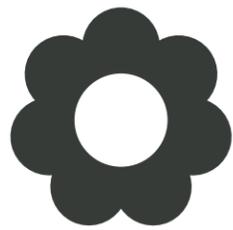


The Business of Furniture | July 1, 2020

# BOF

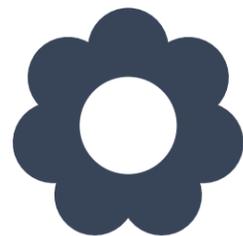


**Maars Living Walls Evolve to Meet Needs  
of Changing Market**



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**26** Maars Living Walls Evolve to Meet Needs of Changing Market

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# YOU CAN SEE IT IN THEIR EYES

The pride, determination and sheer grit of the employee-owners at KI – and those across our industry. Through the most challenging of times, we've embraced new ways of working, carried our businesses forward and inspired each other every step of the way. THANK YOU!

Karen Mendolla - KI Plating Operator



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# BoF The Business of Furniture

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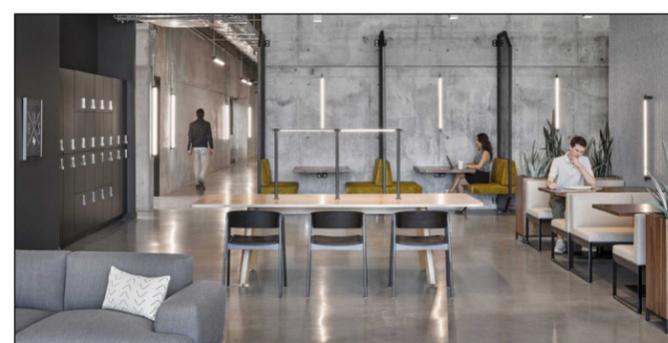
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BoF

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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



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# Celebrating Freedom is Impossible When Others are Oppressed: An Industry Call to Action



Events of recent weeks deserve to be looked at through the lens of our industry. You don't have to be a supporter of Black Lives Matter to understand there are racial issues that need to be addressed in our country and in our industry.



*My grandfather, Eugene Novakoski, at the Chico (California) Army Air Field, before departing for Italy in World War II*



*My dad, Harold R. Kirkbride, a Navy Corpsman who was embedded with the Marines in Vietnam*

## Happy Fourth of July week friends,

The Fourth of July holiday is one of my favorites. It is all about celebrating our freedoms as a country. It is something I do not take for granted.

My father fought in Vietnam and even though he survived the war, his exposure to Agent Orange and the

cancer it brought ultimately killed him. My grandfather served in the Air Force in World War II, his job was to help recover survivors — and victims — of downed aircraft in Italy. My great grandfather came to the U.S. from Poland during World War I. He immigrated to the U.S. with the promise of citizenship if he signed up to fight

in the war. So, immediately after coming through Ellis Island, he was put back on a ship to Europe to fight for the U.S. as a newly minted citizen.

My brother and I are the first generation that has not had to fight for our country. I hope my son and his sons become the second and third. Your families probably have similar stories of sacrifice in the name of freedom.

But if there has ever been a year that has shaken my understanding of freedom, it has been 2020. This isn't a political publication, so I'm going to try to stay away from politics completely other to say that I'm about as middle of the road as it gets when it comes to politics.

Still, events of recent weeks deserve to be looked at through the lens of our industry. You don't have to be a supporter of Black Lives Matter to understand there are racial issues that need to be addressed in our country and in our industry. I'm not going to rehash the death of George Floyd here or the wide-scale protests that followed. But just take a moment and think back to the last large-scale event the industry hosted. Do you remember seeing many people of color there?

We operate in an industry that is mostly white. The industry is not diverse. And that needs to change. I don't believe it is because we are an exclusive industry. I find almost everyone I've met in the industry to be very inclusive. We just don't know where to start to address problems this monumental. Yet it affects the workplace.

A national review of 2015 data on white-collar employment shows white men are 61.3% of executives nationally and 81% above parity when compared with their 33.8% representation in non-management professionals. In 1967 African-American median household

income was 55% that of whites; in 2016 that number was 61%. Black men and women still represent a very low percentage of the professional white-collar workforce (less than 8%), given their overall representation in the population.

As I said earlier, I'm about as middle of the road politically as one can get. As an industry, I don't think we need to engage in the self-flagellation that I see happening with my more liberal friends. I also don't think we should bury our heads in the sand and ignore the problem — or worse yet, deny it — as some of my more conservative friends seem to be doing. Instead, we need to do something about it.

The industry should come together, led by the Business and Institutional Furniture Manufacturers Association (BIFMA), the International Interior Designers Association (IIDA) and the American Society of Interior Designers (ASID). These organizations should call a joint summit on race in the industry to discuss the core issues of racism and how we can get more people of color involved in the industry. The issue is larger than any one organization, which is why there is a need for these three organizations to work together.

At Bellow Press, which publishes this magazine along with *Workplaces*, we would like to offer our pages in this effort. We are ready and willing to facilitate this important conversation, both on these pages and off.

So as we head into the Fourth of July holiday, take a moment to see what you can do personally to make sure all are free. After all, no one is free while others are oppressed.

*Rob Kirkbride and the Business of Furniture team*



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## Working Toward Wellness

Introducing INDEAL Cares; a charitable entity established by INDEAL.

Our mission is to support healthy workplace communities in the commercial furniture industry in North America, and to support other like-minded charitable organizations in carrying out this work internationally.

### *Time is running out*

There is just one week left to complete our *online survey* to provide critical information that will guide our initiative to support workplace wellness.

For every survey completed before June 30, 2020, INDEAL will donate \$1.00 to INDEAL Cares.

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# Upfront BoF



## KI Goes Beyond With Owens Corning in Future-Proofing Workspaces With Infinity From KI

KI recently redesigned the corporate headquarters of Owens Corning, a global leader in building materials for roofing, insulation and composites, and created workspaces that will support the organization for the next 25 years by engaging its Infinity from KI process.

“When we first met with the team from Owens Corning, they knew their 20-year-old headquarters building was great, but it really wasn’t great for the next 25 years,” said Jonathan Webb, KI market leader for workplace strategy and design. “We met with a cross-functional team to discuss the future and establish the principles that would guide the eventual renovations and development of their main ‘Hub’ working space.”

Those principles included collaboration, productivity and cost, as well as leveraging the beautiful sight lines overlooking the Maumee River and downtown Toledo, Ohio. It was the creative collaboration between KI and the Owens Corning team that led to a highly energized, innovative space to bring people together to collaborate and help Owens Corning grow, especially from a global perspective.

“Some companies come in and want to talk to you and tell you their thought starters before they even understand what you want,” said Deb Craig, Hines senior construction manager. “KI was so different. They really wanted to listen. They wanted to hear what we’re doing now, what we need to change and what we like. They had so many creative ideas of how to get us from where we thought we wanted to be to where we really ended up.”

After listening to their ideas and special requirements, the team engaged Infinity from KI, a process by which the KI team helps design and build personalized furniture solutions, tailored to meet the needs of each client’s brand, space and employees. In partnering with Owens Corning, KI co-created workspaces that blend beautifully within the interior curves of their César Pelli-designed building, where typical systems product would not work. As a result, these employee-centered workstations actively enable collaboration, organization and personalization while seamlessly supporting the building’s unique architecture.

In addition, KI and Owens Corning designed the marquee conference room in the Hub with 33 feet of glass storefront featuring KI’s Lightline architectural wall, providing beautiful views of the river. The custom wall framework was used in a new way, featuring Zintra felt-based material in different colors and shape cutouts to help with wayfinding. Solid panel Evoke architectural walls were specified with markerboard shells, magnetic accessories and integrated power to further facilitate employee meetings and work styles.

“The entire design has created a new way to work,” said Rick Avery, Owens Corning sourcing director for global indirect materials. “KI being part of this project was integral to helping us realize our vision of a new way to work.”

## THE STREAM

### STEELCASE TEAMS UP WITH MIT RESEARCHERS TO HELP CREATE SAFER WORKPLACES

Steelcase announced its collaboration with MIT professor and disease transmission specialist Dr. Lydia Bourouiba, director of The Fluid Dynamics of Disease Transmission at MIT to study disease transmission in the workplace. Bourouiba specializes in fluid dynamics and understanding properties of turbulent gas clouds that are produced when people exhale, sneeze or cough.

[READ THE FULL ARTICLE](#)



### STEELCASE AND WEST ELM ANNOUNCE RETAIL COLLECTION

Steelcase and global design company West Elm announced the expansion of their contract interiors partnership with the launch of a selection of retail products available to consumers on WestElm.com. The assortment of Steelcase and West Elm Work products is aimed at helping people work from home comfortably and productively with office-worthy essentials that provide form and function. The introductory selection of 26 product lines ranging from \$90 – \$4,500 includes the Steelcase innovative ergonomic office chairs, desks and storage assorted from the exclusive West Elm Work for Steelcase Greenpoint Collection, and a variety of flexible pieces from Steelcase such as laptop stands, charging accessories and side tables for additional working surfaces.

“More people are working from home today and will continue to do so in the future, yet many lack the ergonomic seating or smart work tools to be comfortable and productive,” said Meghan Dean, director of ancillary partnerships. “Together, Steelcase and West Elm will help workers create work-from-home spaces that are healthy and inspiring.”

“Our customers rely on West Elm to design spaces they love,” said Cheryl Carpenter, VP of West Elm Work. “In expanding our relationship with Steelcase into home office solutions, consumers can shop at WestElm.com to incorporate solutions that support working from home while getting the innovation, quality and ergonomics offered by Steelcase.”

The Steelcase and West Elm home office retail collection builds on the successful contract partnership announced in 2018, which joined West Elm’s original, modern design expertise with Steelcase’s industry leading performance and dealer network to support the changing preferences for people at work. Steelcase partners with a diverse network of thought leaders and organizations around the world. West Elm is the latest Steelcase partner in what is becoming the industry’s largest network of makers and creators of products for the workplace.

### BIG NUMBER

# 89 PERCENT

The death of the office may have been a short-lived and heavily rebutted theory to come from the coronavirus outbreak, but there are plenty of businesses that have taken the opportunity of lockdown to permanently, for now at least, close offices in favor of employees working from home. However, according to a new survey of 65,000 of real estate advisor Savills’ clients, some 89% of respondents believe that retaining physical space is vital for business. Despite this indication, further results show that its far from business as usual for workplaces.



### KNOLL SELLS EQUITY, GETS \$164 MILLION CASH

Knoll announced that an independently managed subsidiary of Investindustrial VII L.P. has agreed to purchase \$164.0 million in newly issued convertible preferred stock of Knoll.

Knoll expects to use the net proceeds from the transaction for general corporate purposes, including to reduce outstanding borrowings under its credit facility. In addition, Knoll expects to appoint a director nominated by Investindustrial to its board at the closing of this transaction.

The transaction is subject to customary closing conditions, including anti-trust review.

The same firm has invested in Flos and Louis Poulsen in lighting, and B&B Italia prior to its investment in Knoll.

### REENTRY TO THE WORKPLACE SHOULD RESEMBLE STARTING KINDERGARTEN

Remember the first day of kindergarten? If you were like many kids, it was likely fraught with emotion, uncertainty, and excitement all at once. According to a recent survey of professionals by organizational consulting firm Korn Ferry, 50% admit they are fearful of going back due to health concerns, even though 75% believe their employer will create a safe and healthy work environment. “The fear out there is real,” says Brad Deutscher, CEO of Deutscher Clarity Institute, a leadership and organizational learning services provider. “Psychological safety is lacking. Prior to COVID-19, employees had a lot more control. Today it’s shifted, and coming back can increase their fear not just due to health and wellness with interactions, but about the financial stability and future of the company.”

[READ THE FULL ARTICLE](#)



### CONTRACT MAGAZINE ENDS 60 YEAR RUN. WILL SHUT DOWN, END PUBLICATION AND ALL EVENTS

With the loss of NeoCon revenue because of the COVID-19 forced postponement of NeoCon 2020, Contract magazine Monday issued the following statement:

“After 60 years, we are closing Contract magazine and its affiliated events and website. We would like to extend our deepest gratitude to our readers and advertisers, to those designers covered in our pages and online, and to our extraordinary team. Thank you to Karen Donaghy, Paul Makovsky, and the entire Contract staff for their dedication, commitment, and countless contributions to the industry.”

“As Contract covered workplace as well as many other facets of design, our roster of Emerald Design Group brands—Hospitality Design, Boutique Design, Healthcare Design, Environments for Aging, ICFF—will continue to address commercial design and blurred typologies. Additionally, the Contract Pavilion at ICFF will be reimagined with a focus on the future of workplace, and we look forward to sharing information as it becomes available.

“Contract’s last issue will be the July 2020 edition, and we will continue to publish content and our newsletters through September 1.

“For more than half a century Contract has served as the voice of the commercial design market, covered the radically evolving workplace, featured thousands of stories, and honored the creative individuals and companies who make great design a reality every day.

“On behalf of all of us, thank you for being part of Contract’s enduring legacy. We look forward to serving you through our other design magazines and events.”



## Herman Miller Reports Fourth Quarter Sales Fell 21.1%. Posts Loss.

HERMAN MILLER REPORTED A NET LOSS PER SHARE OF \$2.95 IN THE FOURTH QUARTER COMPARED TO DILUTED EARNINGS PER SHARE OF \$0.78 IN THE SAME QUARTER LAST FISCAL YEAR.

**H**erman Miller Monday reported results for its fourth quarter ended May 30, 2020, and they strongly reflect the problems associated with COVID-19 and retail sales.

Net sales in the quarter totaled \$475.7 million, a decrease of 29.1% from the same quarter last fiscal year. New orders in the

fourth quarter of \$535.3 million were 19.4% below the prior-year level.

On an organic basis, which excludes the impact of acquisitions and foreign currency translation, net sales and orders in the fourth quarter decreased by 34.9% and 25.3%, respectively, compared to the same quarter last fiscal year.

