.

Many prominent artists, including Francis Bacon, Alexander Calder, Roy Lichtenstein, Henri Matisse, Joan Miro and Pablo Picasso, turned to designing rugs at some point. "However, rather than look back," says Joakim Andreasson, curator for Henzel Studio. "We're looking to encapsulate facets of contemporary art and work with a curated group of artists that simultaneously express their ethos within a broad yet defined scope. Having more than 15 leading contemporary artists collaborate in this capacity makes Henzel Studio Collaborations an unprecedented program, even though the artisan practices remind us that the possibility has always been there."

*The auction is underway and runs through Jan. 23. Bids can be placed at <https://paddle8.com/auction/goodweave/>. The auction catalogue can be seen at [https://issuu.com/byhenzel/docs/henzel\\_studio\\_x\\_paddle8\\_benefit\\_auc](https://issuu.com/byhenzel/docs/henzel_studio_x_paddle8_benefit_auc)*

CAREERS

## Kimball Office Announces Personnel Addition

➦ Kara Fultz has joined Kimball Office as a market sales manager based in Louisville, Kentucky.



Fultz

Fultz comes to Kimball Office with more than 20 years of industry experience focused on interior design, business development and sales experience. Before joining Kimball Office, she led many facets of design, construction and commercial furnishings which led her to leadership roles with some of the top commercial office furniture dealers in Louisville. She also has experience as a commercial carpet representative serving the dealers, end users and the A+D community within Kentucky and owned her own commercial interior design firm, Chase Design Group.

During Fultz's seven years as a sole practitioner, she and her staff performed interior design, furnishing and asset management services for corporate, health care, educational and hospital-ity clients across the United States, including GE Appliance Park, American Commercial Lines, Norton Healthcare, University of Kentucky and Northeast Georgia Health Systems.

CAREERS

## Landscape Forms Expands Marketing Team With New Marketing Lead for Lighting and Studio 431

➦ Landscape Forms has announced the appointment of appointed David Zolp as marketing lead for two growing areas of its business.



Zolp

Zolp will be building the company brand for lighting, an area in which it has rapidly become an award-winning player, and for Studio 431, the Landscape Forms custom division used for custom engineering and manufacture on high-profile corporate, institutional and municipal projects.

Zolp will be working with Lighting and Studio 431 directors and the marketing vice president to provide turnkey dedicated resources for these two market segments. He will assist in developing and implementing marketing plans through print and digital media, conduct research to advance understanding of niche market positioning and how to differentiate the business, partner closely with the Lighting National Sales Strategist for Lighting training and create and launch customer experience events.

Zolp brings experience from the health care and education sectors. As communications specialist at Bronson Healthcare, he was project manager and liaison for multiple medical service lines and specialties. Previously, as assistant to the director of corporate relations at Western Michigan University, he was responsible for community event management and assisted in the planning, hosting and design and distribution of marketing materials for athletic program promotional events. He holds a bachelor of arts in public relations and psychology from Western Michigan University and a master's of science degree in communications and public relations from Lasell College.

CAREERS

## Landscape Forms Names Dyan Van Fossen Vertical Market Development Leader

➦ Landscape Forms has appointed Dyan Van Fossen to the newly created position of vertical market development leader.



Van Fossen

Van Fossen will be responsible for conducting field research and gathering insights from end users in the university, health care and corporate sectors that will enable the company to deepen its understanding of these markets, grow its relationships with customers and drive development of innovative new products by identifying unmet market needs.

Van Fossen brings extensive experience from the furniture manufacturing industry to her new position. As vice president of research and development at La-Z-Boy Inc., she managed development and innovation for new products, developed processes and technology to improve efficiency and set in place a "fill the funnel" system to provide a steady stream of products to the marketplace. Previously she was a director in the creative office and Herman Miller Red at Herman Miller Inc. Van Fossen is a graduate of the University of Iowa with a bachelor's in interior architecture.



**BBF (BUSH BUSINESS FURNITURE) -  
 INDEPENDENT REPS WANTED**

REPRESENTATION / REPS WANTED

What you need. When you need it. Where you need it.



