

The Business of Furniture | April 8, 2020

# BOF

## COVID-19 Industry Bulletin Board

New on page 8 - Business of  
Furniture is dedicated to getting  
you the latest industry information.

Sewing Face Masks at Dauphin

## Industry Shifts Gears During Pandemic



# BoF

The Business of Furniture

April 8, 2020

## HIGHLIGHTS

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Information during the Coronavirus outbreak is at a premium. Business of Furniture is dedicated to getting you the latest industry information.

### 18 Two Ways to Keep You Connected

Bellow Press is not immune to the business upheaval. So, we have spent weeks trying to figure out a plan for how to help our readers and advertisers stay connected through this unprecedented time.

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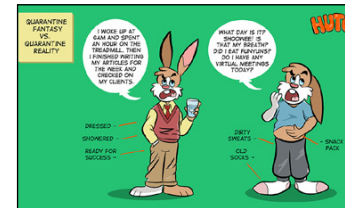


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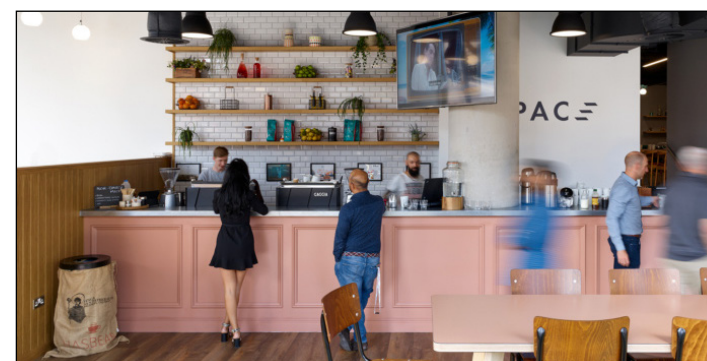
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Dedicated to moving the interiors industry *forward* in process and technology.

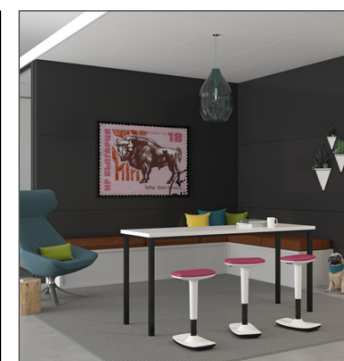
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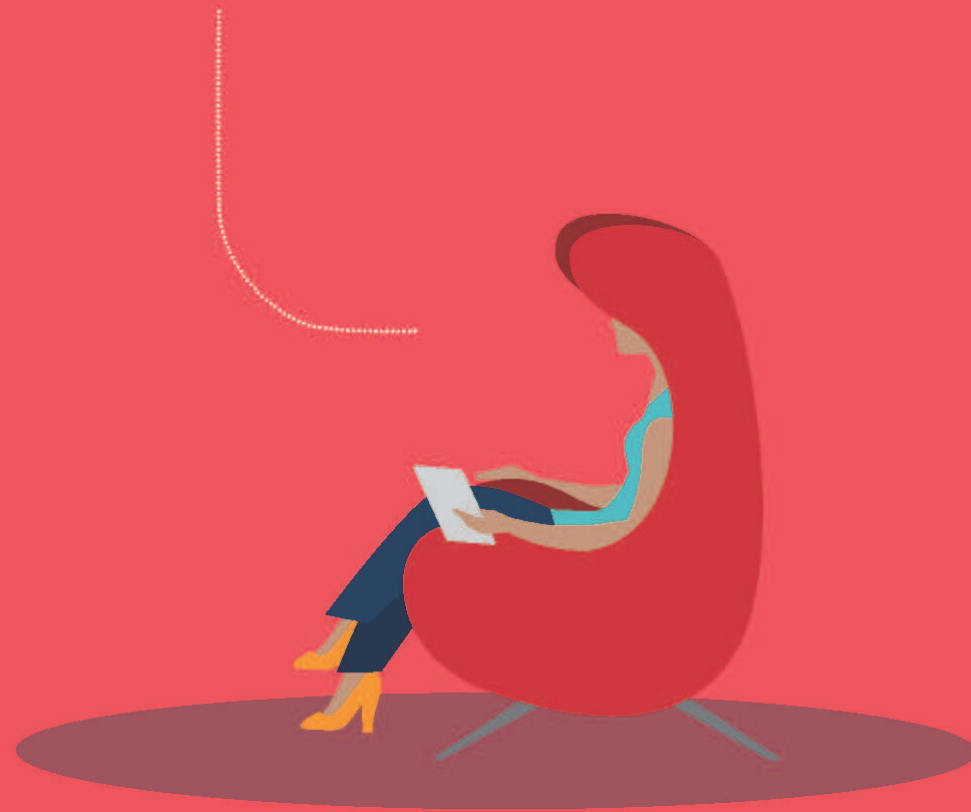
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om | Together, We Will.



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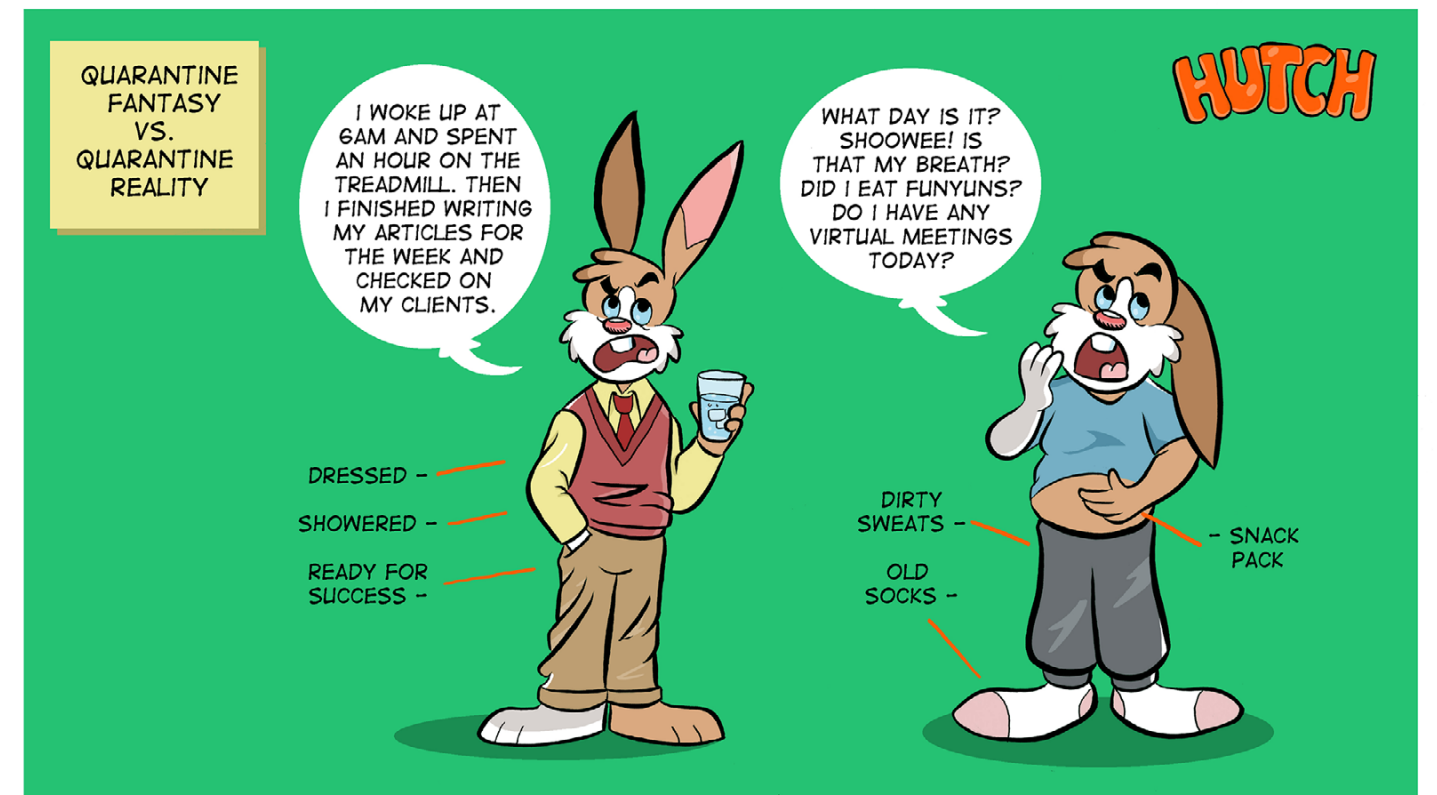


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**ROB KIRKBRIDE, EDITOR-IN-CHIEF**



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## COVID-19 Industry Bulletin Board

### Editor's Note:

Information during the Coronavirus outbreak is at a premium. Business of Furniture is dedicated to getting you the latest industry information. This is a new section that will run throughout the crisis. Feel free to send me your company's information at [rob@bellowpress.com](mailto:rob@bellowpress.com). It can be news (as you can see below), simply a shout out to the industry or a friend in the industry or something funny, uplifting or inspiring that you are seeing.

### From Stylex

While much of the world is staying home, commercial furniture manufacturer Stylex is (safely!) getting to work. The New Jersey-based company is producing washable, protective masks for COVID-19 health care workers.

A handful of the company's skilled seamstresses and craftspeople are making the masks, which will be donated to local hospitals as long as there is a need. As of March 31, New Jersey accounts for the second highest number of COVID cases in the U.S. Stylex Co-CEO Bruce Golden has been leading the charge, setting up deliveries and personally bringing masks to hospitals and other health care facilities.

"The unifying power of design has never been more important," Golden said. "We are honored to serve our community in this time of crisis, and putting our amazing artisans to work on this task is a labor of love and solidarity."

If you would like to connect with Stylex on this initiative or know of any facilities in the tri-state area in need of supplies, go to <https://www.stylexseating.com/>.

### From GMI Companies/Ghent

This week has been full of twists and turns as I'm sure it has for all of you as well. We are all searching for creative solutions to help decrease the spread of the disease while continuing to operate — and we all need solutions quickly.

One creative solution Ghent has been asked for by multiple companies this week is to design and build a partition/divider out of materials that can be disinfected in order to provide an extra margin of safety needed by essential businesses. Ghent sells the Whiteboard Divider Partition that could be of help during this time of uncertainty. It is a great option for dividing space as the panels are easily cleaned with disinfectants and can be used for years to come in break-out areas or by removing the legs and using the boards on walls.

Ghent continues to operate and is prioritizing orders going to essential businesses. Because of this, stock may be limited on specific colors, but the commitment to get the panels out quickly does not change.

For years Ghent's tagline has been "Communicate, Collaborate and Learn." Even when their products are being used in unique ways, the philosophy does not change.

### From IIDA

In what seems like the blink of an eye, our entire world has changed. How we work, how we learn, how we live and how we regard distance, each other, space, time and even temperature — the very shape and texture of how we move through our lives has changed (for now).

As a wife, mother, CEO, employer, peer and friend, I am flooded with concern for my family, for my IIDA team and for the design community I'm so honored to be a part of.

IIDA has been and always will be a community to turn to in good times and bad. We are strengthened by our common passion for design and our celebration of humanity. Now more than ever, the world requires what design so abundantly endows — grace, civility, compassion, clarity, connection, common sense, empathy, well-being, healing and hope.

We realize that the media landscape is changing day-to-day, as much of our lives are, and we continue to be a trusted partner to our community, including the writers and editors who cover design — sharing insight on COVID-19 responses, as well as news celebrating outstanding projects, designers and moments that elevate the human spirit.

As IIDA continues to support chapters and individual members while facing the new realities of work and life, we will continue to celebrate the work of our community and will be sharing design award winners and achievements with you over the coming weeks. The recipient of the 2020 Anna Hernandez/Luna Textiles Visionary Award, which honors female business owners making important contributions to design, is Kia Weatherspoon, president of Determined by Design. A champion of design equity for underserved communities and a leader in affordable housing and retail in the Washington, D.C., region, Weatherspoon strongly advocates for interior design as a standard for all, rather than a privilege for some.