Herman Miller reported a net loss per share of \$2.95 in the fourth quarter compared to diluted earnings per share of \$0.78 in the same quarter last fiscal year. Excluding impairment charges, restructuring expenses, and other special charges, adjusted earnings per share in the fourth quarter totaled \$0.11 compared

to adjusted earnings per share of \$0.88 in the fourth quarter of last fiscal year.

For the full fiscal year, net sales were \$2,486.6 million, reflecting a year-over-year decrease of 3.1%. On an organic basis, net sales decreased by 6.6% compared to last fiscal year. Loss per share for the full year totaled \$0.15 compared to diluted earnings per share of \$2.70 last year. On an adjusted basis, diluted earnings per share totaled \$2.61 in fiscal 2020 compared to \$2.97 in fiscal 2019.

Andi Owen, President, and Chief Executive Officer, stated, “While the final quarter of fiscal 2020 unfolded in ways we could not have imagined at the beginning of the fiscal year, I’m incredibly proud of our global teams for the ways they have come together to overcome the disruptions brought on by COVID-19. From ensuring the health and safety of our employees, finding ways to support our communities and first responders, and helping take swift action on our spending levels, I’m grateful for the tremendous efforts of our people. As we look ahead, we are encouraged - the global economy is beginning to restart and our strategy positions us extremely well for the opportunities ahead. We are actively applying our knowledge and research capabilities to help our customers re-imagine both their office spaces and their home environments. Our multi-channel distribution model supports a diverse revenue base that allows us to

# ENGAGE

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reach commercial and residential audiences across the globe. In particular, our digital transformation roadmap has become even more of an imperative and we expect these investments will help us leverage opportunities to serve the changing needs of our customers in the months ahead. Finally, our innovation capabilities will help us grow our broad line-up of products and services by designing new solutions to solve new challenges. We believe our clear set of priorities and differentiated business model will enable Herman Miller to emerge from this period an even stronger and more capable leader in the markets we serve.”

Consolidated gross margin in the fourth quarter of fiscal 2020 totaled 34.9%, representing a 210-basis point decrease from the same quarter last year. The decline in gross margin from last year was primarily driven by reduced production leverage due to lower manufacturing volume resulting from COVID-related facility shut-downs during the quarter.

Operating expenses in the fourth quarter were \$154.9 million compared to \$183.2 million in the same quarter a year ago. Operating expenses included certain special charges totaling \$5.5 million in the fourth quarter of fiscal 2020 and \$1.7 million in the same quarter last year. These items in the current quarter primarily related to costs arising as a direct result of COVID-19. Excluding these special charges, operating expenses decreased

by \$32.1 million compared to the same quarter last year.

The company recorded non-cash, pre-tax charges related to Design Within Reach, Maharam, HAY and naughtone for the impairment of goodwill, intangible assets, and right of use assets of \$205.4 million in the fourth quarter. These charges were determined based on the company’s annual impairment review process and indicators of impairment arising from the impact of COVID-19 on financial results. The company also recognized pre-tax restructuring expenses totaling \$16.9 million in the fourth quarter. These items related primarily to severance and outplacement benefits associated with workforce reductions implemented during the quarter.

Herman Miller’s effective income tax rate in the fourth quarter was 14.2%, compared to 22.0% in the same quarter last fiscal year. Excluding the impact of adjustments related to impairment, restructuring and other special charges recorded during the quarter, a portion of which was not deductible for tax purposes, the effective tax rate in the quarter was 47.9%. This rate reflected both provision to return adjustments and the accrual of withholding taxes related to planned repatriation of cash from certain foreign jurisdictions.

Jeff Stutz, Chief Financial Officer, noted, “We remain focused on maintaining a strong liquidity position to navigate the uncertain business condi-

tions that we are facing. Our cash and cash equivalents at the end of the fourth quarter totaled over \$450 million. This balance reflected drawing excess cash from our revolving credit facility as a precautionary measure and \$50 million in proceeds from the issuance of private placement notes in May. Earlier in the quarter, we announced the temporary suspension of our share repurchase program and dividend payment to conserve capital as well as a series of actions aimed at reducing operating expenses. These included temporary salary reductions and the suspension of retirement contributions and our fiscal 2021 bonus program. We also reduced discretionary spending and workforce levels to better align to the current demand environment. Despite the challenges we faced this quarter, these actions highlight our ability to adapt and execute as we delivered positive adjusted operating income and operating cash flows in the period, and we have a strong and flexible balance sheet to support our business going forward.”

The company ended the fourth quarter with total cash and cash equivalents of \$454.0 million. This amount included a drawdown of excess cash on its revolving credit facility of \$265 million during the quarter, which was subsequently repaid in full on June 29, 2020. Additionally, Herman Miller previously announced the deferral of its quarterly dividend payment to shareholders of record as of

February 29, 2020. That dividend was originally scheduled to be paid on April 15, 2020. The company’s Board of Directors has now approved the payment of this dividend, which will be made on July 15, 2020. The Company

will, however, maintain a temporary suspension of future dividend payments given the ongoing uncertainty caused by COVID-19. Cash flow generated from operations in the fourth quarter and full fiscal year was \$30.0 million

and \$221.8 million, respectively. This compared to \$85.9 million and \$216.4 million in the respective periods of last fiscal year.

BoF

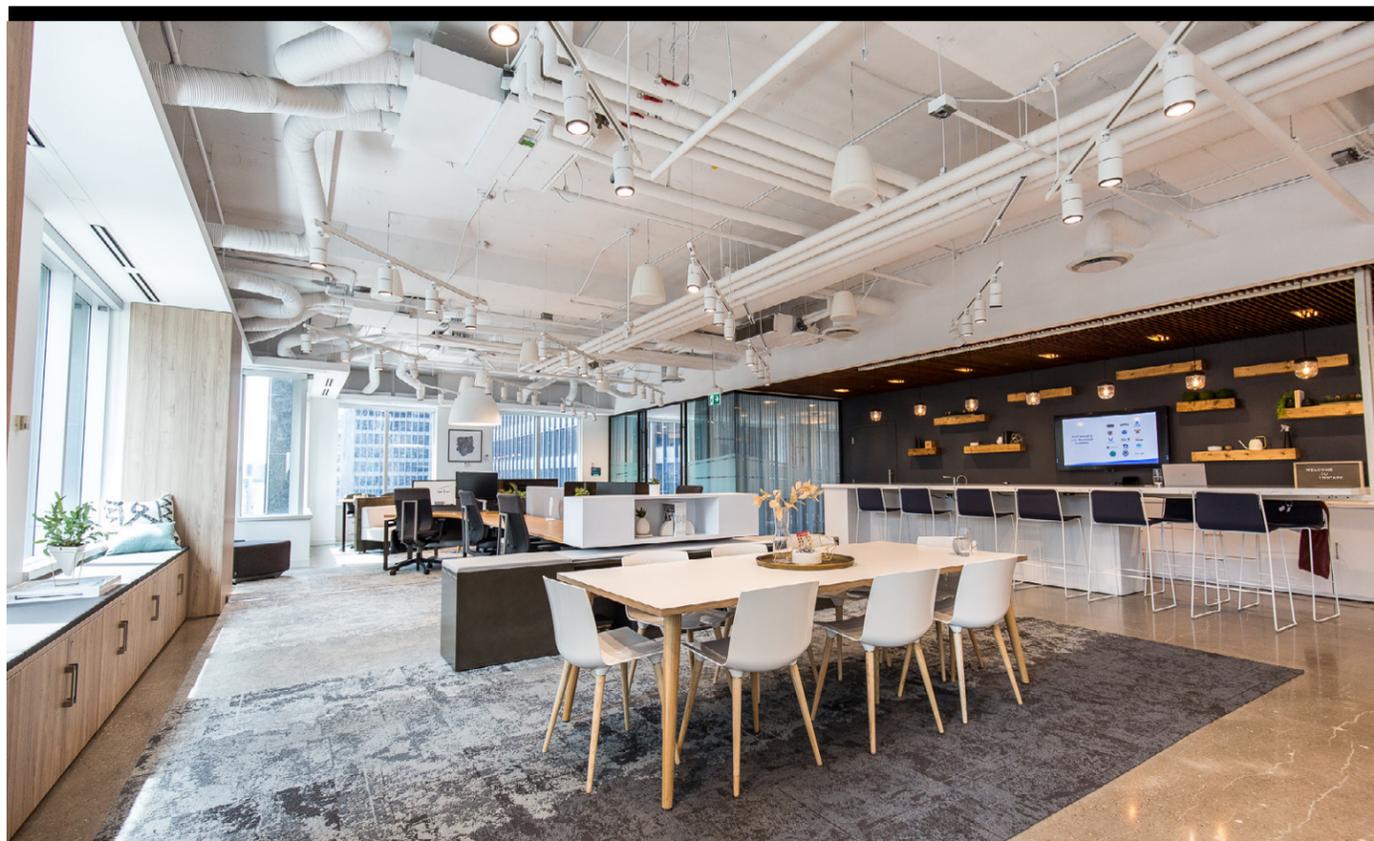
### Herman Miller, Inc. Supplemental Financial Data

Three and Twelve Months Ended May 30, 2020

(Unaudited) (\$ in millions except per share data and square footage metrics)

B. Reconciliation of Operating (Loss) Earnings to Adjusted Operating (Loss) Earnings by Segment

	Three Months Ended				Twelve Months Ended			
	May 30, 2020		June 1, 2019		May 30, 2020		June 1, 2019	
<b>North America Contract</b>								
Net Sales	\$ 275.6	100.0 %	\$ 433.8	100.0 %	\$ 1,598.2	100.0 %	\$ 1,686.5	100.0 %
Gross Margin	93.6	34.0 %	156.2	36.0 %	580.6	36.3 %	592.3	35.1 %
Total Operating Expenses	139.1	50.5 %	106.0	24.4 %	449.7	28.1 %	402.6	23.9 %
<b>Operating (Loss) Earnings</b>	<b>(45.5)</b>	<b>(16.5)%</b>	<b>50.2</b>	<b>11.6 %</b>	<b>130.9</b>	<b>8.2 %</b>	<b>189.7</b>	<b>11.2%</b>
<b>Adjustments</b>								
Special Charges	6.8	2.5 %	0.6	0.1 %	7.5	0.5 %	0.6	—%
Impairment	43.2	15.7 %	—	—%	43.2	2.7 %	—	—%
Restructuring	11.8	4.3 %	7.7	1.8 %	18.7	1.2 %	7.7	0.5%
<b>Adjusted Operating Earnings</b>	<b>\$ 16.3</b>	<b>5.9 %</b>	<b>\$ 58.5</b>	<b>13.5 %</b>	<b>\$ 200.3</b>	<b>12.5 %</b>	<b>\$ 198.0</b>	<b>11.7%</b>
<b>International Contract</b>								
Net Sales	\$ 114.7	100.0 %	\$ 132.3	100.0 %	\$ 502.8	100.0 %	\$ 492.2	100.0 %
Gross Margin	37.6	32.8 %	46.9	35.4 %	168.5	33.5 %	166.9	33.9 %
Total Operating Expenses	56.7	49.4 %	29.8	22.5 %	150.3	29.9 %	109.1	22.2 %
<b>Operating (Loss) Earnings</b>	<b>(19.1)</b>	<b>(16.7)%</b>	<b>17.1</b>	<b>12.9 %</b>	<b>18.2</b>	<b>3.6 %</b>	<b>57.8</b>	<b>11.7%</b>
<b>Adjustments</b>								
Special Charges	(2.2)	(1.9)%	—	—%	2.9	0.6 %	0.2	—%
Impairment	23.2	20.2 %	—	—%	23.2	4.6 %	—	—%
Restructuring	3.9	3.4 %	0.8	0.6 %	4.8	1.0 %	2.5	0.5%
<b>Adjusted Operating Earnings</b>	<b>\$ 5.8</b>	<b>5.1 %</b>	<b>\$ 17.9</b>	<b>13.5 %</b>	<b>\$ 49.1</b>	<b>9.8 %</b>	<b>\$ 60.5</b>	<b>12.3%</b>
<b>Retail</b>								
Net Sales	\$ 85.4	100.0 %	\$ 104.9	100.0 %	\$ 385.6	100.0 %	\$ 388.5	100.0 %
Gross Margin	34.6	40.5 %	45.1	43.0 %	161.6	41.9 %	170.7	43.9 %
Total Operating Expenses	176.5	206.7 %	46.1	43.9 %	309.9	80.4 %	165.4	42.6 %
<b>Operating (Loss) Earnings</b>	<b>(141.9)</b>	<b>(166.2)%</b>	<b>(1.0)</b>	<b>(1.0)%</b>	<b>(148.3)</b>	<b>(38.5)%</b>	<b>5.3</b>	<b>1.4%</b>
<b>Adjustments</b>								
Special Charges	—	—%	0.8	0.8 %	—	—%	0.8	0.2%
Impairment	139.0	162.8 %	—	—%	139.0	36.0 %	—	—%
Restructuring	1.2	1.4 %	—	—%	2.9	0.8 %	—	—%
<b>Adjusted Operating (Loss) Earnings</b>	<b>\$ (1.7)</b>	<b>(2.0)%</b>	<b>\$ (0.2)</b>	<b>(0.2)%</b>	<b>\$ (6.4)</b>	<b>(1.7)%</b>	<b>\$ 6.1</b>	<b>1.6%</b>
<b>Corporate</b>								
<b>Operating Loss</b>	<b>\$ (4.9)</b>	<b>—%</b>	<b>\$ (9.8)</b>	<b>—%</b>	<b>\$ (39.2)</b>	<b>—%</b>	<b>\$ (49.3)</b>	<b>—%</b>
<b>Adjustments</b>								
Special Charges	—	—%	0.3	—%	1.9	—%	11.5	—%
<b>Adjusted Operating Loss</b>	<b>\$ (4.9)</b>	<b>—%</b>	<b>\$ (9.5)</b>	<b>—%</b>	<b>\$ (37.3)</b>	<b>—%</b>	<b>\$ (37.8)</b>	<b>—%</b>
<b>Herman Miller, Inc.</b>								
Net Sales	\$ 475.7	100.0 %	\$ 671.0	100.0 %	\$ 2,486.6	100.0 %	\$ 2,567.2	100.0 %
Gross Margin	165.8	34.9 %	248.2	37.0 %	910.7	36.6 %	929.9	36.2 %
Total Operating Expenses	377.2	79.3 %	191.7	28.6 %	949.1	38.2 %	726.4	28.3 %
<b>Operating (Loss) Earnings</b>	<b>(211.4)</b>	<b>(44.4)%</b>	<b>56.5</b>	<b>8.4 %</b>	<b>(38.4)</b>	<b>(1.5)%</b>	<b>203.5</b>	<b>7.9%</b>
<b>Adjustments</b>								
Special Charges	4.6	1.0 %	1.7	0.3 %	12.3	0.5 %	13.1	0.5%
Impairment	205.4	43.2 %	—	—%	205.4	8.3 %	—	—%
Restructuring	16.9	3.6 %	8.5	1.3 %	26.4	1.1 %	10.2	0.4%
<b>Adjusted Operating Earnings</b>	<b>\$ 15.5</b>	<b>3.3 %</b>	<b>\$ 66.7</b>	<b>9.9 %</b>	<b>\$ 205.7</b>	<b>8.3 %</b>	<b>\$ 226.8</b>	<b>8.8%</b>



## Inscape Announces Fourth Quarter Sales Fall 22.5%

THE DECLINE IN THE QUARTER WAS PRIMARILY DUE TO COVID-19 WHICH RESULTED IN BOTH SHIPMENT DELAYS AND CUSTOMER ORDER PUSHOUTS IN SOME OF THEIR MAJOR MARKETS.