**BUSH BUSINESS FURNITURE**

BBF Bush Business Furniture, the Commercial Division of Bush Industries, Inc., is expanding our Independent Rep coverage and looking for representation in the West and South Western states as well as several territories in the Northeast and Southeast.

Ideal candidates need extensive experience and solid partnerships/relationships with aligned and non aligned contract furniture dealers. Major end user relationships a plus.

BBF is the market leader in the transactional and remote work space specializing in Made in the USA commercial grade ANSI BIFMA modular casegoods backed by a minimum 10 year warranty. BBF has a unique nationwide delivery program in 3-5 days, no minimum order size and turnkey delivery and installation within in 7-10 days to any zip code.

BBF provides complimentary space planning, design and custom co-branded proposals in 48 hours for every project no matter the size. BBF offers an attractive commission rate, hands on product training and best in class dedicated quoting and rep/dealer support.

**Please send all inquiries including territory coverage and current line card to Kathy Tucker:**  
[kathytucker@bushindustries.com](mailto:kathytucker@bushindustries.com)

<http://www.bbffits.mobi>

**HEALTHCARE SALES  
 REPRESENTATION WANTED**

REPRESENTATION / REPS WANTED

Healthcare Representatives Wanted in Specific Regions Across the Country!



Knú Contract | La-Z-Boy Healthcare is looking for sales representatives with healthcare knowledge and experience in specific regions across the country.

Ideal candidates will need to be knowledgeable and experienced in healthcare sales. Applicants should have an understanding of the selling process and comprehension of the relationship between manufacturer, dealer, architect, designer and end-user.

La-Z-Boy Healthcare Furniture has been producing quality healthcare and commercial furnishings since the mid-1980s and currently sells some of the largest hospital systems in the country. In every product produced, La-Z-Boy strives to balance sophisticated styling with optimal functionality. Our products boast craftsmanship, comfort and competitive pricing for a truly compelling value.

**The Knú Contract | La-Z-Boy Contract Furniture line can be viewed at:**  
[www.getknu.com](http://www.getknu.com) and [www.lzcontract.com](http://www.lzcontract.com)

All replies will be handled with the utmost confidentiality.

**Serious inquiries and résumés should be forwarded to Richard Franey at:**  
[rfraney@getknu.com](mailto:rfraney@getknu.com)



**ERGONOMIC COMFORT DESIGN  
 SEATING**

REPRESENTATION / REPS WANTED

**ECD's goal is to become a leader in our industry by providing a product designed for a healthier working environment.**

ECD is looking for independent rep groups in many territories across the west and midwest and are looking for partners to help us grow.

ECD has been in the commercial seating manufacturing business for many years. We are growing quickly and will be adding new sales markets.

Based in Southern California, we manufacture commercial office seating that fits the needs of commercial office use, higher education, healthcare, business and government customers.

Please visit <http://ecdonline.net> to review our complete line offering.

**Contact Scott Pepin, national sales manager, if you are interested:**  
[Scott@ecdonline.net](mailto:Scott@ecdonline.net)  
 253-279-0837

ECD is committed to building a product applying the latest available technology and methods of production. ECD's Ergonomic Office Seating provides you with a "healthy" choice to give you the correct ergonomic solution to the needs of your "Hi-tech" working environment without sacrificing styling or design.

We are also committed to professional top quality customer service and responsiveness to your needs so that we may guarantee you full customer satisfaction.

**SAFCO / MAYLINE**

REPRESENTATION / REPS WANTED

Looking for a Caribbean Rep Group



Safco Products, a manufacturer of stand assist seating,

laminated case goods, stack and outdoor seating, storage products, workplace organizational tools, mobile files, ergonomic accessories and other ancillary items is seeking independent representation throughout the Caribbean for the Safco and Mayline brands, including Safco Active and Focal Upright.

With distribution throughout the Caribbean, you will be responsible for expanding and growing our current base



of business with our portfolio of products, complimenting virtually every dealer's package.