IIDA also has launched Collective D(esign), a weekly webinar series that addresses the current global situation through design-centric discussions and serves as an ongoing community conversation for all sectors of the industry. Episode I — Responding to Change — took place March 26, attracting almost 1,000 participants across design fields. The series continues every Thursday from 1:30 to 2:30 p.m. Central Standard Time.

During these challenging times, we are strengthened by our common passion for design, celebration of humanity and commitment to supporting each other. Design will stand ready to both define and support whatever's next as we prepare for a brave new world.

In the meantime, please connect with us via social media or by email with any media requests, questions or needs — we are here to listen and to help.

On behalf of IIDA and its leadership, I wish each of you safety, good health and every kindness. We look forward to getting through this together.

Cheryl S. Durst, IIDA Executive Vice President and CEO

### From Herman Miller

Herman Miller announced Friday a set of actions throughout its global operations in response to the uncertain economic outlook resulting from the COVID-19 pandemic.

"Since the onset of the COVID-19 pandemic, we've been carefully considering the right things to do for our people and our company to ensure we have both a healthy employee base and business when we emerge from these uncertain times," said Andi Owen, president and CEO. "Just as we entered this crisis in a strong financial position, we are taking immediate actions to reduce expenses and manage liquidity so we can maintain strong financial footing on the other side of it."

Herman Miller is implementing a range of actions aimed at temporarily reducing costs and preserving liquidity. These actions include a 10% reduction in cash compensation for the majority of the company's salaried workforce. Additionally, the company is immediately suspending certain employer-paid retirement contributions and will suspend previously planned compensation increases

and cash incentive bonus programs for the upcoming fiscal year ending May 2021. The company will continue to evaluate further ways to manage costs in line with reduced revenue levels.

In addition to the 10% reduction in pay, Herman Miller's CEO and its executive leadership team will defer additional levels of salary for a minimum of six months to further preserve cash flow in the near-term. This will include an incremental salary deferral of 50% for the chief executive officer and 15% for the rest of the leadership team.

The company is also announcing the postponement of its upcoming quarterly cash dividend, which was declared on Jan. 16 and was to be paid on April 15 to shareholders of record on Feb. 29. Herman Miller intends for this dividend to be paid to the original shareholders of record at a future date to be determined by the board of directors. The company also announced a temporary suspension of future dividends.

Despite these actions to manage business operations in the near-term, one week after shutting down manufacturing in the wake of Gov. Gretchen Whitmer's "Stay Home, Stay Safe" executive order for the state of Michigan, Herman Miller welcomed back approximately 30% of its manufacturing workforce across its West Michigan facilities to help support customers who are actively engaged in the COVID-19 response, including the health care industry and federal, state and local governments. This work is coupled with using the company's design, development and manufacturing capabilities to help in communities around the globe. Efforts include providing frontline health care workers with face masks and shields and partnering with local companies to divert operational capabilities to support the demand for temporary health care facilities. Donations and delivery of supplies are being managed by Herman Miller Cares, the company's private foundation and global giving program.

"On behalf of the entire organization, I'd like to thank all our employees for their strength and character during these uncertain times," Owen said. "I am proud to be working alongside them, and, as we have demonstrated in the past, I am confident we will successfully navigate this disruption together."

## From Trendway

First and foremost, we hope this message finds you, your family, friends and colleagues healthy and safe. We are currently operating as an essential business at normal capacity under the guidelines of our State. Our commitment remains stronger than ever to our employees, independent reps and dealers to be your trusted partner, navigating with you in the weeks ahead. We will be working harder than ever to stay connected to serve the needs of our dealer community at this time. Together we will come through this difficult and sad time. Our sincere thanks goes out to everyone coming together in the face of this crisis to support and take care of one another.

## From JSI

### JSI, Production Operations Update

As the global COVID-19 situation evolves daily, we will continue to keep you updated with what is happening at JSI, and how that affects your business.

At present, constraints on supply chain and state restrictions affecting delivery limited our ability to schedule and produce orders during the week of March 30. Although our production

(was) down during this time, our customer services teams and sales team will support your needs in any way possible. We will be available using video, web and audio technology as well as email to continue providing service to you and ensure that we are here for your project needs with as little disruption as possible. We are committed to providing you the most up-to-date information via our website and email communication. We appreciate your patience as we work through the challenges that COVID-19 is presenting to our country.

We are here to serve you. As always #lovewhatyoudo.

Mike Elliott – president, CEO and chairman of the board

## From ASID

As we continually adapt to the impacts and effects of COVID-19, ASID is finding new ways to support the design industry.

**Free CEU Access:** Now through April 30, ASID is extending FREE access to their online catalog of educational resources and CEUs for members and non-members. [The ASID Academy](#) is a state-of-the-art, continuing education experience that offers designers IDCEC and AIA-approved CEUs in a variety of topics - ranging from health and wellness, workplace design, the business of design, and much more. So far, they've had over 3,400 people register for these free resources.

**COVID-19 Resource Page:** A landing page for all things related to the design industry and COVID-19, ASID has also launched their [COVID-19 Resource Page](#). This online platform provides educational articles, insightful resources and helpful Q&As and is regularly updated to best reflect verified information from trusted sources and solution-focused news.

**COVID-19 Webinars:** ASID is curating a new series of [COVID-19 webinars](#), available through both ASID Academy and ASID's COVID-19 Resource Page.

We've included links below to all of ASID's resources, but please don't hesitate to reach out if you'd like to connect with ASID CEO Randy Fiser on how they're adapting to these changing times or to discuss their full breadth of offerings for the design community.

- [ASID Academy](#)
- [ASID COVID-19 Resource Page](#)
- [ASID COVID-19 Webinars](#)

## From Landscape Forms

Landscape Forms, manufacturer of furniture, structure, accessories and LED lighting, continues to work both internally and collaboratively with community and state organizations to assist in combating the COVID-19 global pandemic.

As the COVID-19 crisis evolves, Landscape Forms remains committed to protecting the health and safety of its workers and community. "This is an unprecedented crisis that warrants a concentrated and coordinated response," said Landscape Forms CEO Marjorie Simmons. "We're continuing to leverage our resources to support the health and safety of our team members, our community, and the health care professionals working on the front lines to mitigate the impact of this virus."

Landscape Forms is donating its inventory of personal protective equipment, including respiratory masks and gloves, to health care authorities, and is partnering with peer companies to produce clear protective face shields for use by those on the front lines of care. The company is also providing

leadership to identify government support opportunities and assistance measures for its community and its businesses.

Landscape Forms is acting in compliance with a mandated three-week shelter-in-place order and will continue to diligently follow the precautions necessary to combat this pandemic. However, nearly every aspect of Landscape Forms' business activities remains operational as teams are equipped with technology and protocols to work and collaborate remotely.

"While we're realistic that more uncertainty lies ahead, one thing is for sure — the COVID-19 crisis will pass," Simmons says. "We remain optimistic that by working together, our nation and our communities will emerge from this crisis stronger and more unified in purpose than ever before."

## From Via Seating

Dear friends, colleagues, partners and valued clients,

As this pandemic continues to rage on, we are all doing our best to cope while we continue to produce the seating needed for our customers. There are so many wonderful stories of compassion and people helping one another, especially the health care providers and first responders. Thank you for all that you do and thanks to all the great companies and leaders that are doing everything they can to get through this. At Via Seating, we are trying to do our part. We have secured several thousand masks that we have sent to the areas most in need in Seattle, NYC, Boston, New Orleans, Sacramento, San Antonio and other areas that are in desperate need. We are also sourcing materials to cut and sew masks on our production line to further increase the supply and send out where there are shortages, including our hospitals here in Reno/Sparks (Nevada).

In our facility we have most of our staff working from home and we are taking every precaution we can to keep our workforce safe and practicing to the utmost all the protocols from the CDC, including weekly deep cleaning. We are operating at our normal quick ship, 48-hour turnaround time for production. In addition, our biocidal copper mesh program offered on several of our chairs is especially important in helping reduce the spread of resistant bacteria. We are offering CEUs on how to combat superbugs and are having close to 100 attendees at each webinar. This CEU is highly relevant in this moment in time. It shows what we can do to be proactive in fighting infectious disease.

You can sign up for a seminar on our website here:

<https://viaseating.com/professional-resources/ceu-courses/>.

I know we are all looking forward to the day things get back to normal. Hopefully that time will come soon. In the meantime, please be safe.

Chas Hepler, chief executive officer

## From Nook

We know that COVID-19 has put a pause on some expected projects, but we are confident that any delayed business will come roaring back in the near future. We are experiencing no significant effects to our delivery, and are keeping up with order demand with no delay from our manufacturing centers in the U.K. and the U.S.

Nook is always here to support the mental well-being of all of our friends, whether working

from an office, coworking space or quarantined at home. Join us at [www.facebook.com/groups/workathomenook](https://www.facebook.com/groups/workathomenook) for good feelings, memes and lighthearted tips on how to survive the 2020 COVID-19 quarantine without going insane.

We'd love for you to join us here for some fun and share the group with any clients that may have temporarily banished their workers to remote locations.

Let's keep our spirits up and remind everyone that Nook is not just furniture, it's a better way of thinking.

Thanks, and hope to see you in the group.

The Nook HelloUSA Team

## From Tarkett

Tarkett, a worldwide leader in innovative and sustainable flooring, has mobilized to streamline the process for FEMA contractors and other emergency response organizations to procure essential flooring products for use in health care and government facilities. By establishing a dedicated concierge line to quickly facilitate orders and continually evaluating its manufacturing operations to meet ever-changing demands, Tarkett is committed to supporting the recovery effort and getting products where they are needed most.

The needs of health care and government contractors are rapidly changing in response to the COVID-19 pandemic, and Tarkett is committed to serving the needs of its customers and communities in these challenging times. Through our own internal responses to this health crisis, Tarkett has positioned itself to safely continue to provide flooring solutions that are well-suited to address needs such as infection control and rapid occupancy.

"The pandemic has obviously impacted the construction industry in profound ways. We want our contracting and installation partners to know that we're here for you," said Rich Padgett, account executive for government sales for Tarkett North America. "As you work to keep our communities safe and our health care and government facilities responsive to changing needs, we'll be here to provide solutions on your timeline."

Through the following adjustments to its normal operations, Tarkett is equipped to support FEMA's COVID-19 approach of preservation, allocation, acceleration and expansion:

**Preservation:** Continually monitoring inventories of resilient and soft surface products, prioritizing those inventories for the immediate need.

**Allocation:** Allocating those inventories once immediate needs are determined.

**Acceleration:** Directing manufacturing resources to produce those products where inventories are being depleted.

**Expansion:** Increasing manufacturing capabilities to meet the increased demand as this pandemic continues its aggressive path.

To discuss your health care and government flooring needs in response to the pandemic, contact Rich Padgett at (757) 810-8893 or [Richard.Padgett@tarkett.com](mailto:Richard.Padgett@tarkett.com). In addition, Tarkett's concierge hotline for FEMA contractors and other emergency response organizations can be reached at (440) 903-4698.

## From Peter Pepper Products

Peter Pepper Products is considered an essential business provider within the essential services category, including health care, GPOs and federal and state government contract sectors.

The health and safety of our employees, clients and end users is our priority. In light of the COVID-19 pandemic, we are taking precautionary measures recommended by the CDC across our organization. Our key personnel, including manufacturing, office staff, sales representatives and those working remotely will continue to be available to ensure continued customer support.