**I**nscape a designer and manufacturer of furnishings for the workplace, today announced its results of operations for the fourth quarter and full year ended April 30, 2020.

“The fiscal Year 2020 results were disappointing and, similar to our entire industry, our

fourth quarter in particular was significantly impacted by the COVID-19 pandemic. While safeguarding the well-being of employees is the company’s primary concern, we have taken the necessary steps to respond to these circumstances through aggressive actions to build cash,

manage expenses and invest in rapid payback opportunities in order to position the business for growth and profitability as the general economy recovers from these effects,” said Eric Ehgoetz, CEO. “Specifically, several measures designed to ensure continued operations

have been implemented to date, including employee terminations and workshare initiatives, wage reductions for senior executives and senior employees, reductions in non-essential spending and deferral of other expenses and payments were realistic. The Company continues to evaluate and assess further actions we feel are required under the circumstances while managing customer demand.”

Total sales for the fourth quarter of 2020 were \$14.4 million compared to \$18.6 million for the same period in 2019. The decline in the quarter was primarily due to COVID-19 which resulted in both shipment delays and customer order pushouts in some of their major markets. These challenges were partially offset by gross profit improvements and SG&A expense reductions. Net loss for the fourth quarter of 2020 was \$5.2 million or \$0.36 per diluted share, compared to a net loss of \$4.4 million or \$0.31 per diluted share. Non-GAAP adjusted EBITDA for the fourth quarter was negative \$1.0 million, compared to negative \$2.7 million, for 2019.

Full year 2020 total sales were \$75.8 million, compared to \$90.6 million for 2019. Net loss for 2020 was \$5.4 million, or \$0.38 per diluted share, compared to \$8.7 million, or \$0.61 per di-

luted share, for 2019. Non-GAAP adjusted EBITDA for 2020 was negative \$1.4 million, compared to negative \$4.7 million, representing an improvement of \$3.3 million over 2019, despite the impact of COVID-19 in the fourth quarter.

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**The fiscal 2020 annual sales of \$75.8 million were 16.3% lower than the previous year’s sales of \$90.6 million**

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Sales in the fourth quarter were 22.5% lower than the same quarter of last year. The decline in the fourth quarter is primarily due to the economic impact of the COVID-19 pandemic which resulted in both shipment delays and customer order pushouts in some of our major markets.

The fiscal 2020 annual sales of \$75.8 million were 16.3% lower than the previous year’s sales of \$90.6 million, due to the timing of major customer projects in the prior year and reduced sales demand in the latter half of this year.

The fourth quarter gross profit

as a percentage of sales of 26.8% was 4.8 percentage points higher than the same quarter of last year, largely due to favorable product mix, improvements in quality expenses and cost efficiencies in the Walls business segment.

Fiscal year 2020 gross profit as a percentage of sales increased by 0.5 percentage points from last year’s 26.9% to the current year’s 27.4%. SG&A for the quarter was 45.5% of sales compared to last year’s 42.3%. The current quarter’s SG&A of \$6.6 million was \$1.3 million lower than the same quarter of last year. This is attributable to reduced headcount levels, a decrease in marketing initiatives and lower selling and marketing expenses.

SG&A for the year was 34.8% of sales versus 35.1% last year. The SG&A expense of \$26.4 million was \$5.4 million or 17.0% lower than last year as a result of reduction in marketing initiatives, lower variable and fixed selling expenses, headcount reductions and cost savings from the exit of an unprofitable business unit.

At the end of the quarter, the company had cash totaling \$5.9 million versus \$3.3 million in prior year and \$2.7 million in the prior quarter. There was no debt as at April 30, 2020 and an unused credit facility of \$4.5 million. **BoF**



Deirdre Jimenez, CEO BIFMA

## Deirdre Jimenez Wants to Elevate Design in Her New Role at BIFMA

JIMENEZ WAS ATTRACTED TO THE JOB BY THE WORK THAT IS BEING DONE SOLELY FOR THE BENEFIT OF THE INDUSTRY AND ITS MEMBERS — NOT JUST TRADE MEMBERS, BUT SUPPLIERS AND SPECIFIERS AS WELL.

by Rob Kirkbride

**D**eirdre Jimenez sees her new position as BIFMA's president and chief executive officer as one that pulls all her diverse experience together.

That experience includes work as both an architect and interior designer with more than 25 years of leadership experience serving in executive and ownership roles in corporate real estate and national AE consulting firms. Most of her career focused on the workplace environment, where

she developed an understanding and appreciation of the role furnishings play in the emerging practice of workplace strategy. She is a registered architect in several states, and has earned the NCIDQ certification and numerous professional industry awards.

Jimenez was attracted to the job by the work that is being done solely for the benefit of the industry and its members — not just trade members, but suppliers and specifiers as well. BIFMA

is extremely well respected based on its technical programs, but Jimenez said she did not see an equal emphasis on the design side.

You can expect her to place a much greater emphasis on design than BIFMA has in the past.

"I know that that is one of the interests of the board and something Tom (Reardon) was working on," she said, adding she's very interested in expanding on the work because of the design

side of her background. "So how we can celebrate and elevate the design and innovation that is coming out of the furniture industry," she said. "A lot of times we're celebrating the workplace design, and we're mentioning the furniture, but furniture is a huge part of that design. It sets the aesthetic."

Her new position will give her a good opportunity to help get that message across. The biggest opportunity in terms of where she could contribute is helping elevate and get the message out about the creative side of what the furniture industry is doing.

In the new role as the president and CEO, Jimenez will be responsible for leading BIFMA and partnering with its board of directors, membership (regular, supplier, service and international) and staff by connecting and advancing the industry's common interests through a period of disruption and growth.

"Deirdre's strategic drive and her distinguished career in workplace architecture and design make her the perfect choice to lead BIFMA in support of the industry," said Hank Menke, board chair. "We're thrilled to welcome Deirdre aboard."

Jimenez plans on spending time simply listening to BIFMA members to better understand where they see the value they're getting from BIFMA, what ideas they have, and where BIFMA could help them and provide more value. "I have ideas, but I

don't want to assume that that is what they need," she said. "I've gotten a lot of positive feedback on the idea of elevating the innovation and creative side of what they do and how they develop their products and get them to market. I think that celebrating that more and making it more visible would be of interest."

Jimenez lives in Michigan and will work from BIFMA's Grand Rapids office, though she said her job will include a combination of working from home and in the office. "I'm going to see how much travel is involved, but I will be in Grand Rapids, and I will be working out of the Grand Rapids office," she said. "I'm not too far from the office. It's like an hour and a half drive."

She said she is disappointed NeoCon was canceled this year, because the show would have provided a great opportunity for her to come on board and hit the ground running. COVID-19 has also put a few things behind schedule. Though the new Compliance program is on schedule, Confluence — the new design program that was to be held in conjunction with NeoCon this year — has been put off until 2021.

Jimenez said she is carefully tracking changes to the office and the way people work.

"Some things are going to change, but then some things are going to go back to the way they were," she said. "People are social people by nature, most people

like to be around people. So I think there will be changes in the workplace, but I don't think it's going to be everybody working at home. I mean, there's a number of reasons why people wouldn't work at home. Not all have the space. You know, kids get to come home from school in the late afternoon, and they have to have a place to do what they need to do.

"So I know from some of my previous conversations with my employees, that was very hard. They were setting up offices in their dining rooms. That's not conducive long term. The other piece of it is there are some jobs that people do that require that creative interaction. And while you might be able to work at home a couple of days a week, you still have to have that collaboration time, that interaction time. Then there are those jobs that you clearly can do at home. So I don't think from the workplace scenario, it's going to be a 100% shift. It's going to be some sort of compromise, but when you get to retail, restaurant, hospitality, I think that's all going to come back. It's just going to take a while."

Jimenez is the first president and chief executive officer of the trade organization for the office furniture industry. Tom Reardon, who is retiring, served as executive director for 22 years. Jimenez starts on July 7, though she said she is already working to prepare so she can hit the ground running. **BoF**

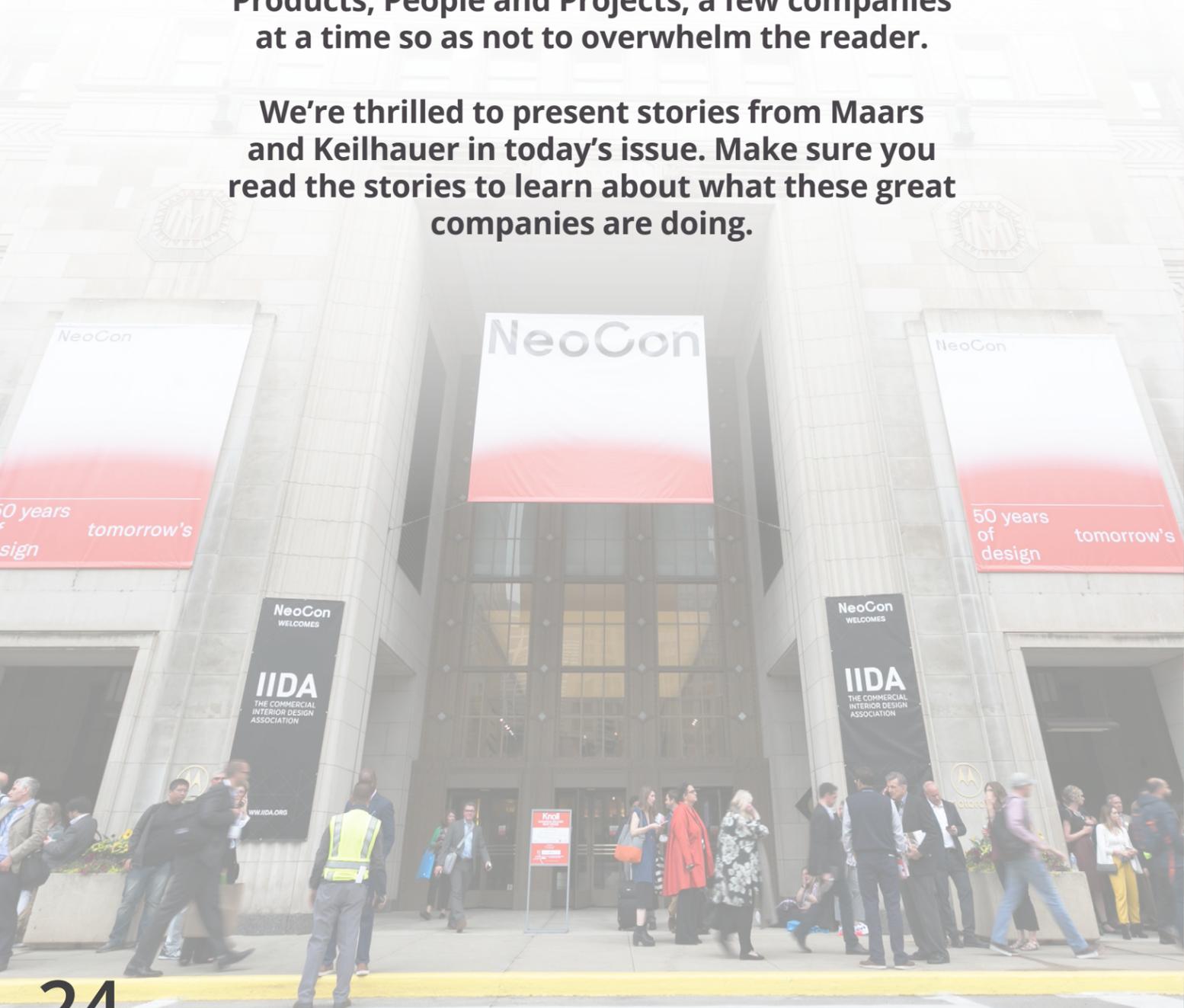
We launched Products, People and Projects this year to help fill the gaps. We don't want all the information we would have learned about at NeoCon to be lost.

So we worked with theMART to come up with a program you have seen the past few weeks. For the rest of the summer, we will be presenting Products, People and Projects, a few companies at a time so as not to overwhelm the reader.