**If you are self-motivated and results oriented please contact David Mayer at 636-391-1424 or forward your group's resume to:**  
[davidmayer@safcoproducts.com](mailto:davidmayer@safcoproducts.com)

**SEEKING INDEPENDENT SALES  
 REPS/REP GROUPS**

REPRESENTATION / REPS WANTED

Chicago, Western US

Studio Wise ([www.studiowisedesign.com](http://www.studiowisedesign.com)) is a Grand Rapids design & production company with a compelling, proven, and expanding product collection which has established an enthusiastic following with designers. Our Fuse and POP lines are at home in a multitude of environments including hospitality, office, healthcare, and education; and are a perfect complement to the portfolio of a dynamic representative who has strong relationships in the A&D community.

**Please inquire to:**  
[sales@studiowisedesign.com](mailto:sales@studiowisedesign.com)  
 or 616.437.4167.



We approach every project with an open mind, ready to learn and experiment. We study the industry, learn about the competition, and strive to understand the end user to the fullest. We work with the client to get inside their world, learn what makes them tick, habits, likes and dislikes, needs and wants. The more we know, the more holistically we can approach the design solution. And most importantly we view our role as a partner with and a bridge between all parties involved.



## HEALTHCARE SALES REPRESENTATION WANTED

REPRESENTATION / REPS WANTED

Sales representatives needed with healthcare knowledge and experience in Washington, Oregon, Idaho, Montana, Alaska, and Hawaii!



Knú Contract | La-Z-Boy Healthcare is looking for sales representatives with healthcare knowledge and experience in Washington, Oregon, Idaho, Montana, Alaska, and Hawaii.

Ideal candidates will need to be knowledgeable and experienced in healthcare sales. Applicants should have an understanding of the selling process and comprehension of the relationship between manufacturer, dealer, architect, designer and end-user.

La-Z-Boy Healthcare Furniture has been producing quality healthcare and commercial furnishings since the mid-1980s and currently sells some of the largest hospital systems in the country. In every product produced, La-Z-Boy strives to balance sophisticated styling with optimal functionality. Our products boast craftsmanship, comfort and competitive pricing for a truly compelling value.



Chicago Showroom

The Knú Contract | La-Z-Boy Contract Furniture line can be viewed at:

[www.getknu.com](http://www.getknu.com) and [www.lzbcontract.com](http://www.lzbcontract.com)

All replies will be handled with the utmost confidentiality.

Serious inquiries and résumés should be forwarded to Richard Franey at:

[rfraney@getknu.com](mailto:rfraney@getknu.com)



## ESI SEEKS REPRESENTATION IN PUERTO RICO

REPRESENTATION / REPS WANTED

ESI Ergonomic Solutions is a leading producer of ergonomic work tools that enhance productivity and wellness.



ESI Ergonomic Solutions seeks an experienced independent sales representative group to work with our active dealers in Puerto Rico.

Join a rapidly growing manufacturer of ergonomic work tools that improve well-being and productivity in the workplace. ESI has been in business for over 25 years and offers a broad portfolio of top-selling products that include monitor arms, height adjustable tables, keyboard solutions, desktop lighting, sit-to-stand workstations, and more.

Qualified candidates must have experience building relationships with commercial office furniture dealers, A&D firms, and end-users in Puerto Rico.

ESI is known in the industry for its award-winning Customer Service and high quality products that are shipped in 48 hours. ESI's full line of ergonomic solutions includes monitor arms, height adjustable tables, lighting, keyboard solutions, technology solutions, and accessories. ESI is a Nationally Certified Woman-Owned business headquartered in Mesa, AZ.

Learn more about ESI at:

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

Submit resumes to:

[resumes@esiergo.com](mailto:resumes@esiergo.com)

## INNOVATIVE OFFICE PRODUCTS SEEKING INDEPENDENT SALES REPRESENTATIVES

REPRESENTATION / REPS WANTED

Join a growing ergonomic monitor mount manufacturer.



Innovative Office Products is an industry-leading designer and manufacturer of sit/stand products, monitor mounts, and tablet mounts. We provide award-winning ergonomic solutions to the commercial office market. Incoming sales representatives will have the opportunity to work in the quickly growing sit/stand market with our Winston Workstation product line.

We are currently looking for independent sales representatives in the following regions/cities:

Wisconsin, and San Francisco

If interested, please contact Charity Piomelli at:

[CPiomelli@LCDarms.com](mailto:CPiomelli@LCDarms.com)

or call

800-524-2744

## CONTOURLINES NW

MANUFACTURER'S REPRESENTATIVES



Serving WA, OR, AK, HI and Vancouver B.C.