We will continue to manufacture products in the categories below as our supply chain remains intact

- HealthFirst infection prevention products
- Waste and recycling receptacles, all categories
- HIPAA chart, file and literature holders
- Patient information boards
- ClinArt, caregiver communication boards, visual boards, glass and porcelain writing surfaces
- Scoop and Clip folding chairs for patient rooms and ED
- Clocks and SyncTech clock systems
- Coat hooks and racks
- Worksurfaces, desks, NIK, iBooth, Express Desk, etc.
- Modular partitions
- Icon Healthcare alert signage
- Wheelies, carts, cabinets etc.

At this time our California and other U.S. FOB points are running business as usual.

Be safe, stay well and thank you for your continued support of Peter Pepper Products and our Expressive Essentials!

## From Uhuru

The health and safety of our teammates, stakeholders and partners is our priority, and we are open for business. We are also promoting home office packages on our website and deep discounting is available immediately. Ancillary inventory – Quick Ship is unaffected and 100% available to ship next day as needed. See the most recent Quick Ship inventory list at <https://www.uhurudesign.com/collections/quickship-furniture>

Below is our product and lead time update.

Pennsylvania factory: Our facility is temporarily closed under order by the governor, and is primed to come back online at a moment's notice, which will cut our custom lead times back from their original. Here are the time frames for now:

- Conference tables have been pushed to 12 weeks (from four to six weeks).
- Communal tables (with veneered wood tops) have been pushed to seven weeks. These will be available from Quick Ship Inventory in seven weeks (from six weeks). They include the Broad and Band communal tables.
- Communal tables (with solid wood tops) have been pushed to 12 weeks (from six weeks).

These include the Split and Milo communal tables.

- High-craft pieces that are not in inventory have been pushed to a 14-week lead time (from 6-12 weeks). These include the Fenced-in Console and Boardwalk table.

Our partners in Michigan remain online under a state waiver until April 13. Sit/stand and fixed benching and desking are still available just in time. Other shipping times are:

- Minim Rise desk and Benching have a four-week lead time.
- Frame Rise desk has a two-week lead time.
- 1x1 desk has a two-week lead time at \$500.

Our team on the ground in the Vietnam supply chain and our factories are still online.

Custom and mass white label office products remain on our standard 12-week lead time (unless noted otherwise below).

Large custom brass and wood slab pieces are pushed to a 14-week lead time (from 12 weeks). Brass Tack collection, Brass Fold collection, Stitch coffee table and Slab dining table are affected by this.

Our internal and 3PL providers remain open for business and continue to ship.

## From Seating Inc.

At Seating Inc., ensuring that our crew is safe at work during the COVID19 outbreak is our first priority. We are open for business. Our American based supply chain is up and running, and our production and administrative teams are healthy and ready for work. As always, we'd love to hear from you. Your seat is safe with us.

## Shout Out: to IIDA for presenting a timely online discussion on health care design

On April 2, IIDA presented a timely online discussion with four leading health care design professionals from across the country. The one-hour event is available to watch at <https://youtu.be/KfxTITG48T0>.

- The current impact on their firms, specifically the health care practices within firms
- How their expertise as health care design professionals is coming into play at this time
- Their firms' involvement with adaptation of existing facilities or repurposing for surge capacity
- The need to take a holistic approach to the immediate health care solutions needed in the near-term
- How future health care projects can be designed to better adapt for moments like this
- The impact on health care design overall in coming years.

## Shout Out: to 2020 for helping designers work remotely with a free 30-day trial

At 2020, our primary focus during the current coronavirus pandemic (COVID-19) is the health and well-being of our employees, customers and partners. We have implemented steps to minimize the disruption to how we serve and support our customers while maintaining the safety of the 2020 team. Our support agents are now working remotely but have full access to our support and business



systems allowing us to maintain the level of service you depend on for your business.

Please continue to contact 2020 as you normally would to reach our service or support agents. We are putting all our energy and creativity into reducing the amount of disruption to our customers. Our customer success agents will be live on Facebook on Mondays and Wednesdays at 3 p.m. EDT sharing different tips on our applications if you want to connect with us.

To help designers work remotely, we are offering a 30-day free trial of our 2020 Office design applications which can be installed at your home or office. For more information, visit <http://2020spaces.com/officefreetrial>.

In these uncertain times, no matter how dark or long it may seem, there's always a brighter day that lies ahead. All of us at 2020 hope that you and your loved ones are and will remain safe.

## Shout Out: to BIFMA for helping keep the industry informed

➊ BIFMA has established an industry-specific webpage for COVID-19 resources in an effort to support and assist in this crisis. Go to [www.bifma.org](http://www.bifma.org) and click on COVID-19 Resources.

The latest information on the pandemic from sources such as the National Association of Manufacturers, government agencies, health care experts and legal firms is being continuously updated at this location. As new resources become available, they will be added and are welcomed from all of BIFMA's partners.

A "How To Help" section will provide information on how manufacturers can help address the shortage of supplies and medical equipment to treat COVID-19 patients. There is much that can be done to address this global threat on both a personal and professional level. BIFMA hopes to be a resource for directing your efforts in recognition that everyone has a role to play and this industry of innovators and creatives is rising to the challenge. Please send ideas, suggestions or questions to BIFMA at [email@bifma.org](mailto:email@bifma.org).

## Shout Out: to Wilkhahn for helping to keep us healthy

➋ Stuck inside? Although it is a contract furniture company, Wilkhahn has a solution to make the best of it and keep your body limber while working at home. The Home OfficeWorkout App by Wilkhahn encourages users to complete simple exercises using the ergonomic AT, IN and ON office chairs. And no need to worry if you don't have a Wilkhahn chair. Simply do the exercises using your own desk chair.

Wilkhahn developed this training app with the health professionals from physicalpark to promote movement and also complement the other features that make up a healthy work-

place, whether it's at home or in the office. Getting not only the body, but also the mind moving, is extremely important; small changes can have a significant effect. For more tips on staying productive while working at home, visit the Wilkhahn blog.

The Home OfficeWorkout App is available free of charge in the Apple App Store and Google Play Store (search term: Wilkhahn).

## Shout Out: to SKG for keeping on as we all cope

➌ Everyone in our industry is finding the best way to cope with the effects of COVID-19 and the shelter-in-place ordinances enacted by states, counties and territories. Most of our manufacturing partners — including our main partner, Knoll — are operational or partially operational. SKG is fully operational while abiding by our local shelter-in-place ordinances and social distancing protocol. Our sales and support teams are working from home and monitoring orders and shipments daily. We will continue to monitor all production capacities, the effect on orders and confirm deliveries and installations. We promise to continue our communication efforts. Most importantly, we vow to do all we can to maintain the safety of our customers, partners or employees. We will get through this together.

## Shout Out: to Symbiote for making furniture that helps those helping us

➍ Symbiote makes specialized furniture for hospitals, labs and other industrial applications. Its customers like LabCorp are working hard to fight the COVID-19 pandemic using Symbiote's furniture and can be seen doing so in a video at <https://vimeo.com/398575427/fd13c6e025>

## For Fun and Inspiration: Larry Leete, president, Montisa

➎ What I wanted to do during this quarantine period is to alleviate a little home seclusion stress for people for a couple of minutes each day. Music is a huge healer during down times — it can put a smile on your face and allow you the freedom to put down the heavy lifting for a few minutes. We have it so intertwined in our brand, why not bring some new music and bands that people may not have heard of (and some old ones introducing new songs) and introduce people to them. On a daily basis, I'm curating new music and introducing it as part of our WFH Turntable. I add on LinkedIn and then add to the Spotify playlist daily if people want to learn more without having to access LinkedIn to find the songs. Hopefully it gives a couple minutes of relief each day.

Playlist is located at <https://open.spotify.com/playlist/3GMSkyWODYBkCaiNGnrbqJ?si=SQAL587ET1qD5rYJpE5uvQ>.

# Two Ways to Keep You Connected



**Happy Wednesday friends,**

As days turn into weeks, we are starting to establish routines. For many of us, myself included, this period of social distancing has prompted some soul searching as well. I like the Danish word, hygee, one that is hard to translate, but basically means the ability to be comfortable in one's own company. It is easy to be around others, many of us are finding, yet it can be difficult to be on our own.

We need others. As we spend time working from home and the industry shows, educational events and social calendar is blown up, we are looking for some sense of normalcy. Things are becoming normalized, though nothing is normal. That includes the industry's business practices as well.

Though we are busier than ever trying to keep you abreast of the latest news as it pours in from around the world, Bellow Press is not immune to the business upheaval. So, we have spent weeks trying to figure out a plan for how to help our readers and advertisers stay connected through this unprecedented time.

For our readers, we started publishing a new section last week, one that will continue though the coronavirus crisis called the Industry Bulletin Board. It is a clearinghouse for information. We are posting everything

we receive regarding business actions being taken to address the virus. Posting positive news is important as well, so we have "Shout Outs" to companies and people making a difference. There's a chance to learn about a few fun things happening in the industry as well. There is no cost to you to have your information published on the Industry Bulletin Board. Please share it with me at [rob@bellow.press](mailto:rob@bellow.press).

Today, I am pleased to announce the plan for our advertisers. With support from theMART and NeoCon, Business of Furniture will begin publishing a weekly section beginning early June called "NeoCon: Products, People and Projects." We understand that NeoCon cannot be replaced. We also understand that our advertisers cannot afford to do nothing to promote themselves during times like these. In fact, it is more important than ever.

Think of "NeoCon: Products, People and Projects" as more of a promotional package rather than simply an ad. Though the final details are being hammered out as we speak, it will include a story written by a Business of Furniture writer (and photography to go with) about a new product your company is launching, a person in your company that

should be profiled or an impactful project that your company completed. The package will also include full page ads to run in Business of Furniture and Workplaces magazines at any time for the remainder of 2020. Your story will also be promoted by the organizers of NeoCon through its extensive network of attendees and upcoming communications efforts.

We are targeting a handful of non-competing profiles in each edition of Business of Furniture that will run throughout the summer. As part of our work with NeoCon, Business of Furniture and Workplaces magazines also will help theMART promote its work to "fill the gap" during this unusual time.

It is important to note that no one is trying to profit off a tragedy like COVID-19. But as with everything we do, we want to make sure

the industry remains connected. Disengaging is the worst thing we could do when facing a crisis of this magnitude. When we proclaim, we are the "Voice of the Industry," we intend to keep that promise, through good times and bad.

So how do you get involved? If you are a NeoCon tenant or exhibitor, you will receive information about the package directly from NeoCon organizers. After that, someone from Bellow Press will follow up with you directly. Or you can simply reach out to my colleague Melissa Skolnick for more information and pricing at [melissa@bellow.press](mailto:melissa@bellow.press).

We are all in this together. And we can all get through this together.

Be well my friends,

*Rob Kirkbride and the Business of Furniture team*

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## Dauphin Takes up 100 Million Mask Challenge

Inspired by the 100 Million Mask Challenge, office furniture manufacturer Dauphin quickly pivoted to the production of face masks for health care facilities close to its Northern New Jersey factory. Enlisting its automated fabric cutting capabilities and skilled sewers, Dauphin repurposed synthetic materials normally used to line fabric for its upholstered chairs and lounge furniture.

In addition to producing masks at its Boonton facility, Dauphin is also supplying its pre-cut synthetic materials to local community members who have volunteered to produce masks for neighbors and loved ones. Factory supervisor, Miguel Carhuayo researched the face mask criteria and material to come up with the best design, “We hope we will be able to help doctors and people who are helping our community in these difficult times.”

### THE CORONAVIRUS IS GOING TO CHANGE HOW WE THINK ABOUT DESIGN

As the coronavirus pandemic continues to spread, disrupting daily life and causing major economic damage, design leaders are pivoting to focus on how building design can combat infectious diseases and improve public health outcomes.

“I think we’re on the cusp of actually seeing it impact current work underway,” Gensler Managing Principal Kevin Heinly said.

[READ THE FULL ARTICLE](#)



### WORKING FROM HOME “THE NEW NORMAL” FOR ARCHITECTS AND DESIGNERS

Coronavirus lockdowns will have a profound impact on how creative businesses work in future, according to architects and designers including Carlo Ratti Associati, BIG, Snøhetta and Pearson Lloyd.

