Let it Snowsound, Let it Snowsound, Let it Snowsound!
UPFRONT: 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 assets.

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.

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.

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

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Office Victories
Who Wins This Office Battle?
The Business of Furniture

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

ROB KIRKBRIDE, EDITOR-IN-CHIEF

**The Week in Contract Furnishings**

**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.

**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 long you sit, how much of your day you spend at a desk mostly. And a huge proportion of our lives is spent working -- or not concerned with making employees feel appreciated, or even interested in communication.

**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 creative thinking out in the noisy, tumultuous bullpen was someone who could think big thoughts in their spacious, quiet offices. Presumably those executives were thinking big thoughts in their spacious, quiet offices. Anyone who could maintain their focus and think big thoughts without being managed, at least in part, by artificial intelligence.

**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 Mauria Thomas, productivity expert, author, and founder of Regain-Your-Time.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.

**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 personal assistant. (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 company to company performing projects of varying lengths and being managed, at least in part, by artificial intelligence. The work job might be far-fetched, but the roving worker/ AI manager concept is likely on the horizon.
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.

Interface 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 headquarters 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 asset 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 opportunities 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

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Seating, the Cubs and many other stadium seating division to Irwin that American Seating sold off its ago, the Cubs have had only one concessions. new premier clubs, and expanded improved player facilities, new 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 stadium’s longest home run in 1946, in the second game of a doubleheader 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 Seating 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 everyone 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

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 stadium’s longest home run in 1946, in the second game of a doubleheader 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. 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Peggy 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 2015, 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 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.”

Entrepreneurialism has always been part of Kelly’s makeup. When she was running the Clique 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 side of things. “I can be an entrepreneur and right brain positions. 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. 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), 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 furnishing 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 keenner 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 installment 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.

“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. 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.
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.

**INDUSTRY SHARES**

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**STOCK GRAPHS**

Steelcase vs Ford, Alcoa, General Dynamics - One Year

Relative Strength Index

BoF 100 Share Index

YTD Return
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 aren’t 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

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. The longer a position remains open, the more revenue we lose.

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 inconstant 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 salespeople, 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 hire, I can’t agree with that. In the world of work, the cost of a salesperson lost due to high turnover can be staggering. Good people are not jumping to leave their jobs for no reason.

Plus, there will be counter offers and negotiations (if they 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’ve already much farther along in the process. This will help keep the screaming VPs at bay.

Stephen

You can send your workplace questions to Stephen at: 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.
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 fails 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 $358,635 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.

The annual cost to a company of lost deal pursuit for a salesperson who sells $1,000,000 is $218,000.

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
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.

Created by product designer Yang Zhao, the sharkman is a hybrid wearable furniture which explores the possibilities of deformable 'soft furniture'. Working with the idea of flexibility, the item could suit many different situations and usages.

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 workplaces 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.”

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.
NOTED:

IIDA ROUNDTABLE
2017

This, The Future of People, and other illuminating illustrations were presented during IIDA’s annual Roundtable get-together in Chicago last weekend.
The Business of Furniture | Subscribe at bof.press | January 11, 2017

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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

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

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.necon.com

ST. PETERSBURG, FLORIDA
2017 BIFMA Leadership Conference
January 23–25, 2017

Influences and Perspectives on Our Markets

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

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

Las Vegas, Nevada
HD Expo
May 4–6, 2017

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Events
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

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.

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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
Since 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 baristas 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, 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 lightweight 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 expenditure 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.”

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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.

“All 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.”

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.
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 tradeshows 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.
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

Arc|Com
Styx and Trax

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 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
I wasaki 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

**INDUSTRY PULSE**

**MANUFACTURERS**

**Nightingale Names Edward J. Breen President**

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

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 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.”

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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
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 dealer’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 peer group. Solomon Coyle dealer peer groups will also be able to benchmark against other members of their peer group.

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, 703-574-9106.
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 sincere 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. To contact Configura with any questions or suggestions, call 877-238-0808.

**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.”

**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
Kimball Office Announces Personnel Addition

Kara Fultz has joined Kimball Office as a market sales manager based in Louisville, Kentucky. 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 hospitality clients across the United States, including GE Appliance Park, American Commercial Lines, Norton Healthcare, University of Kentucky and Northeast Georgia Health Systems.

Kimball Office Expands Marketing Team With New Vertical Market Development Leader

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

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. 22. Bids can be placed at https://paddle8.com/auction/goodweave/. The auction catalogue can be seen at https://issuu.com/bhzenzel/docs/henzel_studio_x_paddle8_benefit_auc.
BBF (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

http://www.bbffits.mobi

HEALTHCARE SALES

REPRESENTATION 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 and www.lzbcontract.com

All replies will be handled with the utmost confidentiality.

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

rfaney@getknu.com

SAFCO / MAYLINE

REPRESENTATION / REPS WANTED

Looking for a Caribbean Rep Group

SAFCO Products, a manufacturer of stand assist seating, laminate 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

LA-Z-BOY

CONTRACT FURNITURE

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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

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.

SAFEComfort Design Seating

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HEALTHCARE SALES REPRESENTATION WANTED

REPRESENTATION / REPS WANTED

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


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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 Custom ER 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

Submit resumes to: 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: CPlomeli@LCDarms.com

or call 800-524-2744

FLEXSTEEL COMMERCIAL OFFICE – HAWAII AND GUAM

REPRESENTATION / REPS WANTED

Seeking an experienced independent sales representative group.

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 quickship 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

Please visit us at http://www.flexsteel.com/for-contract/commercial-office

LOCATIONS:

• Hawaii
• Guam

ContourLines Northwest

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
(206) 856-7643

For More Information:
www.contourlinesnw.com

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VIASLAUGHTER@VIASEATING.COM

Northeast Area Manager - Via Seating:

"We are looking to get better at serving the furniture industry like we do, then we want to talk to you!"

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 covers task, multipurpose, conference, exec, lounge and outdoor seating. All of these categories offer best of breed covers task, multipurpose, conference, exec, lounge and outdoor seating.

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

Don’t know Dani Leather yet?
You know Dani Leather, you just don’t know it... http://www.danileatherusa.com

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
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Cad Designer/Space Planner - San Francisco, CA

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

SUSTAINABLE LEATHER®

BRENTANO

Furnishing Knowledge®

KI is the world’s largest private manufacturer of quality furniture, with a commitment to the creative freedom of designers and the creativity of design. "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 is 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 egaines@carnegiefabrics.com

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...
If this description has you chomping at the bit, be sure that health care and residential users.

25th anniversary in 2015, Brentano continues to offer a variety of eco-fabrics expands this ideology by demanding textiles meet balancing beauty + performance. Our growing collection of Brentano’s fabrics are the embodiment of their philosophy of looking after our environment 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/co-coordinating with Office, Procurement, and Procurement Management firms in the world, along with 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.

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Equal Opportunity Employer
To apply, send cover letter and resume in PDF format to: jillwork@earthlink.net

Office Furniture Heaven
18 West 27th Street
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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, 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 is 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

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.

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

REPS AND DEALERS WANTED
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.

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Innovation In Working Environments

If interested please contact us at 855.312.7770 or visit our website tremain.com.mx