Experienced Seattle-Based Rep Firm is Growing!

- Opening Downtown Seattle Showroom
- Adding Sales Coverage Throughout the NW
- Strong A/D and Dealer focus

Intimate knowledge of our market and the contract furniture industry along with our partnerships with design-focused manufacturers has allowed us to cultivate strong and lasting A&D and Dealer relationships.

Contact:

[sales@contourlinesnw.com](mailto:sales@contourlinesnw.com)

(206) 856-7643

For More Information:

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



## FLEXSTEEL COMMERCIAL OFFICE – HAWAII AND GUAM

REPRESENTATION / REPS WANTED

Seeking an experienced independent sales representative group.



LOCATIONS:

- Hawaii
- Guam

Flexsteel Commercial Office is part of Flexsteel Contract, and has been furnishing commercial offices in a range of styles since acquiring DMI Office furniture in 2003. Building on DMI's strength in traditional case goods and leveraging the vast resources of Flexsteel Industries, Inc., we offer a broad portfolio of case goods selections as well as a full offering of quick-ship and semi-custom soft seating for lobby, lounge, café, work, conference, and collaborative spaces. We are seeking an experienced independent sales representative group for our Hawaii and Guam territories. Qualified candidates must have experience developing selling relationships with dealers, calling on and presenting to A&D firms, purchasing firms, property owners, management companies, as well as managing all aspects of the purchase experience.

If you are a multi-line rep looking to add a premium furniture line, please contact:

**Jim Hlavin, National Sales Manager**

[JHlavin@flexsteel.com](mailto:JHlavin@flexsteel.com)

Please visit us at

<http://www.flexsteel.com/for-contract/commercial-office>



## VIA SEATING SEEKING REPRESENTATION IN UPSTATE NEW YORK AREA

REPRESENTATION / REPS WANTED

Via Seating is dedicated to the sweet spot of seating – great chairs that are easy to get from people who are passionate about the customer experience.



Via Seating, a quality seating manufacturer based in Sparks, Nevada, is seeking representation in the Upstate New York area. Via Seating is a seating specialist and has been in the business of manufacturing quality seating solutions for almost 30 years. The breadth of line of Via Seating products covers task, multipurpose, conference, exec, lounge and outdoor seating. Via Seating is the first to market with a "motion seating" category. All of these categories offer best of breed products that have Via Seating signature comfort, quality and design. If you are energetic, passionate and love this crazy furniture industry like we do, then we want to talk to you!

**For more information, please contact Scott Slaughter – Northeast Area Manager - Via Seating:**  
[sslaughter@viaseating.com](mailto:sslaughter@viaseating.com)

## LOOKING FOR INDEPENDENT REPS IN EVERY MARKET IN US / CANADA

REPRESENTATION / REPS WANTED

The company's success is the result of professionalism, enthusiasm and everyday commitment of the people who work with us.

Dani Leather is building a Brand and a Sales Team. We are looking for talented Independent Reps/ Groups with great relationships, solid line packages. Textile or leather experience is a plus.

### What we offer:

- The Best Quality Italian Leather Hides in the Industry
- The Most Competitive Price Point / Value in the Market
- The Quickest Delivery available from our Eastern U.S. Distribution Center
- Unsurpassed Customer Service and Support
- The Coolest Leather Company you could ever work with

### What you bring:

- Great Relationships in:
  - A/D
  - Marine
  - Aviation
  - Motor Coach
  - Furniture Manufacturers
  - Hospitality

### Your talents include:

- A Solid Work Ethic
- Sales Calls
- Engaging, Entertaining Presentations
- Meticulous Follow Up Skills

We are looking for Great Representation in every Market in the U.S and Canada.

### Contact Us:

[Sales@danileatherusa.com](mailto:Sales@danileatherusa.com)

Don't know Dani Leather yet?

**You know Dani Leather, you just don't know it...**

<http://www.danileatherusa.com>



**BoF**  
INDUSTRY CAREERS  
The Global Marketplace for  
Furniture Talent

## CAD DESIGNER/SPACE PLANNER - SAN FRANCISCO, CA

MANUFACTURER DESIGN

Who works at KI? People who know how to really listen, have a deep sense of understanding, and a strong desire to share knowledge and encourage others.