Over the past couple of weeks a huge shift in office culture has occurred, with teams spread across multiple houses instead of one studio. This has forced architects and designers to adapt.

“The scale of this shift is just unprecedented and will surely lead to new ways of working,” said Sheela Søgaard, partner at BIG.

“We are learning new styles of management that depend on the ability to disperse assignments efficiently across team members and rely on their deliverables without as much supervision or guidance as normal,” she said.

“To make this ‘new normal’ more acceptable will require an extra effort”

In Italy, practices were forced to make changes to the way they work early on, as it became one of the countries to be most severely affected by the pandemic. A nationwide lockdown came into effect on 9 March.

Carlo Ratti, founding partner of Carlo Ratti Associati, told Dezeen the current situation reminded him of the promise digital communications brought when they were first introduced.

“Until a few weeks ago, despite having the technical capacity to work remotely, people overwhelmingly chose to sit in an office, or at least in a cafe,” Ratti told Dezeen.

However, Ratti believes that remote working will not be as many imagined.

“In fact, working from the top of a mountain – or at your kitchen table, most likely – might not be that exciting after all. To most of us, working includes social relations and communication,” he added. “To make this ‘new normal’ more acceptable will require an extra effort.”

[READ THE FULL ARTICLE](#)

### BIG NUMBER

## 10-50 PERCENT

Herman Miller is implementing a range of actions aimed at temporarily reducing costs and preserving liquidity during the coronavirus. In addition to the 10% reduction in pay, Herman Miller’s CEO and its executive leadership team will defer additional levels of salary for a minimum of six months to further preserve cash flow in the near-term. This will include an incremental salary deferral of 50% for the chief executive officer, and 15% for the rest of the leadership team.

[READ THE FULL ARTICLE](#)



### DONGHIA FILES FOR CHAPTER 7 BANKRUPTCY

Following the news that Donghia was closing its showrooms and laying off the majority of its staff, the company has filed for Chapter 7 bankruptcy. According to documents filed in Connecticut District Court on Monday, the company estimates that it owes between \$10 million and \$50 million to more than 1,000 creditors, including design centers where it had operated showrooms and a who’s who of top designers.

At the time of filing, the company listed that its assets fell between \$1 million and \$10 million, which will go toward the liquidation of the company under Chapter 7 of Title 11 in the U.S. bankruptcy code.

### BIFMA CONNECTING FURNITURE INDUSTRY RESOURCES IN COVID-19 FIGHT

BIFMA has established an industry-specific webpage for COVID-19 Resources in an effort to support and assist in this crisis. The latest information on the pandemic from sources such as the National Association of Manufacturers, government agencies, healthcare experts, and legal firms is being continuously updated at this location. As new resources become available, they will be added and are welcomed from all of BIFMA’s partners.

A “How To Help” section will provide information on how manufacturers can help address the shortage of supplies and medical equipment to treat COVID-19 patients.

Go to [www.bifma.org](http://www.bifma.org) and click on COVID-19 Resources.



### NEW REPORT REVEALS DECLINE IN DEMAND FOR DESIGN SERVICES FOLLOWING COVID-19 PANDEMIC

A new report last week from the American Institute of Architects (AIA) reveals the immediate impact of the COVID-19 pandemic on architecture firms in the U.S.

A recent AIA survey found that 50% of architecture firms reported fewer new design projects for March—as of the March 23 survey date—as compared to their expectations entering the month. In terms of work on active projects, the overwhelming majority of architecture firms (83%) are anticipating a decline in revenue for March relative to their expectations heading into the month, with over a third of firms estimating that their revenue will be at least 10% below expectations. This situation is anticipated to worsen in April, with 94% of firms expecting revenue declines, and over half of firms (57%) anticipating that the revenue falloff will exceed 10%.

“Like most other businesses, U.S. architecture firms are heading into uncharted waters regarding what the economy holds in store for them as the COVID-19 pandemic plays out globally,” said AIA Chief Economist, Kermit Baker, Hon. AIA, PhD. “Different businesses are feeling the impact of the slowdown differently.”

Beyond billing activity, just under half of firms (48%) indicated that all, or almost all, of their staff are now working remotely, while 31% reported that some of their staff are working remotely. Few firms reported a major impact to their staff due to family/personal reasons, but 15% of firms said that at least some of their staff are currently unable to work at all.



## Orgatec is On for October ... at Least for Now

KOELNMESSE, WHICH STAGES THE FAIR, SAID IT IS KEEPING A CLOSE EYE ON DEVELOPMENTS AS IT PRESSES AHEAD WITH PREPARATIONS FOR ORGATEC 2020 IN SEVEN MONTHS.

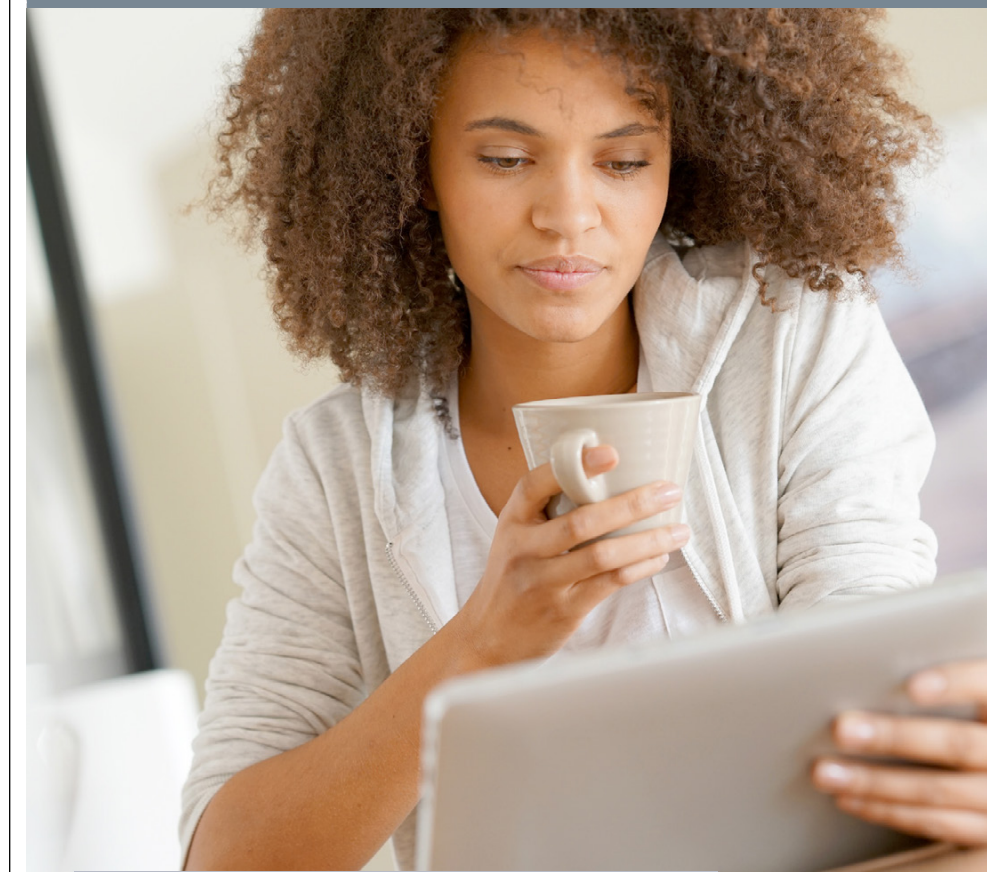
ORGATEC's trade fair in Cologne is still on for Oct. 27-31.

The new measures being adopted almost daily in Germany because of the coronavirus, though, affect the specifications and recommendations of the authorities for hosting trade fairs. Any decisions concerning whether or not to host the event will be made as early as possible, organizers said, and ORGATEC will inform all those involved immediately.

The motto for this year's ORGATEC's trade fair — Variety of Work — is already being practiced in very diverse forms in many workplaces. In this context, the leading international trade fair for the modern working world has an even more important role to play as an engine and source of inspiration for the industry. It is now seeing the immense challenges facing modern work environments.

Koelnmesse, which stages the fair, said it is keeping a close eye on developments as it presses ahead with preparations for ORGATEC 2020 in seven months. It noted the number of registrations is excellent, and interest in the trade fair is increasing even further as a result of recent developments. A preliminary list of the registered exhibitors can be found at [www.orgatec.com](http://www.orgatec.com).

In 2020, ORGATEC will once again provide inspiration for the design of modern work environments for today and the future with a wide spectrum of events.



## SUPPORT

As we all adapt to a new way of doing business, INDEAL provides dealer members with a Support Package of enhanced tools and services to help eliminate some of the challenges they're currently facing. #INthistogether!

[www.indeal.org](http://www.indeal.org)

INDEAL



It will offer workshops, panels, talks and best-practice installations on themes such as the agile office and hospitality in collaboration with leading partners from research, the media, trade associations and its commercial partners.

### ORGATEC Architects Summit 2020

Together with Frame and other partners, ORGATEC is debuting the ORGATEC Architects Summit, where architects will address a range of issues for the profession and the real estate industry. The topics on the agenda include digitalization, acoustics, sustainability, lighting, offices in public spaces and best-practice examples of special solutions.

Media partners will host talks, workshops and discussion rounds tailored to specific target groups. The full program for the ORGATEC Architects Summit will be announced shortly.

Another new offering at ORGATEC 2020 will be the light architecture program. Alongside these events, there will be a discussion on light architecture titled “Healthy Light in the Workplace.”

The Fraunhofer Institute for Building Physics IBP will host the People in Spaces symposium, which will take a broad approach to addressing challenges relating to spatial acoustics and other influences affecting people.

### Koelnmesse, which stages the fair, said it is keeping a close eye on developments as it presses ahead with preparations for ORGATEC 2020 in seven months.

In the southern halls on the trade fair grounds, ORGATEC will invite international trade visitors to explore the #inspired-hospitality experience area. This area will focus on the blurring boundaries between public and private spaces, and between work in the office, at home and on the go. If hotels are to turn their lob-

bies into temporary workplaces and companies want to open up their coworking spaces to start-ups, suitable infrastructure is required. Offering an insight into the technologies and design examples, this area will transform Variety of Work into a tangible experience with practical relevance for trade fair visitors.

### Robot-led tour of five working environments

The Variety of Work Boulevard by Leap in Time will be especially stimulating. On the Boulevard North, ORGATEC will partner with Prof. Ruth Stock-Homburg from the Leap in

Time Institute at the Technical Institute of Darmstadt to showcase a special implementation of the trade fair’s motto, Variety of Work, based on findings from her studies. Leap in Time will allow international trade visitors to experience various working environments in a special form, including the chance to take a robot-led tour of the modules. Studies by the Leap in Time work-life research center have shown in the future people will use more than just one work environment. Stock-Homburg’s research has recognized five types of work environments: activity-based working, work and

play, smart living and working, everywhere and everytime and recreation.

### Latest trade fair coronavirus information

If, contrary to current expectations, ORGATEC should have to be postponed or cancelled due to the coronavirus outbreak, exhibitors who do not wish to participate on the alternative dates will receive a refund of payments they have made to Koelnmesse. All decisions concerning whether or not to host the event will be made as early as possible, and ORGATEC will inform all those involved immediately. **BoF**

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## PACIFIC WEST

## HOTEL AIMS TO BE MOST LUXURIOUS

BEVERLY HILLS, Calif. — LVMH, the luxury conglomerate is planning to open an ultra-premium hotel on the famed Rodeo Drive thoroughfare to outshine all competition. Part of the Cheval Blanc collection, the swanky 115-room hotel will sit at the corner of Rodeo Drive and Little Santa Monica Boulevard. While this area is replete with high-end hotels, including the iconic Beverly Hills Hotel and the Beverly Wilshire, the Cheval Blanc is vying to be even more exclusive. The hotel will feature oversized suites, two swimming pools — one of which is a private penthouse pool — plus a private club. Rather than focusing on banquets or conference facilities, LVMH will capitalize on its nearby network of high-end restaurants, spas and retailers to sate guests. The building will have a breathtaking façade of imported French limestone, multi-level landscaping. It will also boast a warm color palette that's unequivocally SoCal.