We're thrilled to present stories from Maars and Keilhauer in today's issue. Make sure you read the stories to learn about what these great companies are doing.

NeoCon: Products, People and Projects

**BoF**



**26** Maars Living Walls Evolve to Meet Needs of Changing Market  
 Since entering the North American market, Maars has made a name for itself by creating demountable walls of the highest quality and design.

**42** Keilhauer Swurve is a New Chair that Puts the Environment First  
 The company has always started the design process by thinking about how it might affect the environment.



## Maars Living Walls Evolve to Meet Needs of Changing Market

Nearly 75 years ago, in a series of canal houses in Amsterdam, a company called Maars started making lighting fixtures. Like many successful firms, Maars has grown and evolved over the years. It has gone from a lighting fixture manufacturer to one of the most respected demountable wall companies in the world. It is a company that thrives on innovation, which has attracted some of the most high profile customers in the world.

Maars Living Walls continues to innovate, launching its new M923 product that makes space division a breeze. And it also has a knack of building and improving its extensive lineup of demountable walls, constantly making them better and improving the function, allowing architects and designers to mix and match Maars products, which all work together harmoniously.



## Maars Living Walls continues to innovate, launching its new M923 product that makes space division a breeze.

The original lighting products were sold in 2001 so Maars could focus entirely on the demountable wall business, but it hasn't forgotten its roots or its focus on innovation and improvement, said Sanneke Horstman-Peffer, PR&D manager.

"When we started off with the walls we were first very active in Europe; in our own markets in the Netherlands, of course," she said. "But then we also saw opportunities to go, for example, to Belgium and Switzerland and Poland. So we actually created our own sales offices there as well to sell wall systems for us. That gave us a stable basis for the European market. (In around 1995) we expanded to the Middle East and Asia. From 2010 onwards we went to the United States and also did one of our first projects over there. As we grew, we also grew our developments of course."

Maars moved in 1960 to its current home in Harderwijk (pronounced as "Hadawyke"),

once a fisherman's village, that has turned into an industrial area outside Amsterdam.

1966 turned out to be an important year for the company. That's when the company launched its first relocatable wall, Styleline. Though Styleline remains in production to this day, it wasn't envisioned as a white collar office product. Instead, it was meant to create spaces in factories where functions like engineering could have a quiet space, but still be close to the manufacturing. Styleline is still being used in places like Siemens and BMW plants.

Customers loved the product, but wanted something to delineate space in their offices as well — space dividers, yes, but something more substantial that could still be reconfigured. So that's where Maars placed its focus. The company has helped create the market for demountable walls, which has grown year-over-year since Maars launched its earliest products.





## Though small now, the market for modular construction in North America is growing exponentially.

The market for demountable walls in Europe is mature, though still growing, with between 60-70% of construction being modular, said Robert Craven, president of Maars North America. That adoption is slowly growing in the U.S. market, with about 15-20% of construction modular. Though small now, the market for modular construction in North America is growing exponentially.

With part of its market mature and part quite new, it has challenged Maars as a company to continue investing in innovation. In Europe, that means investing in fire-related solutions and high acoustic performance. Maars has steel walls with minimal thickness that have acoustic performance better than cinder block walls.

"There's a lot of opportunity for growth, not only in the U.S. but also in markets like Germany," Craven said. "And that's why Maars made the commitment to focus on those markets a number of years ago by developing teams and having

the knowledge there."

Since entering the North American market, Maars has made a name for itself by creating demountable walls of the highest quality and design. Its focus is on quality, fit and finish and beauty. That attracted the attention of Herman Miller. A few years ago, it was announced that Maars had been acquired by Herman Miller, a group of its dealers and Maars management (47% ownership, 43% ownership and 10% ownership, respectively). The new ownership group has blown open the North American market for Maars. Prior to the acquisition, Maars was an up-and-coming European demountable wall manufacturer. It now has a seat at the table of every wall project that comes to Herman Miller.

"It's given us even more exposure and reach to the market by partnering with the Herman Miller distribution network together with other unique companies to be able to sell our products into the North American market," Craven said.





Chris Lacher  
Co-Principal  
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Elena Guastella

EXIT



## The move toward less dense spaces might be the hardest pill to swallow for companies.

No one could have predicted or wished for the current COVID-19 crisis, but Maars has found that its products are in even greater demand as offices, schools and health care facilities try to create healthy spaces. Demountable walls are the perfect solution. The introduction of its M923 product was manufacturing kismet. It is a product that allows for easy space delineation, even by those working in it. It was in development long before the pandemic, but the company is finding that it is a product that is coming on the market at the perfect time.

“I can say from the U.S. perspective, we went to the open office environment very quickly, and I think a lot of that was attributed to transparency within the office to collaborate; take advantage of new technologies, as well as (building programs) like LEED, Well and Cradle-to-Cradle I, that really wanted to bring down the walls and bring in more light to the office environment,” Craven said. “And what we’re seeing now is not a shift to say that open office environments are bad, but a little bit more

sense of space division and boundaries to create privacy, to create areas of work where you’re not distracted as much as you could potentially be in the open environment.

“So, you know, the M923 product has been really well received. It kind of is a great product in light of the current situation with the pandemic, but we’re also starting to see clients really think about the materiality and how they’re designing space, really not only to give them a hygienic and a sustainable and a very stable solution, but it also provides superior acoustics and also gives them ultimate flexibility as they start to think about how their organizations are going to shift, a month from now, a year from now, three years from now as we work in this new type of world.”

M923 is an important product for the industry because unlike plexiglass, it isn’t just a quick fix or bandaid. It is a product that the customer will want long after the pandemic runs its course. Plexiglass might be disposable. M923 is not.

Though not new, Maars Meta-line is a sleek and flush steel

**Since Maars has the ability to co-create with architects and designers, it allows the company to offer a solution that is modular and has flexibility.**

partition wall that represents high value. It is a product that is growing quickly, especially in the North American market. The patented click connection provides rapid assembly and unique flexibility. The steel partition wall combines perfectly with its Flush steel and glass doors for a sleek look.

Since Maars has the ability to co-create with architects and designers, it allows the company to offer a solution that is modular and has flexibility. It can create walls using String<sup>2</sup> that are 20 feet tall without any additional structural support because of the inherent stability in its steel wall system. It can create double glazed curved glass walls with very high acoustic ratings.

That flexibility and interconnectivity of its systems has helped Maars gain a faithful following as well. Its products are used in some of the top hedge funds, law firms and corporations. Maars is truly able

to manufacture, ship and install its products globally. Currently, the company ships to more than 55 countries on five continents. That same Metaline system a customer buys in Asia is the same as they can purchase in the U.S., Netherlands or anywhere else around the world. "So you have that consistency throughout for global clients that want to have one standardized solution and know exactly what they're getting from one manufacturer," Craven said.

So why the "Living Walls" in the company name? Maars sells more than just the walls. Though the wall products come alive with integrations and when auxiliary products are added to them. The walls are not just space dividers. Customers can add whiteboards, screens, ventilation and privacy glass, to name just a few features. It also serves many markets. Though offices make up 70% of its sales, it also





## Maars produces everything for Europe and North America from its plant in the Netherlands.

has large and growing markets in healthcare, education, hospitality and for projects in airports, atriums and cladding.

The products also work together beautifully, Craven said. "One of the things that we have always done as a company is continuing to enhance each product that we manufacture," he said. "That knowledge gained by working closely with architects and supporting the architecture of the building goes back into our products. We learn a lot, what the specifications need to be for our products to support that space. So it's a constant improvement of the products based upon what we're learning every day as we engage with new architects and new projects. So each product evolves and while they're evolving, they're still interacting together, which is very unique to Maars. We can

blend different solutions in our products to create the right fit for each individual building, whether it's based upon the specification or based upon the aesthetics or performance capabilities of what that architect is trying to do within that environment."

Maars produces everything for Europe and North America from its plant in the Netherlands. The plant in Harderwijk can produce more than 10 million square meters of walls in a year. The capacity is necessary as the company's customers continue to grow. For example, Maars completed a project in Mecca, Saudi Arabia that included 50 buildings and 2 million square meter of walls and 8,000 doors in two months time, without putting any other projects at risk of being late.

**BoF**

## Keilhauer Swurve is a New Chair that Puts the Environment First

**Swurve is an important chair, not only for Keilhauer, but for the planet.** The office furniture industry has a tremendous impact on the environment. The United States EPA estimates that approximately 9 million tons of office and commercial furniture is sent to landfill annually. With an untallied carbon footprint, there is no telling the impact on climate change and global air quality. In acknowledgement of these issues, Keilhauer believes action is needed. That is why Keilhauer launched the Carbon Neutral Swurve chair.

Protecting the environment is nothing new for Keilhauer.



**“We have looked at global warming and we have worked on reducing, reusing and recycling from the time we started the company.”**

In 2001, when many companies were still trying to figure out what it meant to be environmentally friendly, Mike Keilhauer was trying to get his hands on the first Toyota Prius in Canada. A strong proponent of the environment, the President of Keilhauer, the Toronto-based manufacturer of seating and tables, lost out on the first Prius. The first in Canada went to David Suzuki, the noted Canadian academic and environmental activist. Keilhauer took possession of the first Prius in Ontario.

The company and its president have taken the environment seriously for a long time, so it shouldn't come as a surprise that Keilhauer recently launched Swurve, its first carbon neutral chair. Swurve was designed by Andrew Jones, so it isn't a surprise that the chair is beautiful and features clean, flowing lines and a form born in nature. But the company and designer's commitment to the environment are what

make the new chair for offices and meeting areas truly special.

Keilhauer's sustainability initiatives go back to the beginning of the company and they continue today. The company has a Sustainability Officer and two full time people working on sustainability to make sure it is on track and to examine its product development life cycle, look at all the materials and really dig into the chemistry.

“We have looked at global warming and we have worked on reducing, reusing and recycling from the time we started the company,” Keilhauer said. “For the last 20 years, we have followed up on all of the things we think are important -the environment is at the top of that list.”

Swurve is a landmark achievement for the company. It uses ethically sourced materials, best-in-class manufacturing and a detailed end-of-life and recyclability plan. To ensure



Keilhauer Headquarters





**The company has always started the design process by thinking about how it might affect the environment.**

every seat is carbon emission free, Keilhauer is investing in carbon reduction and climate change mitigation projects. A third-party verification will be published publicly in July. The chair brings together great design and marries it with meaningful environmental and performance measures, he said.

The company has always started the design process by thinking about how it might affect the environment. How will it impact global warming? How will its effect be measured? What can they really attack in order to help reduce its footprint?

Keilhauer uses 100% renewable power in its factories and sends zero waste to the landfill to ensure they manufacture in a responsible way.

“The next step is to look at the product itself,” Keilhauer said. “So when we started to consider the carbon footprint of products, we knew that this change would help drive us forward and address global warming. We decided that we would design Swurve with that in mind.”

When the company began working with Jones on the design, they thought about how it would be used and how it could be recycled after its useful life. At the outset, they designed with this assessment in mind. They knew that the product had to be easy to disassemble and use sustainable materials. Keilhauer tries to reduce the amount of materials it uses in its manufacturing as well. They examined the technical nutrient cycle and how each component could be recycled,

**Keilhauer tries to reduce the amount of materials it uses in its manufacturing as well.**

reused and otherwise diverted from landfill. Keilhauer also looked at things like distribution, how the product will be used and what will happen at the end of its useful life.

“it’s a very conscious, considerate process. We took a close look at each element and reduced everything possible,” he said. “But, there are some things we just can’t control. We have to transport materials and we have to transport the product itself. So, we’re using carbon offset credits where we can’t reduce it any further and investing in projects that take carbon out of the air in a comparable amount. .”

Swurve is the latest achievement in Keilhauer’s robust sustainability program. In addition to being Carbon Neutral, Swurve is certified by BIFMA

and SCS Global Services for quality, durability, and supporting a healthy work environment through ergonomics, air quality and more. It is backed by a 10-year warranty and is manufactured with zero waste to landfill, near-zero water usage, and 100% of electricity use offset with renewable energy credits.

While the environment might not be talked about as much as it was a few years ago, it is still top of mind when it comes to designers and those who specify furniture. Still, designers want environmentally products to be competitive in terms of price too.

“That means it’s up to us to create products that are competitively priced and have all of the characteristics that are required of a sustain-







Mike Keilhauer



able product. And that's what we've taken as our stand," Keilhauer said. "If given the choice, I think designers will use products that are driven that way. They're conscious of it."

While the chair was certainly designed and built with the environment in mind, at its core, Swurve is a beautiful piece of furniture. It has an expansive color offering that makes it complement any color scheme or preference, from gentle neutrals to bold, statement-making hues. It is available in 22 different colors of mesh or upholstered in a durable, easy-to-sanitize, leather or leather alternative.

When Jones designed Swurve's prototypes, they were done in clay, lending the chair its sculptural form. To maintain the clean, modern design, Keilhauer meticulously engineered intuitive ergonomic mechanisms such as height adjustments, tilt and lumbar support.

"I was inspired by nature — the way a leaf unfurls or a tree branch becomes lighter and thin-

ner as it extends," said Jones. "My goal was to bring this kind of expression and softness to Swurve. Curves that follow the body create perfect comfort and feel just as easy on the eyes."

Swurve is the latest example of Keilhauer's commitment to the environment, but it certainly won't be the last. Still, it is a point of pride for the company and its goal of doing no harm.

"This was an opportunity for us to lead, and to demonstrate that we really are serious about our environmental commitments," Keilhauer said. "Swurve is a reflection of all of the work that we've been doing over the years. So, I'm proud of the team. They threw themselves at this problem and came up with a winning solution." **BoF**

For more information about Keilhauer's sustainability initiatives, visit: <http://www.keilhauer.com/sustainability>.