Furnishing Knowledge®

KI has a great opportunity for a CAD Designer/Space Planner to join their Northern California sales team. As a CAD Designer/Space Planner, you will be responsible for providing KI sales reps, dealers, and customers with direct support in CAD, space planning, and project coordination. You also would prepare materials, perform customer presentations, design space layouts, and obtain field measurements. Strong AutoCAD skills are required.

**You can apply directly on KI's website:**

<http://www.ki.com/careers>

## SEEKING EASTERN USA SALES MANAGER

SALES

Carnegie works relentlessly to create a positive personalized experience for our clients in the spirit of employee fulfillment.

# Carnegie

Carnegie an industry leading textile and wallcovering innovator is seeking a Sales Manager for the Eastern USA. Candi-

dates should have sales management experience within the industry. Carnegie is an entrepreneurial, problem solving company dedicated to both the creativity of the design industry and sustainability of the building interior and planet. Any applicant should have a strong alignment with this vision and be ready to be part of a unique team and culture within this fast growing company.

**Please forward resumes to: Erika Gaies VP Sales**

[egaies@carnegiefabrics.com](mailto:egaies@carnegiefabrics.com)

## DIRECTOR OF SALES AND MARKETING - CHICAGO

TEXTILE SALES

Come join our team located in the beautiful Chicago Suburbs

# BRENTANO™

In your experience selling to the contract design and furnishings industry you have seen a lot of companies that make beautiful things. You have also seen the disorganization and inefficiency that surrounds the Contract Textile industry and have your own ideas about how it can be done better given the opportunity. You are just the person to define what it means to be a supportive, analytical and forward-looking Director of Sales that can grow with a rising star in this market. Our high-end fabrics are at the forefront of creativity and design in both the commercial and residential markets and we are looking for the right person to lead us to new heights in profitable sales.

We are looking for a **Director of Sales and Marketing** who will be ultimately responsible for overall Brentano sales performance. Taking a systematic and quantitative approach to managing sales through our direct sales team as well as our independent reps. The right candidate will identify and pursue the best approach to developing Brentano's existing and new market opportunities.

**This person will Lead the Sales/Account Management Process by;**

- Building, supporting and managing a direct sales force (Sales Rep's).
- Reinforcing, supporting and managing an indirect sales force (existing and new Independent Rep's and Show-



room's).

- Working with a national perspective to identify High-value trends that lead to significant sales efforts/sales.
- Establishing sales objectives by forecasting and developing annual sales targets for each Distributor, District Manager and Account Manager; including specific goals for "active" Collections.
- Developing key-performance-indicators for team members and reps, holding them accountable to maintain activity levels and achieve sales growth.
- Creating and assembling from disparate data a coherent plan to reach sales and profitability targets including regular updates on implementation progress
- Recruiting, selecting, orienting, training, coaching and evaluating Sales Staff.
- Managing the Sales effort through insightful review of available data and forward-looking leadership.
- Establishing reporting that meets the needs of the VP and CEO.

Founded in 1990, Brentano has grown from a modest eight patterns to an internationally represented textile house. Brentano's fabrics are the embodiment of their philosophy of **balancing beauty + performance**. Our growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated our 25th anniversary in 2015, Brentano continues to offer a variety of innovative and interesting textiles to hospitality, contract, health care and residential users.

**If this description has you chomping at the bit, be sure that you have;**

- Strong quantitative, communication and sales skills
- The ability to successfully define, implement, complete and measure Sales Plans
- Extensive contract fabric or related-industry sales and marketing experience
- An ability to effectively manage, motivate and measure a far-flung sales organization – both direct and indirect players
- A track record of identifying and developing new business opportunities at existing and prospective clients
- Experience overseeing the preparation of large proposals for new projects in collaboration with our Design Team
- If you also have experience with the procurement process for large commercial projects including understanding/coordinating resources through the Value Engineering process that would-be a plus.

**Education/Experience:**

- Minimum Bachelor's Degree.
- 8-12 years in successively more responsible Sales and Man-

agement positions.