[Robb Report](#)

## MOUNTAIN WEST

## NEW LIVE-WORK TOWER



PHOENIX, Ariz. — Studio Ma has broken ground on a new mixed-use tower complex for Arizona State University. The downtown

residence hall and entrepreneurial center aims to foster innovation and collaboration for students and the campus community. The 16-floor residential tower includes academic and interdisciplinary facilities with living space for up to 530 students. The 284,000 square-foot building features large windows and an urban paseo, wrapped in a bioclimatic façade designed to minimize energy use and glare from the desert sun. Entrepreneurial center facilities include a mix of studios, classrooms, offices, exhibition and event spaces, as well as fabrication and workshop areas with specialized equipment and environmental systems.

[Architecture Daily](#)

## MIDWEST

OLD CITY HALL  
NEW ARTIST SPACE

DETROIT — Ralph Parus once made jewelry and small sculptures in a shop in the basement of his brother's home in Jackson, Michigan. Now he's creating his art in the front room of his 750-square-foot apartment in City Hall Artspace Lofts in Dearborn, a three-building campus where artists live and work in the old city hall. The Dearborn project is a mixed-use arts campus that was renovated into 53 units of live/work space from studios to three-bedroom units and new work studio spaces in the Connector building. It has a resident community room and access to an art and tech lab.

[News Break](#)

## TALLEST BUILDING

LANSDALE, Pa. — Fred Baumgarten, owner of the historic Grundy Commons, a multi-tenant commercial hub located in the charming, historic town of Bristol is aggressively marketing its sixth floor with

a 20,000 square-foot space, 12-foot ceilings, and 360 degree views of the Delaware Canal Park. One of the largest office complexes in the region and the tallest building in Bucks County, Grundy Commons was originally constructed by Senator Joseph Grundy from 1880 to 1912. It now contains four connected buildings totaling more than 300,000 square feet over four acres. The restored original structure is crowned with a 186-foot-high clock tower, which is an iconic landmark in Bucks County.

[Bucks Local News](#)

## LEASE SIGNED

MINNEAPOLIS — Ryan Cos. US and The Excelsior Group have landed their first tenant for the speculative office building they are constructing in the West End. CarVal Investors, which Cargill recently sold to CarVal employees, is leasing 35,000 square feet in 10 West End, the 11-story office building under construction in St. Louis Park. The firm will take up an entire floor. Ryan and Excelsior broke ground on the project in October. Transwestern said it's the first Class A speculative office building constructed in the west metro submarket in 20 years.

[Minneapolis/St. Paul Business Journal](#)

## NORTHEAST

## ENHANCED TENANT EXPERIENCE

BOSTON — DWS Group completed the expansion and renovation of 50, 60 and 62 Staniford Street in Boston's West End neighborhood. The complex features a 10-story medical office tower and a new two-story building for future medical office/retail users. Todd Henderson, head of real estate, Americas, said, "The project team developed a fully-reno-

vated scheme that was meticulously designed to enhance the tenant experience with improved access, while providing high quality features consistent with Boston's finest medical institutions."

[Connect Boston](#)

## WAIT AND SEE

BOSTON — It's too early to call an end to Greater Boston's epic building boom, even if the coronavirus has managed the turn the global economy upside down in a few short months. Developers were riding a record-breaking wave of construction just a few weeks ago, with nearly 100 major projects under way within Boston's city limits alone. Unlike the Depression or the Great Recession, at the heart of this downturn is not a crisis in the financial system. And, that raises the possibility that instead of a relentless slide down we may instead see a dramatic economic rebound.

[Banker & Tradesman](#)

## MED RELATED DEALS



PHILADELPHIA — Rubenstein Partners, L.P. recently closed more than 100,000 feet of leasing activity at Makefield Crossing in the Philadelphia suburb of Yardley, Pennsylvania. Within the past 12 months, Rubenstein has signed a new lease for 21,082 square feet with Biohaven Pharmaceuticals, a 21,690-square-

foot renewal and expansion of Cello Health, and a 22,409-square-foot renewal and expansion of Jubilant Pharma, among other deals.

[Connect Commercial Real Estate](#)

## SOUTH

## FORGING AHEAD

MIDLAND, Texas—While many businesses are scaling back operations during the COVID-19 crisis, Hampton Inn opened a new hotel off of Interstate 20 and Rankin Highway in Midland on Thursday. "Opening this hotel is going to be an example to our community," general manager Daniel Segundo said. "We're going to fight through this thing. We're going to make it, and our economy is going to come out of it."

[KOSA](#)

## AUTOMATED VALET OFFERED

FORT WORTH — Cornerstone Projects Group, Trident Structures and Stream Realty Partners recently released development plans for Triune Centre, a six-floor 30,000-square-foot class-A office development. Triune Centre is the first office development in the United States to feature an automated valet parking garage located at 3400 West Freeway. In addition to the innovative garage, Triune Centre will have 5,000-square-foot floorplates so tenants can lease a full floor, with the design flexibility to include collaborative workspaces and interior offices. Each floor features expansive windows, providing natural light and views.

[Globe Street](#)

## CONFIDENCE IN PLANS

ATLANTA — Philadelphia-based Rubenstein Partners, and investment partner Monarch Alternative Capital LP, plan to renovate the

47-acre Lindbergh City Center, a transit-oriented development surrounding Atlanta's Lindbergh MARTA train station. The developer has brought on a team to help guide the facelift, re-naming and re-branding efforts. The one-million-square-foot, mixed-use property will be transformed into modern mixed-use community. That includes redesigning the building exteriors, reconfiguring the existing retail footprint and adding new local retailers, art galleries and restaurants. The goal is to open up and enliven the space with new furniture, lighting, and event programming. Rubenstein's Taylor Smith says, "While there is much uncertainty in today's marketplace due to the coronavirus pandemic, we are confident in our plans to redevelop Lindbergh City Center into a hub for global experiences with the best connectivity in Atlanta."

[Connect Atlanta](#)

## READY FOR GROWTH

MONROE, La. — Chennault Park, which offers ready-to-develop properties adjacent to what's already a thriving complex of aviation businesses, is primed and ready for the future. \$1.6 million has been allotted to build out the main and only entryway into the airport, because it currently does not satisfy the traffic flow in and out of the airport. Also this year, Chennault Park's newest tenant — Citadel — will break ground on a 70,000-plus square-foot cabinet-making construction facility.

[American News](#)

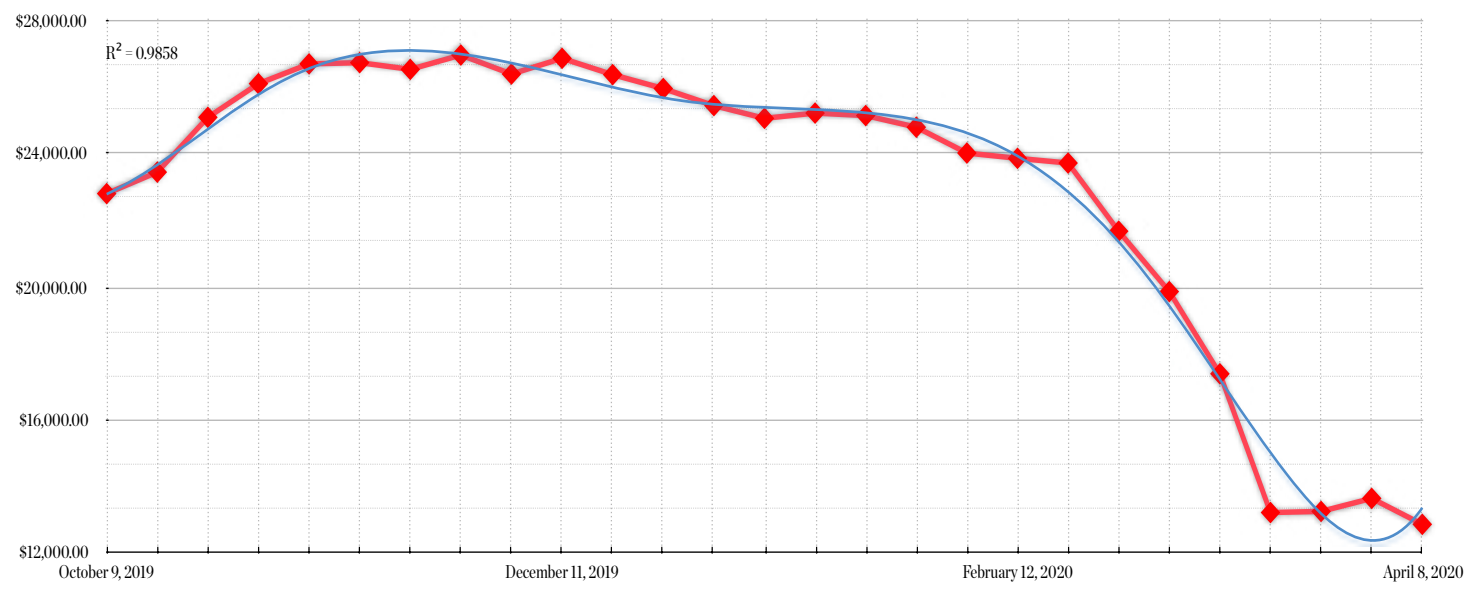
Compiled by Emily Clingman

BoF

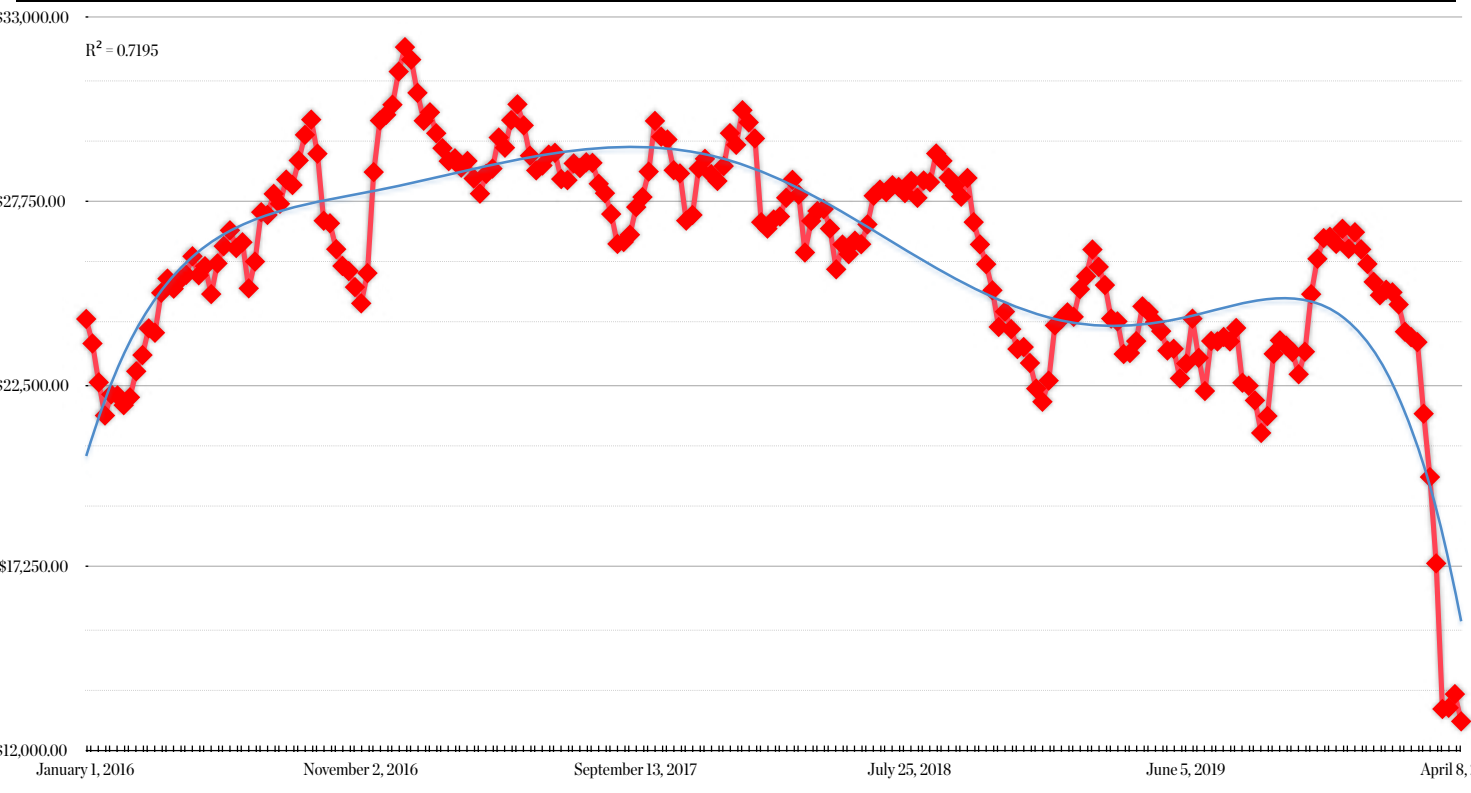
ALL TIME | January 1, 2016 BoF Industry Index Start: \$24,379.54  
 YEAR TO DATE | April 8, 2020 Yearly Start: \$25,443.00 (2019 Ended Up +15.31%)