## PACIFIC WEST

## MASSIVE GOOGLE PROJECT



MOUNTAIN VIEW, Calif. — One of Mountain View's largest ever office projects won the council's approval, paving the way for Google to build out 800,000 square feet of office buildings in North Bayshore along a stretch of Highway 101. Dubbed the Landings project, Google is seeking to build out a large part of its tech park in a series of cascading office buildings linked together with a sawtooth roof. The full scope of the Landings project encompasses a grand total of more than 41 acres, demolishing several smaller office buildings in the area and replacing them with close to three times the original office space.

[Mountain View Voice](#)

## ENTERTAINMENT DISTRICT TO RISE



Anaheim, Calif. — A massive new mixed-use development and entertainment district, dubbed ocV!BE,

has been announced for Anaheim. The \$3 billion, 115-acre project is backed by the Samuelli Family, owners of the NHL's Anaheim Ducks, whose home venue, the Honda Center, will anchor the development. In addition to the plazas, ocV!BE will include 20 acres of urban parks, among them a 5-acre riverfront park for community gatherings and special events, as well as 3 miles of trails. Other elements of the project include two new hotels totaling 650 guestrooms, a 325,000-square-foot office tower and 2,800 apartment units.

[Commercial Property Executive](#)

## MOUNTAIN WEST

## MIXED-USE DEVELOPMENT IN PROGRESS



DENVER — GE Johnson has broken ground on a new 76,000-square-foot, six-story commercial building. A world-class fitness club will anchor the new building, taking 33,000 square feet on the first three floors. The building will offer 64,000 square feet of office. As for building during the pandemic, the protocols put into place have almost become second nature, according to GE Johnson. They are expressed at the start of each day and with the arrival of each subcontractor and person arriving on site. Open Studio Architecture is the architect and interior designer of the building.

[Colorado Real Estate Journal](#)

## MIDWEST

## DON'T NEED TO BE TOGETHER



CHICAGO — The pandemic has altered how companies and their employees work, most notably by solidifying work-from-home arrangements. "If a company had said, 'We need you to move to Chicago or Seattle or anywhere just to work from home here,' that would have been a tough sale," said Eric Sauerhoff, 33, who earlier this month joined Chicago car insurance start-up Clearcover as a vice president and works from his Ohio home. "It's been nice because we've been able to think differently than we have in the past," said Vikki Caruso, senior vice president of people at Clearcover. "You're so used to (thinking), 'Well, we need to be together.' Well, we really don't."

[The Detroit News](#)

## NORTHEAST

## TAXES NOT HELPING

NEW YORK — As New York City slowly begins to open in the aftermath of the Covid-19 crisis, as many as 25,000 hotel rooms — or 20% of the city's total — won't reopen. The crisis is putting a chill on what was a pretty average year for the New

York hotel industry in 2019. The real elephant in the room: real property taxes. That half yearly bill is due on July 1, which is based on last year's numbers — that's how the assessment process works for better or worse — clearly worse in this instance.

[New York Business Journal](#)

## WEWORK IS STRUGGLING

NEW YORK — WeWork might drop its plans to move into a Midtown South office building where the coworking company leases all of the office space at the 12-story, 121,000-square-foot building at 149 Madison Ave., owned by Columbia Property Trust. WeWork signed the lease in late 2018 with plans to open a new coworking space there in 2020. Columbia and WeWork have been fully renovating the building into a modern boutique office for tenants looking for high-end creative space. Now WeWork may ditch its plans as it struggles to navigate the economic turmoil caused by the Covid-19 pandemic and its resulting shutdowns.

[New York Business Journal](#)

## LONELY BUILDINGS

NEW YORK — The Empire State Building has been a symbol of America's economic might for almost 90 years. Of late, it's also become a symbol of its struggle with the coronavirus. The once jam-packed 102 stories of the 1,454-foot Art Deco skyscraper sit mostly empty in a city in shock from the country's worst outbreak of COVID-19. The June 22 reopening allowed office buildings to invite tenants back, as long as maximum occupancy stayed below 50%. But most companies based in the Empire State Building, which range from tech firms like LinkedIn Corp and luxury watch

brand Bulova to nonprofits like the World Monuments Fund, have opted to extend work-from-home arrangements.

[Reuters](#)

## SOUTH

## CLASS A TOWER PLANNED



MIAMI — L&L Holding Company and Carpe Real Estate Partners have formed a joint-venture partnership to acquire and redevelop a three-acre assemblage in Miami. The partnership is currently planning for the mixed-use development to comprise a class A office tower, a luxury residential building and indoor/outdoor retail space. The companies plan to integrate the development into the neighborhood by incorporating large public and private outdoor spaces and dedicated parking.

[Globe Street](#)

## TALLER BUILDINGS FOR BETTER BUSINESS

MIAMI — City of Miami Beach Commissioners are opening the door to potential height increases in certain areas to incentivize development of office space. With COVID-19 closures ravaging the hospitality industry and, along with it, the city's economy and businesses, the Administration and elected leaders have begun to contemplate ways to reduce Miami Beach's dependence on tourism. The idea of attracting

Class A office space — and financial services firms to fill it — has been kicking around since at least the end of last year though the pandemic has increased the urgency of diversifying the City's economy.

[RE Miami Beach](#)

## HOSPITAL GETS NEW BUILDING

HOUSTON — Healthpeak Properties has started construction on a 116,500-square-foot medical office development on the campus of The Woman's Hospital of Texas in Houston. Upon completion, the building will be the first new medical office on campus in 17 years. The five-story, Class A building will feature 24,000-square-foot floorplans. The development site is roughly 7 miles southwest of downtown Houston in an area harboring many hospitals and medical centers including Texas Orthopedic Hospital, Michael E. DeBakey VA Medical Center and Texas Medical Center. Adjacent to Old Spanish Trail, the hospital campus is easily accessible through public transportation.

[Commercial Property Executive](#)

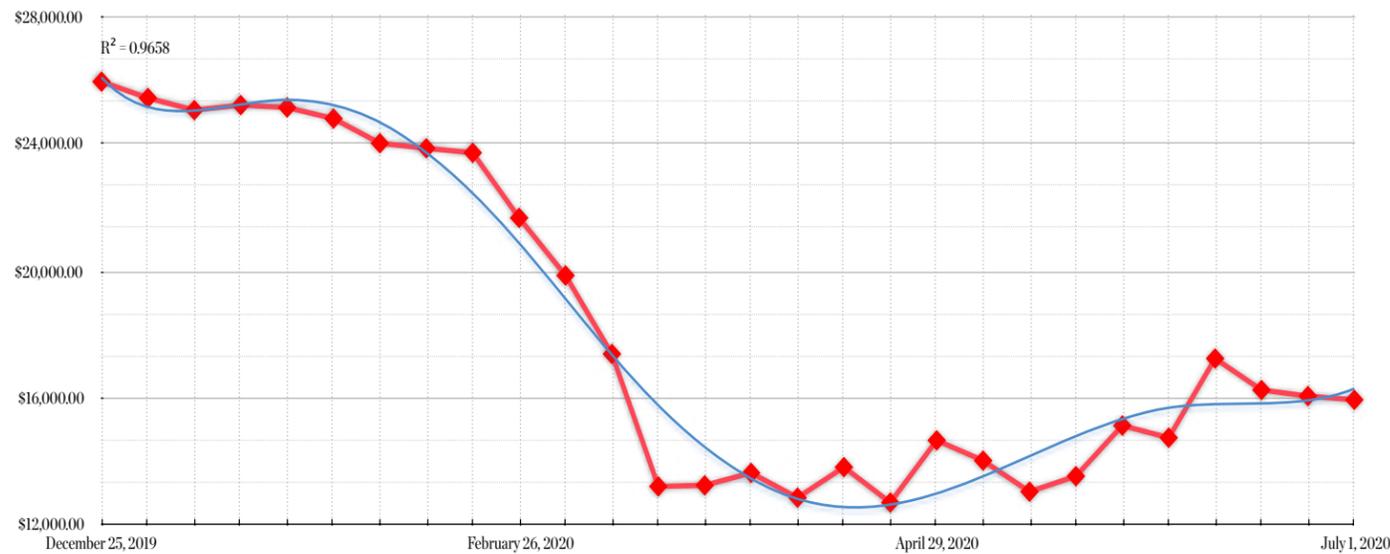
*Compiled by Emily Clingman*

BoF

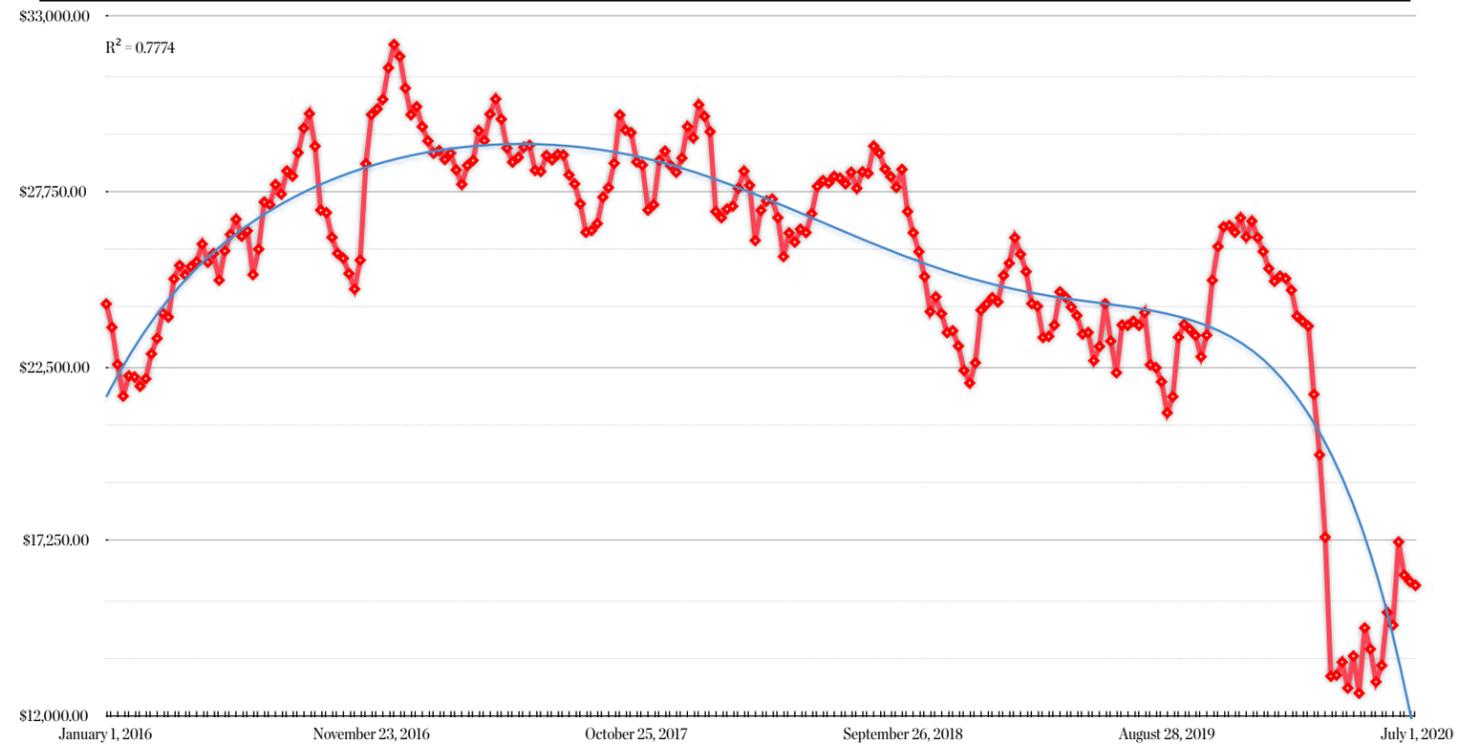
ALL TIME | January 1, 2016 BoF Industry Index Start: \$24,379.54  
 YEAR TO DATE | July 1, 2020 Yearly Start: \$25,443.00 (2019 Ended Up +15.31%)

**CURRENT VALUE** **\$15,935.41** **TOTAL GAIN / LOSS** **-8,444.13 (-34.64%)** **2020 YTD GAIN / LOSS** **-9,507.59 (-37.37%)**