- Demonstrated writing skills
- Demonstrated quantitative, communication and organization skills Potential Career Path
- Next Level; Vice President Sales and Marketing

We will pay commensurate with experience; estimated starting base salary of \$90K - \$120K with a bonus plan that can increase your earnings by 50% if you are successful. This job is based at our headquarters in Wheeling, IL but to succeed you will likely be on the road about 50% of the time.

**To apply visit:**

<http://www.new-hire.com/jobs/availablejobs.asp?job=10846>

## SEEKING SENIOR CAD DESIGNER

DEALER / DESIGNER

Chicago Designer Specifier - Come join the top Haworth dealer in Hot West Loop Tech Neighborhood



BOS is one of the top Haworth dealers in the country and is looking for a Senior CAD Designer/Specifier to support a top producer and work on major projects. New state-of-the art showroom in the hot West Loop neighborhood in Chicago. Proficiency in AutoCAD, Configura, Team Design, Project Matrix and InDesign required with experience in InDesign, Project Matrix and Microsoft Office Suite a plus. Major medical benefits, employee owned and very competitive compensation package. Opportunity to work with major A&D and Project Management firms in the world, along with most respected sales reps in the industry.

**POSITION SUMMARY:**

Work with top salesperson in Chicago on Major Projects. Generate schematic furniture plans, 3D renderings, product specifications, installation drawings, and finish selections; using industry standard software to perform all work.

**QUALIFICATIONS:**

- Bachelor's degree (B.A. or B.S.) focusing on Interior Design
- Minimum of 5 years of professional experience within the contract furniture industry
- Proficiency using AutoCAD, Microsoft Office programs, and Adobe Acrobat

- Preferred experience using Configura CET, SketchUp, and Adobe Creative Suite
- NCIDQ certification is preferred

**SKILLS AND ABILITIES REQUIRED FOR THIS POSITION:**

- Strong communication and presentation skills
- Able to work well in team formats
- Good work ethic
- Strong time management skills
- Aptitude for problem solving
- Interest in working with finish materials
- Ability to field verify project sites (i.e. field measure, product inventory, etc.)
- Prior dealership experience a plus

**Please send your resume package via email to:**

[gd@bos.com](mailto:gd@bos.com)

## OFH IS HIRING A SALES EXECUTIVE

SALES EXECUTIVES

At Office Furniture Heaven, we approach every project with a can do attitude - we believe that there is a creative solution to every problem.



OFFICE FURNITURE HEAVEN

Office Furniture Heaven (<http://ofh.nyc>) has proudly served businesses and institutions of all shapes and sizes since 1991. We collaborate with businesses of 5-100 employees that are expanding, relocating, or remodeling their spaces, providing comfortable, beautiful and healthy work environments with great furniture that meets their individual needs. We are passionate about customer service and committed to building long-term relationships with our clients.

We are committed to building a great sales team that loves to come to work—offering each member the full support necessary to achieve personal sales goals and grow as a sales professional.

**Job Description**

We are looking for a results driven Sales Associate to be responsible for all sales activities and sales associate job duties, from lead generation through to close.

The successful candidate will be able to elevate company

standards, meet clients' expectations and achieve sales goals.

You should have some sales experience, excellent communication skills, and a passion for success. We are looking for self-starters who are curious and want to learn the office furniture and office design business, first-hand, from an industry leader with over 30 years of experience.

**Essential Duties and Responsibilities:**

- Prospect and network with architects, designers, and the real estate community
- Prepare PowerPoint presentations for clients and networking groups showcasing our furniture and designs, and promoting the services we offer
- Serve as primary point of contact for clients—follow up after sale, make sure clients are satisfied, maintain relationships over time
- Sustain existing client relationships and build more

**Skills and Education:**

- Proficiency in Word, Excel, PowerPoint, and the ability to learn QuickBooks, CRM and automated systems
- College degree required

**Qualifications:**

- On site, full-time position
- Local travel required to visit clients and attend industry events

**Compensation and Benefits:**

- Salary during training period
- Draw against generous sales commissions
- Bonuses
- Health insurance
- Pizza Fridays!