**CURRENT VALUE** **\$12,853.02** **TOTAL GAIN / LOSS** **-11,526.52 (-47.28%)** **2020 YTD GAIN / LOSS** **-12,589.98 (-49.48%)**

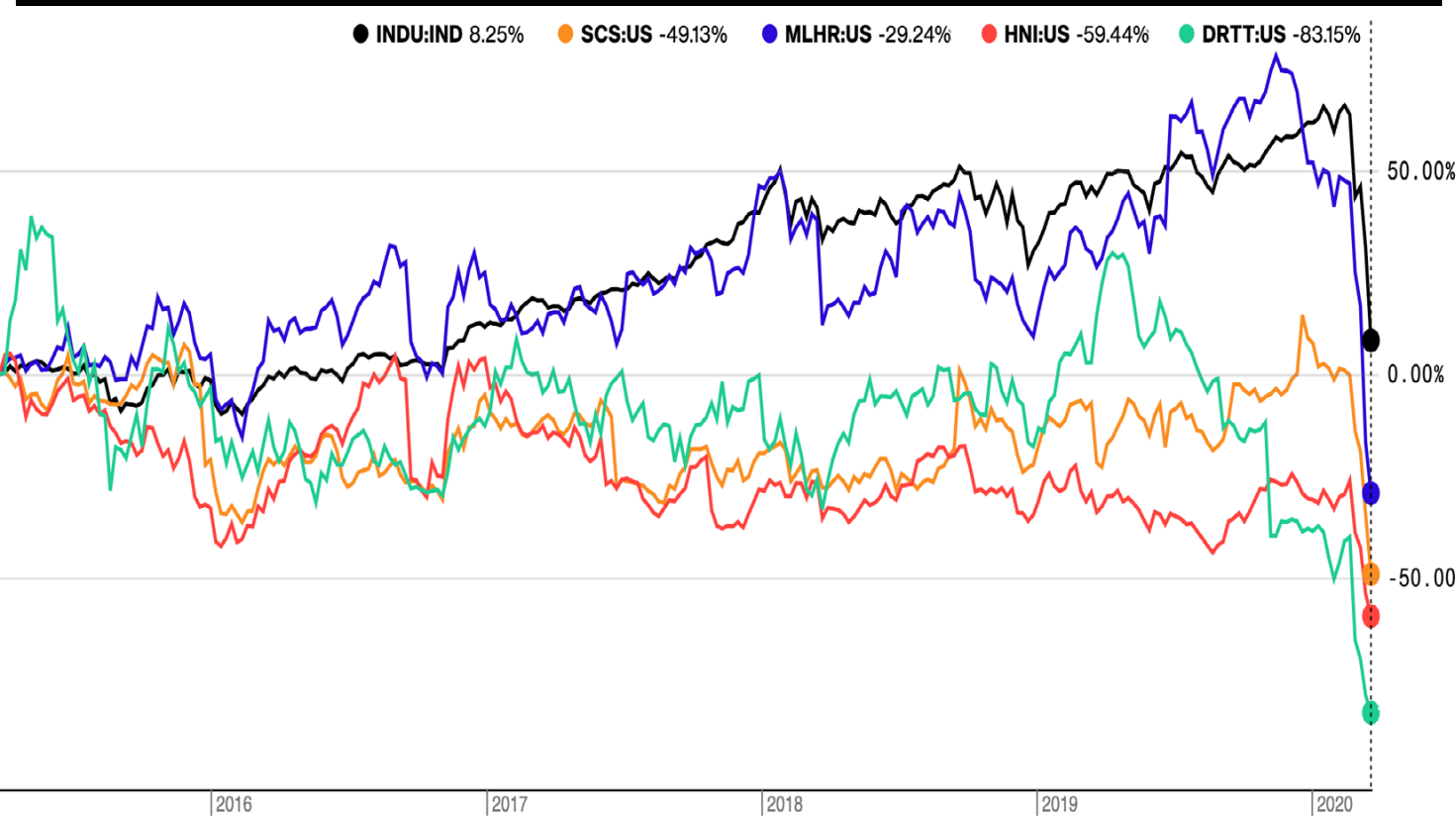
▲ SYMBOL	PRICE	CHANGE	TOTAL GAIN	1D GAIN	OPEN	PREV CLOSE	VOLUME	MARKET CAP	DAY RANGE	52WK RANGE
<b>DRTT:US</b> DIRTT Environm...	0.92 20:00	+7.53% +0.06	-86.67% -601.52	+7.53% +6.48	0.92	0.86	71,085	78.31M	0.90 -0.89	0.71 -6.90
<b>FLXS:US</b> Flexsteel Indust...	9.72 20:00	-2.51% -0.25	-78.00% -3,446.00	-2.51% -25.00	10.49	9.97	39,216	77.67M	9.50 -10.73	9.44 -25.90
<b>HNI:US</b> HNI Corp	23.72 20:04	+3.67% +0.84	-34.22% -1,234.00	+3.67% +84.00	23.58	22.88	209,708	1.01B	23.11 -25.05	18.61 -42.90
<b>INQ:CN</b> Inscape Corp	0.78 00:00	-13.33% -0.12	-74.00% -158.09	-13.33% -8.55	0.78	0.90	1,000	11.22M	0.78 -0.78	0.60 -1.95
<b>KBAL:US</b> Kimball Internati...	10.77 20:00	+1.80% +0.19	+10.24% +100.00	+1.80% +19.00	10.99	10.58	123,066	396.37M	10.62 -11.46	8.19 -22.40
<b>KEQU:US</b> Kewaunee Scie...	7.51 20:00	+3.59% +0.26	-57.79% -1,028.00	+3.59% +26.00	7.38	7.25	2,483	20.66M	7.27 -7.60	6.96 -23.00
<b>KNL:US</b> Knoll Inc	9.56 20:04	+3.24% +0.30	-49.15% -924.00	+3.24% +30.00	9.71	9.26	601,161	484.24M	9.24 -10.16	7.74 -28.30
<b>LEG:US</b> Leggett & Platt L...	26.56 20:04	+4.86% +1.23	-36.79% -1,546.00	+4.86% +123.00	27.04	25.33	1,527,292	3.51B	26.11 -28.16	22.03 -55.42
<b>MLHR:US</b> Herman Miller Inc	19.40 20:00	+2.11% +0.40	-32.40% -930.00	+2.11% +40.00	19.62	19.00	1,111,430	1.14B	19.00 -20.69	14.39 -49.87
<b>SCS:US</b> Steelcase Inc	9.30 20:04	+1.86% +0.17	-37.58% -560.00	+1.86% +17.00	9.54	9.13	1,076,939	1.09B	9.16 -10.08	7.02 -23.02
<b>TILE:US</b> Interface Inc	8.11 20:00	+7.56% +0.57	-57.63% -1,103.00	+7.56% +57.00	7.85	7.54	1,010,246	472.81M	7.85 -8.33	5.06 -17.68
<b>VIRC:US</b> Virco Manufactu...	2.40 20:00	-0.83% -0.02	-27.93% -93.00	-0.83% -2.00	2.39	2.42	24,591	37.71M	2.13 -2.41	1.82 -5.00



BoF Industry Index - Since Jan 1, 2016



Five Years - Major Industry Stocks



# If You Own a Business: Apply for the Paycheck Protection Program. Here is how!

Dear Stephen:

I own a mid-size furniture dealership, and I am worried about my business and being able to keep my employees. Well, I am first worried about the health and safety of my family, my employees and their families, but after that I'm worried about how to keep my business going without having to lay off the great people who work here.

My business is in a state that requires self quarantine until April 30, but the pandemic is so bad where I am, who knows for sure if that date will not have to move to June. It is a mess. Right now everyone in my office is working remotely. We are a modern sales organization so transitioning to working from home for my em-

ployees was not a major problem.

I have seen enough articles about that, including yours (thank you very much). My clients at A&D firms, other dealers and smaller manufacturers have one major problem right now, and it is not learning ZOOM. It is our payroll. I think we are all nervous the sharp drop off of revenue and cash flow will force us to fire or furlough our valuable employees. I know you are the expert on recruiting but this is different. How do I save the jobs of the good people I already have? What are your thoughts on the PPP and the CARES Act specific to our industry and my business?

Signed,

Scared Dealer Owner



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, Like Stephen on Facebook; and follow him on LinkedIn.

Dear Dealer Owner:

I am glad you asked, and I am happy to share what I know because we're in this together. This is a resilient industry and will bounce back but there are some immediate resources I can share that can make a real difference to saving jobs right now. The Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan Program (EIDL) are the two major options for small businesses to obtain financial help during the coronavirus outbreak — and you should apply for both. You qualify if you employ less than 500 people, so most furni-

ture and floor-covering dealers, A&D firms and small manufacturers qualify. At The Viscusi Group I have been on the phone with many of my dealer, independent rep and manufacturing clients from across the country and with my many friends who own A&D firms. We have been sharing information about these government programs. I have encouraged everyone to apply for this funding.

The PPP can help businesses that keep employees on the payroll or rehire them by June 30 if they have been laid off, and these loans could be fully forgiven. Businesses are able to request 2.5 times their average monthly payroll cost for this loan. Apply as soon as you have finished this column by contacting your banker and accountant and completing a very short online form. Be aware that since PPP is a brand new program rolled out fast on April 3, even the most experienced bankers do not know much about it yet. Everyone is learning together, so be patient with them.

If you cannot get your banker on the phone at this time just go to your bank's website and see if they are participating in the PPP. Here is something interesting I have learned: Many big banks do not want to participate in the PPP program

because, I would guess, there is not enough money in it for them. Who knows for sure, but if your bank is not participating in PPP you can also go to third-party lenders. Here is a LINK to one the third-party lenders — <https://sbacares.boefly.com> — and there are many others. All of this, of course, should be done in consultation with your CPA.

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**Even if your business has never taken a loan before I promise you will not regret going online and at least learn about these two programs.**

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Do not stop there. Go on the [www.SBA.GOV](http://www.SBA.GOV) and look into the Economic Injury Disaster Loan Program which includes a \$10,000 grant that businesses do not need to pay back — ever! Like free money to help keep your business going.