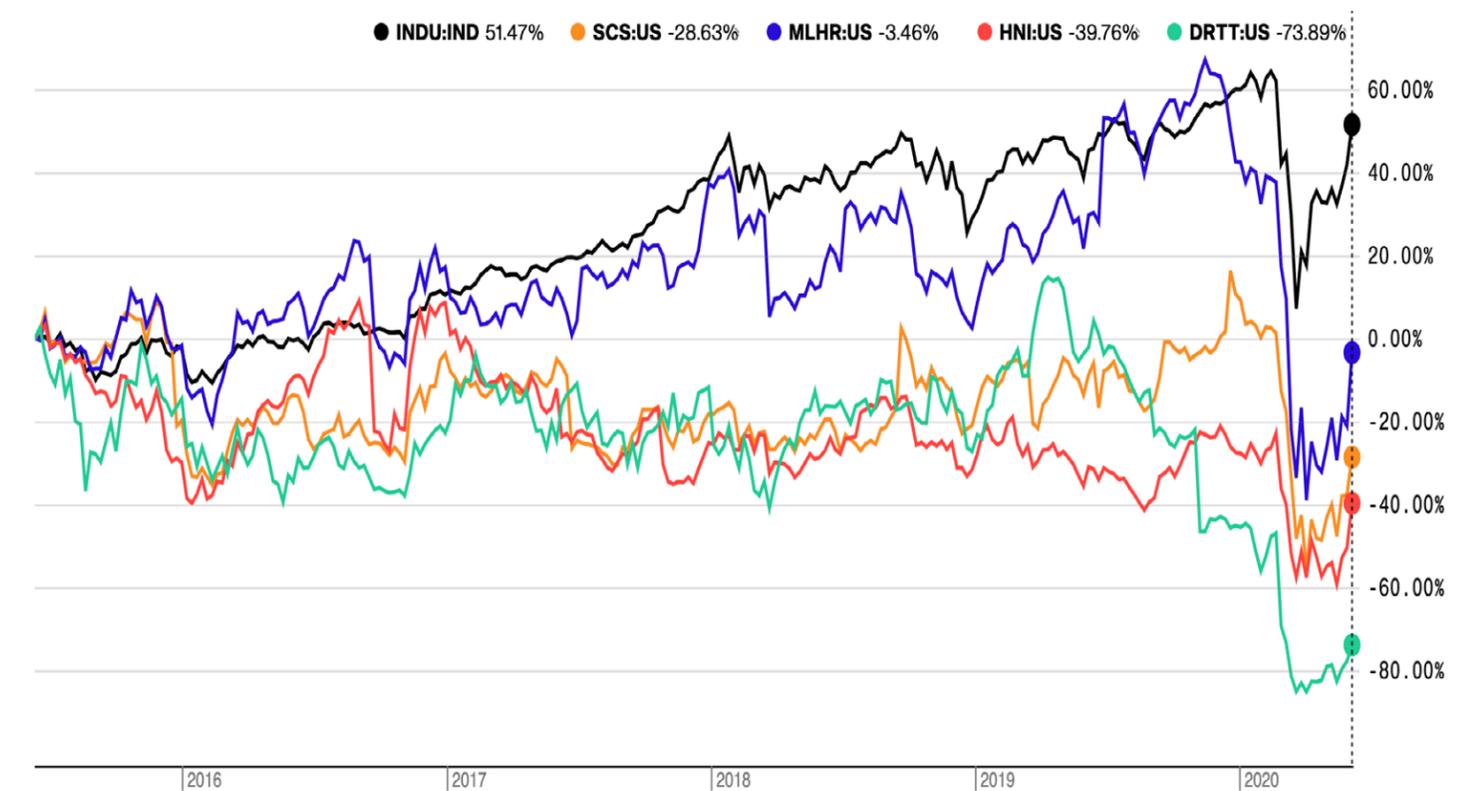
▲ SYMBOL	PRICE	CHANGE	TOTAL GAIN	1D GAIN	OPEN	PREV CLOSE	VOLUME	MARKET CAP	DAY RANGE	52WK RANGE
<b>DRTT:US</b> DIRTT Environm...	1.21 16:30	+4.31% +0.05	-82.56% -573.00	+4.31% +5.00	1.20	1.16	103,065	102.46M	1.14 -1.24	0.71 -0.04
<b>FLXS:US</b> Flexsteel Indust...	12.63 16:30	-0.79% -0.10	-71.41% -3,155.00	-0.79% -10.00	12.65	12.73	81,586	101.05M	11.39 -12.95	7.81 -21.31
<b>HNI:US</b> HNI Corp	30.57 16:15	-1.26% -0.39	-15.22% -549.00	-1.26% -39.00	30.64	30.96	335,889	1.30B	30.45 -31.15	16.61 -42.90
<b>INQ:CN</b> Inscape Corp	0.44 00:00	-6.38% -0.03	-85.33% -188.54	-6.38% -2.21	0.50	0.47	31,300	6.33M	0.44 -0.50	0.35 -1.40
<b>KBAL:US</b> Kimball Internati...	11.56 16:30	-1.20% -0.14	+18.32% +179.00	-1.20% -14.00	11.63	11.70	113,322	425.81M	11.48 -11.77	8.19 -22.40
<b>KEQU:US</b> Kewaunee Scie...	9.29 16:30	+2.65% +0.24	-47.78% -850.00	+2.65% +24.00	9.29	9.05	3,486	25.55M	9.06 9.35	6.96 -19.57
<b>KNL:US</b> Knoll Inc	12.19 16:15	-4.54% -0.58	-35.16% -661.00	-4.54% -58.00	12.59	12.77	430,031	618.33M	12.04 -12.73	7.74 -28.30
<b>LEG:US</b> Leggett & Platt L...	35.15 16:15	+1.56% +0.54	-16.35% -687.00	+1.56% +54.00	34.45	34.61	1,270,495	4.65B	34.21 -35.36	22.03 -55.42
<b>MLHR:US</b> Herman Miller Inc	23.61 16:30	-10.26% -2.70	-17.74% -509.00	-10.26% -270.00	26.17	26.31	2,086,348	1.39B	23.60 -26.69	14.39 -49.87
<b>SCS:US</b> Steelcase Inc	12.06 16:15	-1.31% -0.16	-19.06% -284.00	-1.31% -16.00	12.22	12.22	1,414,053	1.38B	11.94 -12.44	7.02 -23.02
<b>TILE:US</b> Interface Inc	8.14 16:30	+0.62% +0.05	-57.47% -1,100.00	+0.62% +5.00	8.04	8.09	656,177	476.00M	7.89 -8.23	5.06 -17.68
<b>VIRC:US</b> Virco Mfg. Corp	2.62 16:30	-1.50% -0.04	-21.32% -71.00	-1.50% -4.00	2.71	2.66	7,395	41.17M	2.55 -2.71	1.82 -4.95



BoF Industry Index - Since Jan 1, 2016



Five Years - Major Industry Stocks



# Don't Overlook This Way to Find a New Job



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

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

Dear Stephen,

I am hearing about a lot more sales positions opening up and thinking of exploring my options. I like my job, but do not love it. I work in outside sales for a major manufacturer out of a Charlotte, North Carolina, office calling on A&D firms and dealers. We are very busy but I think I may be able to make more money elsewhere, and my company has very little room for career advancement. They pigeonhole you in the sales rep role when they see you are good, and I am good. As a start, I have

sent out my resume to a couple of recruiters and snooped around at the local dealers who seem to know all the gossip and all the job openings. I talked to ones I trust the most and have had two interviews but I expected more by now, and I want to be more proactive. Any other suggestions on how to test the waters on other jobs?

Signed,

Looking

Dear Looking,

Yes, you are right, this is a great time to explore your options. But know this: Most openings are not advertised until it is too late. So do not wait until you hear about an opening. Just like every smart employee wants to explore their options, every smart boss wants to explore their options, too. It's a two-way street. If more employees realized this, they would not be so surprised when they were fired. And let's

face it, today some employers do not have to tell you a great reason for letting you go. Even if the real reason is that you are making too much money, or you're too high maintenance or they don't like your attitude, they just have to say that one word — "pandemic."

The most overlooked and great way to find a new job — whether you are employed or unemployed — is the most obvious little secret out there: Go directly to the website of companies you have identified you want to work for. Manufacturers, dealers, furniture, textiles, floor covering — think about all of the options. Wherever it is you think you may want to work, go to the regular company website where they show products and talk about their brand. Be patient and navigate the website until you find the section that says something like "careers" or "employment" or "be part of our team." Companies use different terminology in an effort to be clever and attract candidates so it can be confusing. That section will list openings they have and allow you to download your resume to their artificial intelligence HR data-

base. I wish this employment section was more simple but it is not, so be patient, smart and you will find it.

## LIKE THEY SAY, "YOU NEED TO BE IN IT TO WIN IT."

OK, now here is the Viscusi secret tip. Many companies will not have a current opening in the territory or area you want to work. Do not be discouraged! Do not worry that you do not see an opening. Your objective is simply to download your resume to the company's database. They may not have an opening listed in your desired territory today but that can change quickly. A typical scenario is an employee that is on probationary notice due to a poor performance review, and that person quickly finds another job (wisely) before being fired. In any case, when there is an opening the company will go to their own database first to see who is in there. Why? Because they save a ton of dough they would have to pay a recruiter or spend on an expensive LinkedIn ad. When

there is no price tag on your head, your chances of landing the interview and eventually the job are greater. It is just common sense. Once your resume is in their database, you may get an informational interview from the HR department or an interview request from the regional manager, both a good sign. Or you may get a note there are no openings at this time but they will save your resume, still good!

I find that most companies are discreet and confidential yet once you start looking the risk is always yours. I think the risk is minor if you are as good as you say you are. And if your boss finds out, you may even get a raise. Like they say, "you need to be in it to win it," and in the job market that means get your resume in as many employer databases as possible. Make sense? And be patient — you said yourself you're not "out looking" so this is how you test the waters. Just download your resume to the employment section of the site, opening or not. Sooner or later you will get the call.

Signed,

Stephen

GUANGZHOU, CHINA

**CIFF**

July 27-30, 2020



Founded in 1998, China International Furniture Fair (Guangzhou/Shanghai) (“CIFF”) has been successfully held for 44 sessions. Phase two of CIFF is dedicated to office furniture and seating, hotel furnishings, accessories, metal furniture, and furnishings for public spaces and reception areas, as well as materials and machinery for the furniture industry.

[www.ciff.furniture](http://www.ciff.furniture)

KUALA LUMPUR, MALAYSIA

**Export Furniture Exhibition**

August 27-29, 2020



Export Furniture Exhibition (EFE) is internationally known to global buyers from all over the world as one of the top furniture fairs in Southeast Asia. One of the major highlights of EFE2020 is the inauguration of the “Office Furniture Hall”.

[www.efemy](http://www.efemy)

COLOGNE, GERMANY

**Orgatec 2020**

October 27-31, 2020



**ORGATEC** is a trade show that is dedicated to innovations and concepts in the working environment and work culture. ORGATEC will gather professionals from various fields that will explore the newest trends and novelties in the industry.

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

CHARLOTTE, NORTH CAROLINA

**EDSPACES**

November 11-13, 2020



**EDspaces** is where innovations are unveiled and collaborations form, bringing together education’s creative change agents who plan, design and manage innovative learning spaces. Leaders from school districts and colleges, architects, interior designers, distributors and exhibitors will engage and participate in the ongoing transformation of educational environments.

[www.ed-spaces.com](http://www.ed-spaces.com)

LONDON (NEW DATE)

**Clerkenwell Design Week**

May 25-27, 2021

Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet, making it truly one of the most important design hubs in the world. To celebrate this rich and diverse community, **Clerkenwell Design Week** has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations that take place across the area.

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

CHICAGO

**NeoCon**

June 14-16, 2021



**NeoCon** is the world’s leading platform for commercial design and the annual gathering place for over 50,000 design professionals and end-users. Marking its 52nd edition, NeoCon continues to serve as the commercial design industry’s launch pad for innovation - showcasing game-changing products and services from leading companies and emerging talent, and providing unparalleled access to the most cutting-edge solutions.

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

EVENT

DATE & LOCATION

**CHINA INTERNATIONAL FURNITURE FAIR, CIFF (PHASE TWO) (NEW DATE)**

July 27-30, 2020  
Guangzhou, China

CIFF (Shanghai) sends tailor-made invitations to audiences from different industries and sectors through different channels. It hosts nearly 150,000 importers/exporters, dealers, retailers, brand chain stores, designers, architects, real estate developers and other professional audiences from 200 countries and regions annually.  
<http://www.ciff-sh.com/en/index>

**EXPORT FURNITURE EXHIBITION (NEW DATE)**

August 27-29 2020  
Kuala Lumpur, Malaysia

Export Furniture Exhibition (EFE) is internationally known to global buyers from all over the world as one of the top furniture fairs in Southeast Asia and the fair continues to attract more and more trade visitors annually. The exhibition is the signature event of the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd., a wholly-owned company of MFC.  
<http://www.efemy>

**DOMOTEX ASIA (NEW DATE)**

August 31 - September 2, 2020  
Shanghai, China

DOMOTEX asia/CHINAFLOOR is the leading flooring trade exhibition in Asian Pacific and the second largest flooring trade exhibition worldwide. As part of the DOMOTEX shows’ group, DOMOTEX asia/CHINAFLOOR is mainly targeting the emerging Asian markets. In 2019, the 21st edition of DOMOTEX asia/CHINAFLOOR covered over 175,000sqm of gross exhibition space filled by 1,560 exhibitors from 40 countries.  
<http://www.domotexasiachinafloor.com>

**ORGATEC 2020**

October 27-31, 2020  
Cologne, Germany

ORGATEC is a trade show that is dedicated to innovations and concepts in the working environment and work culture. ORGATEC will gather professionals from various fields that will explore the newest trends and novelties in the industry.  
<http://www.orgatec.com>

**INDEAL LEADERSHIP EVOLUTION**

November 8-11, 2020  
San Diego

INDEAL’s 2020 Conference provides program members with an opportunity to gain critical knowledge focused on supporting business growth and profitability. This year’s event offers perspective on developing teams that thrive, along with valuable insight into the state of the commercial furniture industry, economy and program at large. A varied agenda and numerous prospects for networking combine the benefit of multiple experiences into one, streamlined event.  
*Event website coming soon*

**EDSPACES**

November 11-13, 2020  
Charlotte, North Carolina

This is the event for connecting key stakeholders who are designing, building, equipping, and managing learning environments with the manufacturers, distributors, and service providers offering solutions. Explore how the convergence of technology, space, and pedagogy impact learning.  
<http://www.edspaces.com>