**One ad buy. One subscription.**

**BoF Workplaces**

At **Bellow.press** we deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

- Target the audience you want
- Increase brand awareness
- Put your brand next to great content
- Shorten the link between discovery and purchase

[Download 2016 Media Kit](#)



Equal Opportunity Employer

To apply, send cover letter and resume in PDF format to:  
[jillwork@earthlink.net](mailto:jillwork@earthlink.net)

**Office Furniture Heaven**  
18 West 27th Street  
New York, NY 10001  
212-989-8600

## SEEKING MARKET MANAGER

MANUFACTURER MANAGEMENT

At the center of our philosophy is the human being, the sedentary person, who engages in focus or collaborative work or just relaxes while on break.

# DAUPHIN

Dauphin, the German office furniture maker with manufacturing in Boonton NJ, seeks a Market Manager to work from our Chelsea, NYC showroom.

Primary responsibilities include developing relationships with endusers, the design community and dealers; assessing opportunities and presenting appropriate Dauphin collaborative furniture solutions; assisting in the specification of our products; providing samples, pricing and /or demonstrations as requested. You are expected to engage with the design community through involvement with industry organizations and attendance at industry events.

### Desired Skills and Experience

The ideal candidate should be a self-starter who is experienced in selling consultative furniture solutions, is able to multi-task, has good written and verbal communication skills and is adept at using PDA tablets to present branded PowerPoint presentations. Proficiency in Microsoft Office Suite expected. You should have a 4-year college degree and minimum 5 years' experience selling into the NYC commercial interiors market.

This position reports directly to the Regional Business Manager. Dauphin offers a competitive salary, incentive plan and attractive benefits.

For consideration, please email a cover letter and resume to:  
[susan.weinberg@dauphin.com](mailto:susan.weinberg@dauphin.com)

## PROJECT MANAGERS NEEDED!

MANAGEMENT

JOIN ONE OF NORTH AMERICA'S LARGEST  
KNOLL DEALERS!



Office Resources, Inc., a contract furniture dealership with multiple locations in the Northeast, is looking to add Project Managers to their Architectural Walls team!

If you would enjoy working for a fun, collaborative company in a fast paced environment, please send your resume and salary range to:

[aws@ori.com](mailto:aws@ori.com)

All inquires will be kept confidential.

Office Resources has grown to become one of Knoll's largest contract furniture dealers in North America and has a record of achievement in the arena of executing projects of various sizes and complexities. ORI continuously strives to recognize the needs of our clients and understand the importance of a reliable and experienced furniture dealer committed to the design of spaces that will increase productivity, collaboration, and innovation. As a full service office furniture dealership, we are focused on space planning, design, project management, delivery and installation. Office Resources has been providing exceptional product, reliable service and experienced design and project management to clients in corporate, higher education, healthcare and more.



## ESSENDANT SEEKING FURNITURE ACCOUNT MANAGER IN ATLANTA, GEORGIA

ACCOUNT MANAGER

We are Essendant. We go beyond the essentials to enable our customers to achieve their full potential.

# ESSENDANT™

We are looking for a well established account executive who can manage assigned accounts and focus on providing dealers with the solutions, products, and resources to enable growth and operational efficiency.

Essendant is the fastest and most convenient solution for workplace essentials. Our wide portfolio of products provides

resellers with the essentials they need to achieve their full potential.

We invite you to watch our story and learn more about us.  
<https://www.linkedin.com/company/essendant/careers>

If you would like to be considered for an opportunity to become the most essential part of our purpose driven company please send your resume to  
[awaldron@essendant.com](mailto:awaldron@essendant.com)

## REPS AND DEALERS WANTED



Innovation in Working Environments

Take advantage of this great opportunity!

TREMAIN is an international company with over 50 years of experience providing solutions in working environments and one of the major and fastest growing manufacturers of office furniture in Mexico.

We are looking for highly motivated, well established and service driven independent reps and dealers with strong experience in the contract market for office furniture systems.



We provide competitive prices, excellent design and service support, amazing quality on innovative product lines and a fast turn around delivery time.



If interested please contact us at  
855.312.7770 or visit our web site  
[tremain.com.mx](http://tremain.com.mx)

TREMAIN®