Even if your business has never taken a loan before I promise you will not regret going online and at least learn about these two programs. And do it now because everyone you know who owns a business may have already applied since there is a cap on the funding in the CARE bill. At TVG Recruiters we know what you are going through, we all are in the same boat. This virus is a great leveler. I am here for the industry that has been so good to me and hope I can help. Even if you have never been a client, or we have never spoken, shoot me an email with your questions. We can set up a confidential call, and I will share what I know about these programs. I know how hard it is for you to have to let go of valued, loyal employees so here are two compelling programs you should act on now. There may be other options, like cutting executive's pay rather than shrinking your salesforce — ideas that we can discuss.

And finally, if you are reading this and are worried about losing your job or have already lost your job, write me as well. Get that resume updated and get it to me, but only after you have applied for unemployment!

Signed,

Stephen



# 5X Connection: Developing and Increasing Meaningful Connections in a Time of Crisis

No doubt the world we live and work in has been turned upside down over the past few weeks. Our offices and showrooms are closed, we're working from home, our manufacturers are closed, our friends and colleagues are being laid off or furloughed, and our customers are slowing their projects or cancelling them all together. None of us really know when this is going to slow down much less end — we are not in control, and that's a scary feeling.

But there are a few things you can control — your attitude, your mindset and your actions.

Now is not the time to sell (with a few exceptions, and I mean very few). Customers aren't interested in your latest product introduction, your new finishes or your high-quality, low-cost task chair. Customers are focused on their health and well-being and that of their coworkers, family and friends. They are worried about the future of their company and frankly — their job.

Now is not the time to sell — now is the time to serve!

The best, most powerful thing you can do is to develop and increase the connection you have with your customers, influencers, and prospects — which means you have to stop selling, stop asking for opportunities and start creating meaningful connections with them.

Look, I get it — for you to stop selling is not going to be easy, and yeah, it's going to make your budget even tighter. But what your community needs more than ever is you to serve and support them. The last thing you want to be known for is ambulance chasing during a worldwide crisis. I know, you might be ready to stop reading at this point, but stay with me — I think you'll be glad you did.

Though it's time for you to stop selling — it is not time for you to binge watch a new show on Netflix or just hang out around the house. It's



Have a suggestion for the column? Please email Sid at [sid.meadows@embark-cct.com](mailto:sid.meadows@embark-cct.com)

Sid Meadows is the founder and principal of embark cct, a coaching, consulting and training firm focused in the contract interiors industry. You can follow Sid and embark on Facebook (@embarkcct) and LinkedIn (@sidmeadows) or visit the website at [www.embark-cct.com](http://www.embark-cct.com)

time for you to get focused and start building for the future. It's time for you to 5X Connect.

A couple of weeks ago, I had a Zoom meeting with a few others to brainstorm ways we could all stay engaged and connected with our clients. The energizing and valuable session is what we call our "What If Up" brainstorm (more on that in another column). But the basis behind this session was to collectively come up with ideas and ways to serve our various different communities — and from that, came 5X Connect.

What is 5X Connect? It's you connecting with five different people every single day without selling or asking them for an opportunity. Pick up the phone, and start dialing. No email, no text message — use your phone and have a conversation.

First, I made a list of people I wanted to check in on. I started with my current clients, then former clients, then prospects I've been working with and from there I went to the contacts in my phone and made my list. No doubt it's long, but I've got a good list to work from. I started, and I took one step forward to con-

necting on a more meaningful level.

Each day, I go down my list and call five people. It's not always easy — I'm still working with clients that engaged with us before all this happened. We have to finish their projects, and we have to continue to serve our community, although a lot differently. But I am more than capable of this relationship connection building each day, especially with my increased time during the day.

Then I made a list of questions I wanted to ask — thought starters, if you will, that would keep the conversation focused on them and not me or the services we offer. From there I started dialing, with my mindset focused on connection and not the dollar signs — and the results have been amazing.

To help you through this, I created a workbook which includes a quick overview of 5X Connection and a list of questions you can ask. I've also included an area for you to list the people you want to call and their phone number. Lastly, there is a page that allows you to keep track of who you called each day. You can download this document at [www.sidmeadows.com/5xconnection](http://www.sidmeadows.com/5xconnection).

Why is this level of connection so important? Because right now you can't sell, so relationships are your moneymaker. You may not see that payday turn around for more than a year, but after this is over, your connections will remember you called to check in on them, their business and see how they were doing in crisis. That's also what will lead them to call you back when they are able to buy from you. Why? Because they trust you. They trust your heart and your care for them beyond the sale. So, connect 5x now, and invest in your future and the future of your customers.

Hopefully, there will soon be a time to start selling again — but for right now, our focus needs to be on one another, on building relationships and supporting our clients and community. Each of us needs to realize we have more to offer the world than our products and services — the most valuable thing you can offer anyone during this time is yourself.

Be sure to join the conversation ([www.sidmeadows.com](http://www.sidmeadows.com)) and visit my blog to share your thoughts on the 5X Connection process and how it's helping you connect (and reconnect) with your customer.

LONDON (NEW DATE)

**Clerkenwell Design Week**  
July 14-26, 2020



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)

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 and the fair continues to attract more and more trade visitors annually. One of the major highlights of EFE2020 is the inauguration of the "Office Furniture Hall" with the latest innovative and modern creative office furniture.

[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



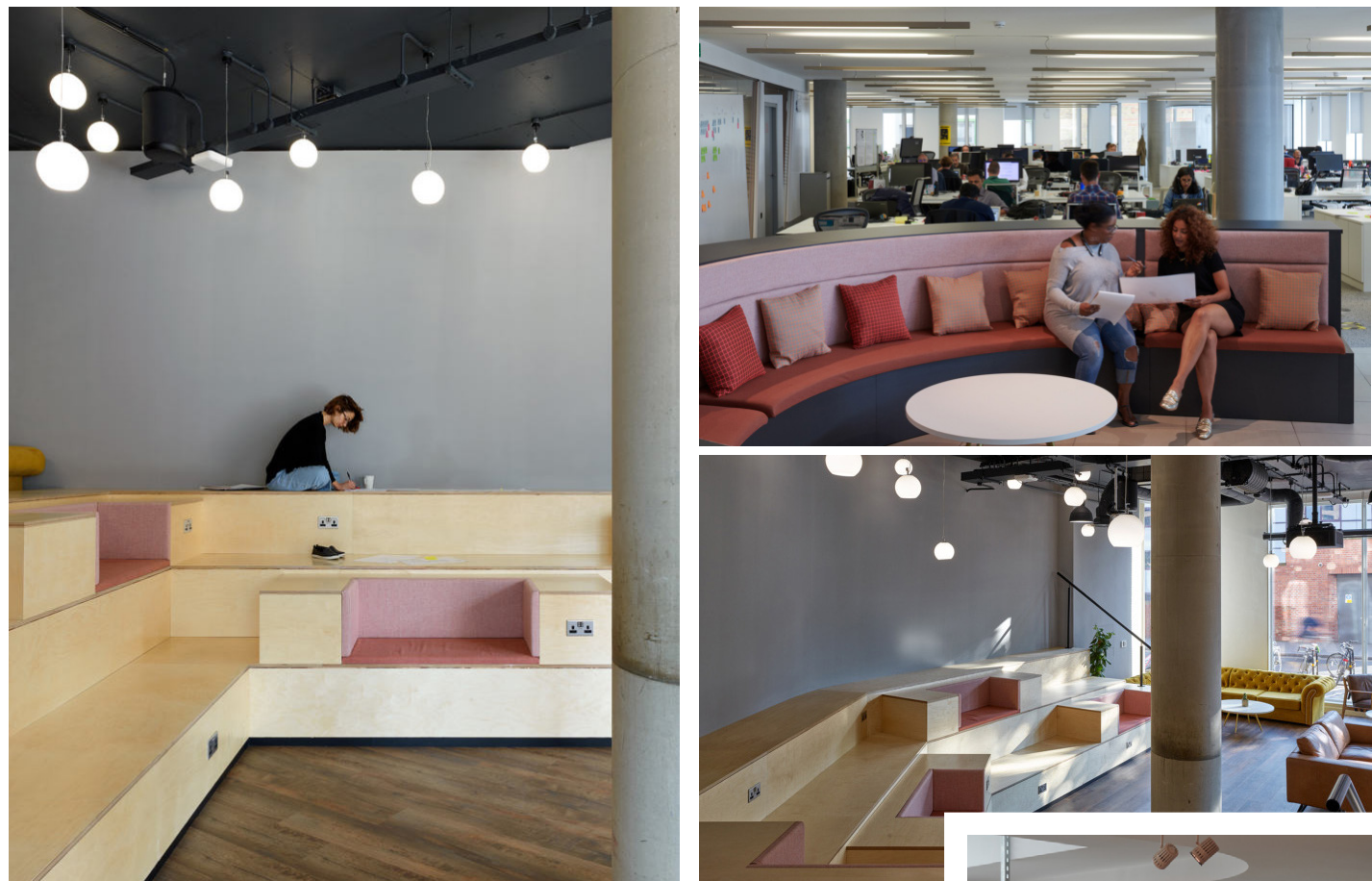
**EDspaces** is where innovations are unveiled and collaborations form, bringing together education's creative change agents who plan, design and manage innovative learning spaces. Leaders from school districts and colleges, architects, interior designers, distributors and exhibitors will engage and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

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

EVENT	DATE & LOCATION
<b>HDEXPO</b> HD Expo is designed to take your professional development to the next level. Manufacturers unique to HD Expo debut their latest products; where industry leaders share their insights and knowledge on and off the show floor; and where networking leads to game-changing collaborations. <a href="http://www.hdexpo.com">http://www.hdexpo.com</a>	May 5-7, 2020 Las Vegas
<b>ICFF</b> For over 30 years, ICFF has built a solid reputation as North America's premier trade show for the residential and commercial interior design industry. Attracting visitors from over 68 countries, ICFF brings together a cross-section of the industry to showcase what's next and what's best for luxury design. <a href="http://www.icff.com">http://www.icff.com</a>	May 17-20, 2020 New York City
<b>NEOCON</b> NeoCon is the world's leading platform for commercial design and the annual gathering of over 50,000 design professionals and end-users. Marking its 51st edition, NeoCon continues to be the industry's launch pad for innovation - showcasing game-changing products, services, companies and emerging talent, and providing unparalleled access to the most cutting-edge solutions. <a href="http://www.neocon.com">http://www.neocon.com</a>	June 8-10, 2020 Chicago
<b>CLERKENWELL DESIGN WEEK (NEW DATE)</b> 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. <a href="http://www.clerkenwelldesignweek.com">http://www.clerkenwelldesignweek.com</a>	July 14-16, 2020 London
<b>CHINA INTERNATIONAL FURNITURE FAIR, CIFF (PHASE TWO) (NEW DATE)</b> 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. Without a doubt, excitement and innovation are the key words of the next edition of CIFF Guangzhou which is completely reinvented. <a href="http://www.ciff.furniture">http://www.ciff.furniture</a>	July 27-30, 2020 Guangzhou, China
<b>EXPORT FURNITURE EXHIBITION (NEW DATE)</b> 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. <a href="http://www.efemy/">http://www.efemy/</a>	Aug 27-29 2020 Kuala Lumpur, Malaysia
<b>DOMOTEX ASIA (NEW DATE)</b> 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. <a href="http://www.domotexasiachinafloor.com">http://www.domotexasiachinafloor.com</a>	Aug 31 - Sept 2, 2020 Shanghai, China
<b>ORGATEC 2020</b> 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. <a href="http://www.orgatec.com">http://www.orgatec.com</a>	October 27-31, 2020 Cologne, Germany