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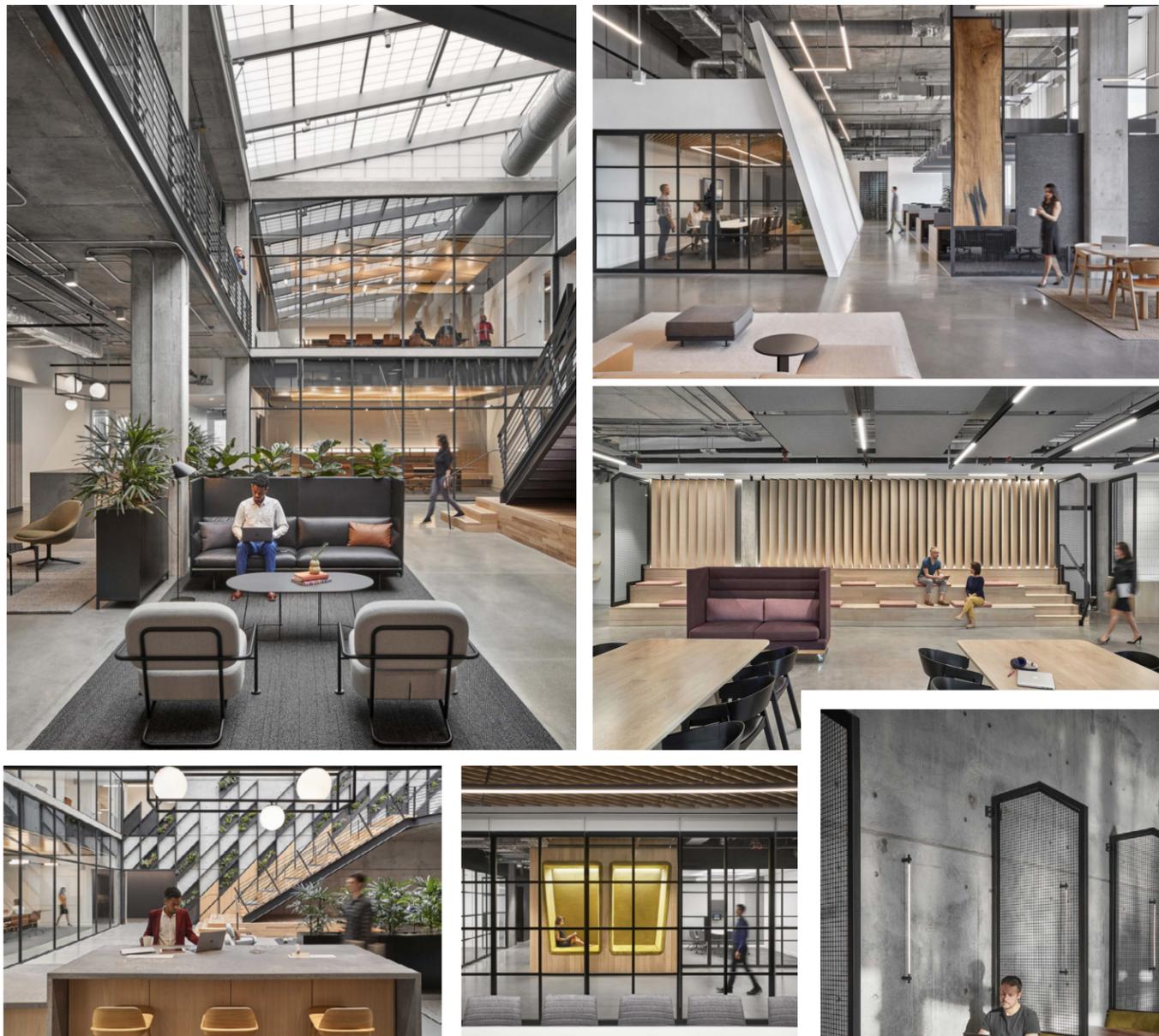
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<http://www.neocon.com>

**Cancelled / Postponed Notes:**

BoF will provide continuing coverage of Coronavirus related cancellations and postponements, and will provide you with new dates when they are made available.



### Alternative Technology Client Offices – Austin

Combining San Francisco roots with a new Austin landscape helps to bridge the gap between two very different locations for this alternative technology company.

Revel Architecture & Design realized the design for an alternative technology company's offices located in Austin, Texas.

Progressive spatial organization, exposed infrastructure, and sharp contrast create the foundation for the interiors which Revel transformed from a multi-tenant office building into a single tenant building for our long time client out of San Francisco. The design is highlighted using honest architectural materials that assist in creating a unique personality for the office.

READ MORE



Photography: Garrett Rowland

FIRM: Revel Architecture & Design  
 CLIENT: Unnamed Company  
 80,000 sqft  
 SCOPE: Office  
 LOCATION: Austin, Texas  
 INDUSTRY: Technology



## Workplaces | July 2020

WHERE I'M WORKING: LUCY'S CAFÉ, GRAND RAPIDS, MICHIGAN  
 74% OF WORKERS SAY A 6-HOUR WORKDAY WILL IMPROVE  
 PRODUCTIVITY AMID COVID-19, ACCORDING TO STUDY  
 AS DESIGN MOVES FORWARD, DESIGNING FOR MULTIPLE GENERATIONS  
 GARNERS MORE ATTENTION  
 LEVERAGING HOSPITALITY CUES IN A POST-PANDEMIC WORKPLACE  
 KI GOES BEYOND WITH OWENS CORNING IN FUTURE-PROOFING  
 WORKSPACES WITH 'INFINITY FROM KI'  
 VIRTUAL REALITY MEETINGS: THE NEW NORMAL  
 AND MORE!!!

Read the July 2020 issue today at: <https://bellowpress.com>



Angie Lee, design director of Interiors at FXCollaborative



Gabrielle Bullock, director of Global Diversity at Perkins & Will



IIDA CEO and Executive Vice President Cheryl S. Durst

DESIGN

## Women-led Design is More Crucial Than Ever

AS THE PANEL DISCUSSION KICKED OFF, GABRIELLE BULLOCK, DIRECTOR OF GLOBAL DIVERSITY AT PERKINS & WILL, BELIEVES THIS PARTICULAR TIME PRESENTS AN OPPORTUNITY FOR EVERYONE TO HELP IN DISMANTLING SYSTEMIC RACISM.

by Emily Clingman

The interior design profession is made up of about 85% women. This presents an opportunity for women to make an impact in the design community and in their own communities. International Interior Design Association CEO and Executive Vice President Cheryl S. Durst, joined by a panel of female design professionals, discussed the opportunities and responsibilities of female designers during and beyond a global health pandemic and a period of explosive social unrest

during a special edition IIDA's ongoing Collective D(esign) series.

"We don't want to have our heads in the sand about anything that's in front of us or what we're dealing with as an industry," Durst said. "How can we be a force of change right now? What can design do right now? How can design really make a difference?"

As the panel discussion kicked off, Gabrielle Bullock, director of Global Diversity at Perkins & Will,

believes this particular time presents an opportunity for everyone to help in dismantling systemic racism.

"I don't think anybody is in a supporting role here" Bullock said. "Everybody has the responsibility in our design profession to be active, sustained and deliberate in our actions to truly impact our environments through designs. And it's clear that the world needs us to do that."

Bullock also noted that while significant, this period of racial injustice is just a moment in time.

"While this may be urgent for some, this has been a reality for many of us," she said.

Angie Lee, design director of Interiors at FXCollaborative, agreed this is not the first moment, "but we've come to a point where the system is just not serving us," she said.

To be a force for change, Lee said it's time to be more specific.

"There's plenty of change that's not working for the greater good," she said. "There's too much design that's literally insidious, simply awful — from fast fashion to fast furniture, the list goes on. So, this is a call to action to literally everybody. Get ready to feel sad and angry and shocked. These are some of the emotions that we don't give a lot of air-time to. It's also important to learn how to manage the whole ball of wax."

Lee sees the main challenge in the design industry is playing by the rules.

"It's not because I don't like rules or that I'm not good at following rules, it's because the rules aren't the same for everyone," Lee said. "Being brought up in a male-dominated profession, culture and society, the advice I was given would not work out most of the time — from dismal results to buzz saws. So, I had to try everything until I found out what worked for me."

For Lee, it took a little longer to find her voice and footing. But along the way, people noticed her grit, believed in her and helped her come out of her shell.

"It's important to make new models of leadership and creativity available to everybody, not just to women either, but also to men, also look to incredible people outside of this field," she said. "As women, right now we have to speak to our allies

and advocates and help them unlearn the way they got to their pinnacles of success — especially in our field. It is so heavily dominated and Eurocentric, it's our responsibility to create the space, to have the kinds of stories that bubble up to the surface to affect, influence and direct the attention that we're spending on the kinds of projects that need the most help."

An untapped opportunity is out there for women to consider, Lee noted. Traditionally, the industry designs for the top tier, the top 1%, and sometimes, in charitable cases, the lowest tier.

"So, everyone in the middle is mostly left out," she said. "As women, I believe we are all good at empathy. It's almost like our super power. But it's hard to let that run freely because we have to mold ourselves to various outlets and the ways that society wants us to behave. And if we let that go, we can become a lot more innovative and move to the finish line faster. And we can all do this together."

A common thread among the panelists was about finding their voice.

"It's such a subtle thing but I don't think we should ignore the fact that to find your voice you need to use your voice," Durst said. "It's so important for us to advocate for ourselves as women and for other women, but also for our profession. Advocacy and activism could not be more important now."

Durst stressed the importance of mentorship in the design industry.

"We can't deny the power of seeing other women as leaders. Seeing someone who looks like you, shares much in common, seeing them in a critical situation," she said.

Gabrielle Bullock believes deeply in mentorship, and not just at Perkins & Will, but to anyone who reaches out to her.

"It's important that we be available for anybody — women and men and (those) that I've met through IIDA and other organizations, particularly as a black woman in this profession," she said. "There aren't that many. So, I see it as a responsibility and an honor, to do all the things — mentor, sponsor, share — to anybody who needs it and wants it. I always respond." **BoF**

## SEATING

**HBF Brings Organically Inspired Aesthetic to Jueki Stool**

Jueki, an elegant new stool collection from HBF, is inspired by its source: the humble tree. Designed by Jonathan Yoshida Rowell, the piece boasts distinct, clean lines and a minimal form that accents a range of spaces. Jueki is carved from solid ash wood into an organic seat and is a testament to HBF's dedication to craftsmanship.



“At HBF, we are always seeking collaborators that can translate our craft with a global eye,” said HBF President Dan Chong. “Jonathan encapsulates this philosophy. His way of transforming the abstract into concrete, usable products — like the Jueki stool — injects an artistic sense into his furniture. With his vision and HBF's commitment to quality and construction, we are thrilled to introduce Jueki.”

Jueki's form and namesake originate from the viscous, sweet sap that flows from a tree. Its four legs appear to pull away from the softly curved seat, without disturbance or force. The effect is highlighted in its underside in the way the wood grain appears to flow downward. The leg ends round slightly as they meet the floor, like the final drippings of the sap itself. A steel support loop echoes the seat's silhouette and provides an additional level of structural integrity.

Jueki's sculptural shape enhances formal and informal environments alike. Its lightweight body also makes it easy to move around and create space. The seat is 12<sup>5</sup>/<sub>8</sub> inches deep by 16<sup>1</sup>/<sub>2</sub> inches wide, and it is available in three heights (18, 24 and 30 inches) to increase its versatility. All HBF finishes on ash wood are available for Jueki, as are custom match finishes upon request.

## TABLES

**Nevers Industries Introduces New SIMPLE 2.0 Furniture Collection**

Nevers Industries' new SIMPLE 2.0 collection is a complete update to its popular SIMPLE line. SIMPLE 2.0 has been redesigned with a fresh, contemporary style and all-laminate format featuring strong lines for pumped-up appeal. The line has also been designed for easier specifying.



Tops and bases are premium 1-inch thick, multiply Baltic birch balanced cores with laminate surfaces. Edge profile choices are a crisp knife edge or classic lineal type.

Nevers offers a range of standard top and base laminate colors. Laminate options include Wilsonart Traceless or Forbo Furniture Lino-leum. For designers looking for a subtle accent or a room-focusing color splash, SIMPLE 2.0 offers the ability to specify base inset colors. Quoting is as SIMPLE as adding three numbers: top, base and power option.

## TEXTILES

**Choose Your Own Adventure with Keilhauer's Newest Textile Acoya**

Keilhauer's new exclusive textile Acoya is a high performance cover with a beautiful texture and pattern.

The name Acoya is a playful acronym for “A Choose Your Own Adventure.” Like the popular story books from childhood, Acoya is about experimentation and choice. The mix-and-match textile features four designs — Pixel, Scatter, Grid and Reverse — and 10 coordinated colors, ranging from trendy high-energy brights to timeless soft neutrals. Print mixing and color blocking is simple with Acoya, allowing designers to create a feeling of the unexpected while maintaining cohesion.

“We've been tracking an increase of designers playing with different textile covers on seats and backs,” said Meghan Sherwin, Keilhauer vice president marketing. “As the trend has risen, we've also noted the challenge designers have had finding consistency when matching patterns and colors. Acoya gives designers the freedom to mix and match with certainty. The dye lots and grids are consistent to ensure you get a perfect end product every time.”

Made from more than 50% recycled content, Acoya is a sustainable cover solution. The durable cover is able to withstand heavy-duty abrasion, provides excellent color fastness and resists staining. It can stand up to rigorous use in high traffic areas such as education environments and training rooms.



## TEXTILES

**Concertex Brings Tranquility to Coated Fabrics with Warp**

Concertex's Design Director Aaron Mensik has transformed the traditional appearance of coated fabrics with a new digital print named Warp. The original technology is the first of its kind for the performance driven line. Designed by Mensik to mimic the beauty of yarns that run lengthwise on the loom, Warp resembles the look of a woven while upholding the high-performance, bleach cleanable qualities of a vinyl.

Warp balances energy and softness into a fresh 54-inch upholstery pattern. Developed to replicate the warmth of a woven, the digitally printed vinyl has a gentle ombre stripe. Boasting more than 250,000 double rubs and offering a graffiti-free finishing, the durable pattern has exceptional stain protection and cleanability attributes. It comes in six colorways and is mildly embossed for added interest, Warp's soft appearance and lively characteristics blend well into senior living facilities, hospitals and hospitality environments.

Remember to include us on your company PR distribution list. **Send To:** news@bellow.press  
Please include **high resolution photos** along with your release; at least 8 megapixels. You can submit online at:  
<https://bellow.press/SubmitNews>

#### MANUFACTURER

## BuzziSpace Products Receive UL GREENGUARD Certification

➤ BuzziSpace has received UL GREENGUARD and GREENGUARD Gold Certifications for a range of its products, including acoustic desk partitions, acoustic office dividers, acoustic lighting and acoustic panels.

Products that have achieved GREENGUARD Certification are scientifically proven to meet some of the world's most rigorous third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure.

UL GREENGUARD Certification is part of many green building rating systems, including LEED, Fitwel, BREEAM and more. Products that receive the certification are scientifically proven to meet some of the world's most rigorous, third-party chemical emission standards, helping to reduce indoor air pollution and the risk of chemical exposure. The stringent auditing process only yields the lowest emitting products to receive the certification.

"We're very excited to get our proprietary acoustic products GREENGUARD Certified by UL," said BuzziSpace CEO and Creative Director Steve Symons. "Safety and well-being at the workplace have always been our top priority while we help create acoustically well-balanced products and solutions. This certification confirms our commitment to creating low chemical emitting products which support healthy indoor air quality, subsequently contributing to a more holistic work environment in the bigger picture."

#### MANUFACTURERS

## Ghent, Waddell, and VividBoard Awarded GSA Multiple Award Schedule

➤ GMi Companies, parent company of Ghent, VividBoard, and Waddell, has announced that they have been awarded a GSA Multiple Award Schedule 071 by the US General Services Administration (GSA), the centralized procurement arm of the federal government. The five-year award provides federal, state, and local government agencies with the ability to acquire visual communication and display solutions cost-effectively and efficiently.

For more than 40 years, GMi Companies have been crafting and serving customers' needs with innovative products, exceptional customer service, and on-time, hassle-free delivery.

As a premium supplier of visual communication tools, Ghent is a one-stop shop for blended solutions to enhance your office, conference room, workspace, or classroom. With the largest selection of glassboards, whiteboards, bulletin boards, and enclosed boards available, there is a solution that will match any aesthetic.

Waddell has been producing display cases for over a century. Acquired by GMi in 1986, craftsmen are paving the way for space division furniture and contemporary display solutions.

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Suzanne Tron

#### MANUFACTURER

## Bestar-Bush Growing Through Increased Demand for Home Offices

➤ Following the merger of Bestar and Bush Industries in January, the newly combined Bestar-



Bush company started 2020 strong by continuing to grow sales through e-commerce. The furniture manufacturer's success has accelerated in recent months with the rising demand for work-from-home products such as desks, file cabinets, chairs and bookcases.

With the company's Jamestown, New York, factory recently reopened, Bestar-Bush anticipates adding 30 to 40 employees to the workforce in the coming weeks, according to Mark Weppner, senior vice president marketing, design and engineering.

"Both Bestar and Bush were growing rapidly prior to our merger due to our excellence at selling furniture online, and now more than ever that's where consumers are buying," Weppner said. "Although our Jamestown manufacturing facility was closed for several weeks, our

distribution centers in Erie, Pennsylvania, and Sacramento, California, remained open, and our sales continued to climb. Now that our factory is open we need to replenish our inventory to meet the demand at a time when many people in our region are looking for work. It's the perfect time to grow our team."

Weppner does not expect the company's growth to slow down. New finishes for many of the Bush Furniture brand's most popular collections, including Cabot, Salinas, Somerset and Key West, will debut this summer to give customers a greater color variety for their homes. He expects a surge in commercial-grade Bush Business Furniture orders as companies elect to keep their employees home permanently and those that return to work reconfigure their offices.

E-commerce continues to drive Bestar-Bush's success with online retailers such as Wayfair, Amazon, Overstock and Cymax leading the way, along with the websites of office superstores Office Depot and Staples. Weppner credits that success to the company's e-commerce capabilities, including same-day shipping with products designed and packaged for nationwide delivery in three to five business days.

#### MANUFACTURER / EVENTS

## Kimball Announces Work Your Way Days

☛ While not able to gather together in Chicago this year, Kimball did not want to miss out on the connections that are made, ideas that are shared and the fun that is had during this time of year. So it's bringing Chicago 2020 to customers virtually through Kimball's Work Your Way Days — Fresh Ideas for The Path Forward.

During the month of July, this series of digital events and experiences are focused on fresh design, new trends in the marketplace, with some fun mixed in. These will include designer interviews and Q&A around the Now, Near and Next with Kimball's top product design partners and WELL consultants to gain further knowledge of the importance of WELL Certification. The NeoCon show in Chicago is considered the hub of innovation each year, and Kimball did not want to lose sight of the importance of this, even if it meant adopting a new format to bring the experience to customers.

A few of the events planned for Kimball Work Your Way Days include:

- **Inspiring:** This will include a virtual tour of the Kimball Corporate Showroom in Jasper, Indiana, with a focus on fresh, new products. Virtual visits to the Kimball Health Showroom and Kimball International Health Clinic will show products being used in a true health setting. A virtual "Fresh Brochure" will provide details of the latest and upcoming product launches.
- **Creating:** The Kimball Maker Space activity is always a favorite so a DIY maker activity via live streaming will be conducted. Through the virtual event, a professional florist and landscape designer will show how to make a beautiful, fresh cut floral arrangement using an assortment of plants and flowers in full bloom. A live streaming event to support the Live Life Nice initiative by bringing joy to seniors living in long-term care facilities in the various communities where we live and work is also planned.
- **Learning:** Dialogues with design partners will include their outlook on our changing workplace landscape and agile product offerings relevant to the path forward. These include live interviews with 5D Studio, Pam Light and John Duffy from pL-D and Brian Graham and CSD Studio.

Live interviews also will be done with WELL consultants about the importance of WELL Certification and how Kimball enhanced its newly renovated corporate headquarters environment for health, wellness and well-being. Additional series of online resources and programming, such as materiality and convergence of health and wellness into the workplace, also will be included.

For more information and a complete listing of the events visit:

<http://kimball.com/work-your-way-days>

#### ASSOCIATIONS

## ASID to Celebrate Top Design Talent During Virtual Spotlight Event

☛ The American Society of Interior Designers (ASID) has announced its first virtual awards honoring the design professionals, projects and organizations who exemplify the "Design Impacts Lives" mission.



**Spotlight:** Celebrating ASID Awards will run July 13-16 and is a live, online celebration of the inspirational design leaders who are pushing the design industry forward with a focus on outcome-based design, sustainability and well-being. Over its four-day span, Spotlight will recognize the ASID National Award winners, the new ASID College of Fellows inductees, the Outcome of Design Award winners and the Ones to Watch Award winners and scholars.

"Spotlight invites the design community to celebrate and be inspired by the individuals and organizations who are transforming our industry," said ASID Interim CEO Gary Wheeler. "Embodying the Society's motto of 'Design Impacts Lives,' these winners have showcased a remarkable dedication to the profession and are always seeking out new ways to move us forward together. Although we're unable to celebrate in person, we look forward to recognizing their accomplishments in a brand new way — one that allows us to connect with members of our design community nationwide."

Ed O'Keefe, CBS News political correspondent, will host the National Awards and Outcome of Design presentations; Jennifer Kolstad, Global Design Director of Ford Motor Company and ASID board of directors' chair, will host the Ones to Watch celebration; and Wheeler will host the College of Fellows presentation.

**ASID National Awards** (2:30 p.m. July 13 EST): The Society's highest level of professional recognition, the ASID National Awards honor those who are transforming the world through design. Awards are presented in four categories: Designer of Distinction, Design for Humanity, Design Innovation, and the Nancy Vincent McClelland Merit award. The winners of the National Awards are: Kay Sargent, HOK senior principal and director of workplace (Designer of Distinction); George Bandy, Jr., GBCI board of directors, former chief sustainability officer of Mohawk (Design for Humanity), Material Bank (Design Innovation) and Barbara J. Huelat, author, interior designer, Healing Design Strategist (Nancy Vincent McClelland Merit).

**Ones to Watch** (2:30 p.m. July 14 EST): The Ones to Watch program recognizes under-represented, rising design talent who demonstrate notable leadership, a dedication to the profession, authenticity, innovation and inclusion. It prioritizes participants whose backgrounds are under-represented in management roles within the interior design industry, including women,

members of racial and ethnic minority groups, LGBTQ and persons with disabilities. From the 20 award winners, the Society selected eight ASID Ones to Watch Scholars to participate in a leadership development training program.

**The 2020 ASID Ones to Watch scholars are:** Kendra Locklear Ordia, University of Nebraska assistant professor of interior design; Santiago Rivera, Gensler regional foundations, associations and organizations regional leader/associate; Greer May, Studio 11 Design associate principal; Mike Goetz, HOK senior project designer; Heather Sutherland, Perkins and Will interior designer II; Kelsey Davidson, SALT, LLC principal interior designer; Taruan Mabry, ICRAVE senior interior designer; Madison Kester, Gensler interior designer.

**The 2020 ASID Ones to Watch award winners are:** Moira Gannon Denson, Marymount University associate professor of interior design; Melissa Hanley, StudioBlitz principal/CEO; Jennifer Auman, HSK senior designer/job captain; Brooke Horan, HDR studio interior design lead; Shelby Mamizuka, OPX Global senior associate; Kylie Ponton, Ponton Interiors CEO/principal designer; Nestor Ramos Marchena, Selman Arquitectos architect, interior designer; Laura Hendrix, Polk Stanley Wilcox senior associate, senior interior designer; Brennen Birch, Home Studios junior designer; Shane Jones, Sherwin-Williams designer account executive; Lindsay Jones, The H. Chambers Company interior designer; and Rich Kinnard, ForrestPerkins senior associate.

**ASID College of Fellows** (2:30 p.m. July 15 EST): Fellowship and Honorary Fellowship are the Society's ultimate accolades and are granted to ASID members who have made distinguished contributions to their profession and made notable impact on the design industry at large. The 2020 inductees are: Dr. Rose Mary Botti-Salitsky, Ph.D., University of Massachusetts Dartmouth program coordinator and faculty; Benjamin Huntington, Veritate Design LLC owner and AJ Paron-Wildes, Design Public Group national director.

**Outcome of Design Awards** (2:30 p.m. July 16): This program focuses on the innovative designers and businesses that maximize the quantifiable effects of design on inhabitants. With metric-driven criterion, including design solution and details, occupant experience and research-based results (i.e. post-occupancy research), the awards extend beyond aesthetics to inspire a higher level of powerful design. They are sponsored by Herman Miller, Mohawk Group and media partner Metropolis. The winning projects of the Outcome of Design Awards are: Sensory Well-Being Hub – HKS, Inc. and M Moser Associates Living Lab – M Moser Associates.

#### DEALERS

## Leadership Changes at Creative

➔ Richmond, Virginia-based Steelcase dealer Creative has announced Bob DeLille, who has served as CEO and owner for 25 years, has moved into the new role of principal and owner. Debbie Lennick, a 13-year veteran of Creative and chief sales officer and owner, has been promoted to CEO and owner. Creative also announced Carl Hooper, former president, will assume the role of chief sales officer and president. These changes are part of a planned succession and transition of ownership.

All executive leadership changes were effective June 28.

“It has been the honor of a lifetime to lead Creative and its talented team members,” DeLille said. “Over the past 25 years, Creative has been blessed to serve many of the regions leading cor-

porate, educational and health care clients. I am proud of our company's strong track record of client satisfaction and financial performance. As I transition responsibility for day-to-day operations to the capable hands of our new leadership team, I am confident that Creative will continue to grow and succeed for decades to come.”

#### CAREERS

## Dennis Voss Named President of G&S Architectural Products

➔ Dennis Voss has been named president of G&S Architectural Products in St. Louis. The company is a subsidiary of Golterman & Sabo, a family-owned supplier of architectural products for the construction industry for more than 100 years.

Voss oversees the company's specialized service and supply offering in the Midwest.

“We are one of the few suppliers that not only manufactures custom architectural products, we also do our own installation work in the bi-state area,” Voss said. “Many of our projects are quite complex, and our unique expertise in installing our products is highly valued by our construction partners.”

The company has won numerous construction industry awards for its work.

“Since Dennis joined us in 1996, he has been a valued player who has continuously contributed to our growth and success, moving from various roles in project management to sales management,” said Herb Golterman, president of Golterman & Sabo.

Voss holds a Bachelor of Science in industrial technology from Southeast Missouri State University and an MBA from the Keller Graduate School.

#### CAREERS

## KAI Announces Hiring of Aaron Keistler, AIA, NCARB as Director of Architecture

➔ KAI Enterprises has hired Aaron Keistler as director of architecture for its St. Louis office.

Keistler will manage staffing of the architectural and interior design team and lead the department's vision, project guidance and standards. He will also pursue new projects with the team's project managers and principals.



Keistler

“I had the opportunity to previously work with Aaron and know what an asset he is to our design teams, our organization and our clients,” said Brad Simmons, KAI managing partner. “Aaron brings a high level of energy and enthusiasm that positively touches everyone. While still considered young in our industry, Aaron has the knowledge and maturity of someone with far more experience. His commitment to design excellence and knowledge of industry-leading technology are the differentiators. We are keen to see Aaron's impact with our architecture studio.”

Keistler has eight years of industry experience, including four years as an architect/associate at FGM Architects in O'Fallon, Illinois; two years as an architect at Jacobs Engineering in St. Louis and two years as an architect at V Three Studios in Maplewood, Missouri.

He earned a Bachelor of Science in Architectural Studies and a Master of Architecture from the University of Illinois Urbana-Champaign.

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**Trendway**

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The ideal organization should be based in one of the 3 main markets of this territory and have representation in the other two locations. The territory includes Houston, San Antonio and Austin. Potential Rep Groups should have business development personnel familiar with the GSA/SLED market along with a commercial focus. Preferable to have representative dedicated to Architectural Products. Group should have no conflicts in their existing offering and be able to fully promote the sale of Trendway products by establishing new business relationships, as well as maintaining and expanding current accounts.

Qualifications:

- Ability to build and maintain Dealer, A + D, and end user relationships
- Strong written and verbal communication skills
- Ability to travel within territory

If this sounds like you, please send cover letter and resume to:

[keliopulos@trendway.com](mailto:keliopulos@trendway.com)

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

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