**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.



Photography: Leigh Simpson



### Publicis Sapient Offices – London

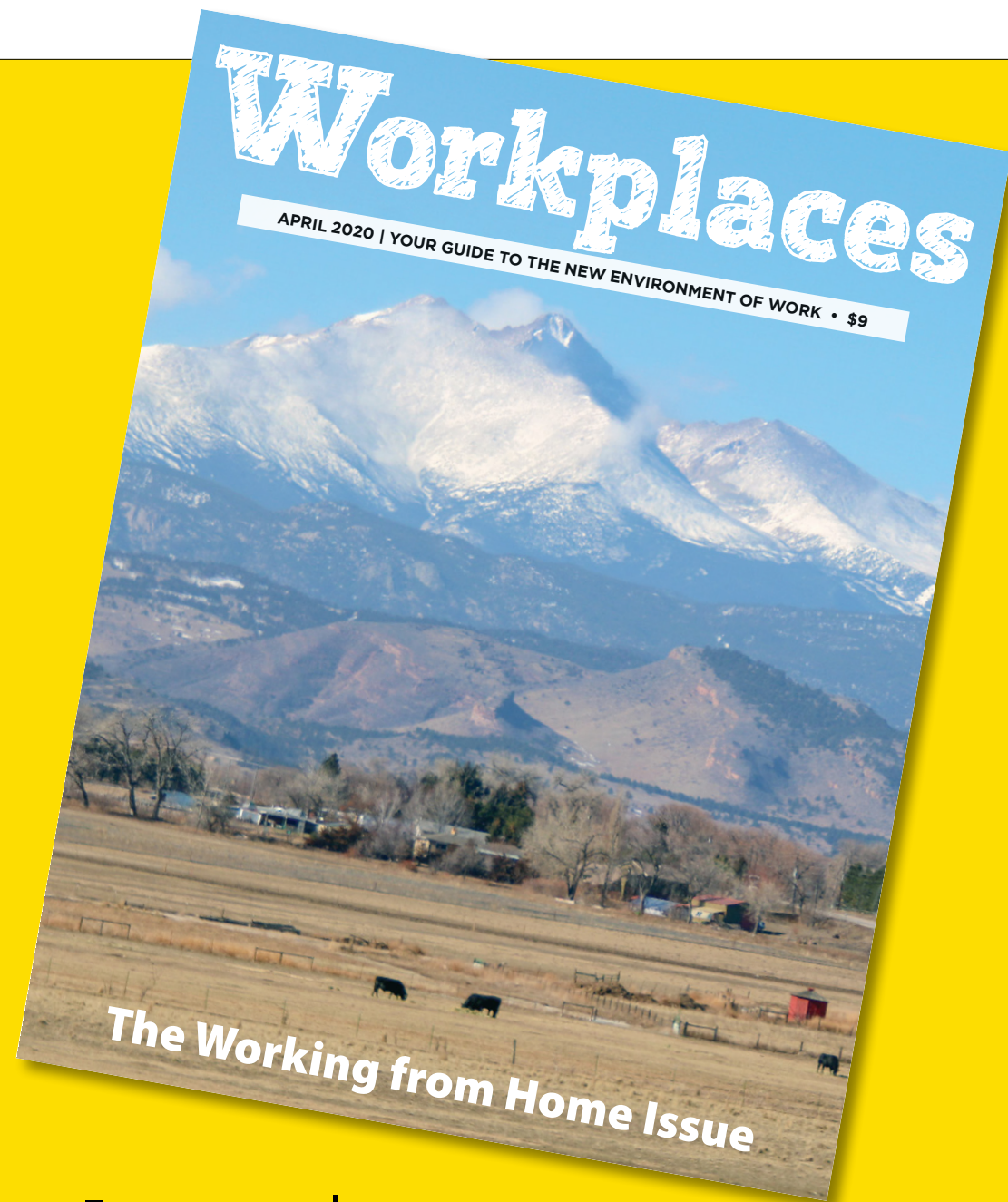
Habit Action has completed the office design for Publicis Sapient, a digital business transformation company, located in London, England.

A unique furniture solution for digital transformation experts, helping create an up-to-the-minute workspace for ongoing digital development.

Situated in the heart of Clerkenwell, close to Farringdon station, this iconic Turnmills building was once warehousing and stables for horses in Victorian London. Now a thriving workspace owned by Publicis Sapient, the building houses hundreds of employees every day.

[READ MORE](#)

FIRM: Habit Action  
 CLIENT: Publicis  
 58,000 sqft  
 SCOPE: Office  
 LOCATION: London  
 INDUSTRY: Consulting / Business Services



## Workplaces | April 2020

Where I'm Working | Remote Working: Report Shows Work is Changing Before Our Eyes (and Likely won't Change Back) | For Many, the Home is Now the Office | Working from Home | When Working from Home, Physical Transition is Just the Tip of the Iceberg | In Uncertain Times, Ease Your Emotions at Work and at Home | Product Matter | Insights From 140+ Remote Teams and Companies on How to Integrate, Manage and Communicate Remotely

Read the April 2020 issue today at: <https://bellow.press>



WORKPLACE DESIGN

## Utility Company Connects its Brand to New HQ Architecture

CORIX CHOSE A 22,000-SQUARE-FOOT SPACE ON THE 36TH FLOOR IN A DOWNTOWN CHICAGO HIGH-RISE AS ITS NEW HEADQUARTERS AND BROUGHT ON NELSON WORLDWIDE TO COMPLETE THE BUILD OUT.

by Emily Clingman

**It's not every time** that a company's brand translates so literally into the architecture around it. But with Corix Group of Companies, its new headquarters hit the design jackpot.

Corix is a leader in the implementation of sustainable water, wastewater and energy utility infrastructure solutions for small to medium-sized communities across North America. Until recently, it was located in the Chicago suburb of Northbrook, Illinois.

The company started out 50 years ago in a farmhouse, and as it grew over the years, additions were made to the structure, but nothing was cohesive. Employees were working in small groups in actual bedrooms. Other employees were located in additions. The team was extremely segregated. It didn't feel like an office and people just gave up walking the maze of twisted hallways trying to find anyone else. The scenario was affecting the way people worked and obviously, not in a great way.

The other challenge with being located in a random farmhouse off the highway in the suburbs was talent attraction. The remote location and unusual setup lacked a certain draw. Corix decided it was time to move — and a big move it was.

Corix chose a 22,000-square-foot space on the 36th floor in a downtown Chicago high-rise as its new headquarters and brought on Nelson Worldwide to complete the build out. The company wanted the space to be designed for easy engagement and collaboration among its staff. Because of the nature of Corix's services, the company wanted to go industrial in the look and feel.

Nelson transformed Corix's new offices to create an entirely different atmosphere from its previous space. Early on, it was decided to leave the ceilings exposed to enhance the industrial feel.

“The pipes were an obvious thing,” said Kristin Cerutti, senior designer at Nelson. “At first, we wondered if we could just paint the existing pipes on the ceiling blue, their logo color. Then, it sort of stirred from that. Does it have to be blue? Does it just have to be existing pipes or can we bring in decorative pipes? And why just be decorative? They should have a purpose and a meaning.”

Nelson installed pipes throughout the space to serve a dual purpose: vibrant décor and creative wayfinding. Each pipe color represents a core market the company serves — water, gas and electricity — and acts as a gentle and organic guide, leading employees and guests in the right direction.

The office is organized into three neighborhoods, one for each department — ecosystems, as Cerutti explained. Each is designed to support its own function, then circulate out to the environment at large. Using Corix’s three distinct logo colors — two shades of blue and a shade of green, each ecosystem is designated a different color (dark blue for water, light blue for gas and green for energy).

“So, when the pipe colors change, and the furniture colors change slightly, you’ll know which department you’re in,” she said.

The public corridors have orange pipes — a color representative of community and a nod back to pride





in the community Corix serves. All of the different color pipes come together into a graphic of the Corix logo in the center of the lobby.

Corix went with a Steelcase open benching system for its task areas.

“They really wanted to bring in the industrial look, and Steelcase had some really fitting products,” Cerutti said.

Also included in the new office is a large café — something not possible in the farmhouse as the cramped kitchen only fit about six people around the table. Now, 30 people can gather if they want to. The café views overlook the Chicago River, offering a comfortable and inspiring place to take a break, do some work or hold a casual meeting. All of the furniture in the café is easily moveable to hold events like a birthday lunch or company-wide meetings and shuffleboard games ... for real, it’s their thing.

“The ability to come together was really important to them,” Cerutti said.

While the new office is amazing, the staff feedback very positive, and all the spaces are being used in the way they were intended, Corix’s 70 employees were a bit apprehensive at first to move downtown.

“It was a huge shock to move from a farmhouse in the suburbs to a high-rise in the city,” Cerutti said. “But they really embraced it.”

Most of the staff lived in the suburbs near the former office, so it was quite a big change for them. Corix put in place several opportunities to prepare them to work downtown.

“They held staff meetings downtown so people could get a feel for the commute and what the surrounding area is like,” she said. “They were able to see the ongoing construction. They really felt like they were part of the process. The Corix team really helped its employees be successful in the move, rather than just springing it on them. No, ‘Oh, by the way, pack your stuff.’ By visiting frequently and watching the progress, employees could warm up to the idea how big rooms were going to be, what the views looked like, etcetera.”

Designing Corix’s new headquarters was unique for Nelson.

“We do a lot of tech and law firms and corporate spaces,” Cerutti said.

“With this project, we were able to be literal in the design, such as with the pipes, to relate it to the company’s services and missions.

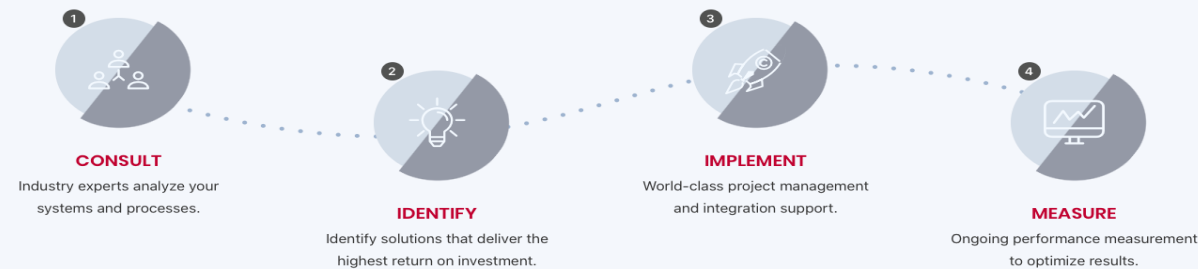
“They are very proud of what they do, and see themselves as providing a very important service to the community. That’s the biggest reason people like working there. So, we designed for the people, versus just making it a trendy, cool space. As far as attraction and retention is concerned, a meaningfully designed space is a draw for job seekers.” **BoF**

# Processing

STREAMLINE YOUR BACK OFFICE PROCESSES

## Avanto is your *partner* in the contract interiors industry

Our goal at Avanto is to streamline your back office processes through accounting, order management and merchant processing.



Matt Danyliw

**How much time** do you spend as a manufacturer, dealer or installation company on back office processing? How much time does accounting and paperwork cost you? If you spend more time pushing paperwork than selling furniture, you need Avanto, a company that promises to streamline your back office system to save you time and money.

Not to get technical, but Avanto specializes in Process as a Service (PaaS) and Robotic Process Automation (RPA). Simply put, Avanto helps streamline your back office processes through accounting, order management and merchant processing. The company takes the stuff you don't want to do off your plate so you can focus on what you want to do.

Avanto is designed for the office furniture industry and born from it. Matt Danyliw, a partner at Avanto, began his career as a CPA whose first client was a Herman Miller dealership in the Northeast. He went on to become an executive leader in office furniture dealerships. Along the way, he identified the pain points in the sales and delivery process. From that knowledge, Avanto was born.

Commercial furniture sales, delivery and accounting processes have many steps: a purchase order from the dealer, an acknowledgement and invoice shipping notifications from manufacturers, installation packages, purchase order approval, change orders, storage from installation companies. Avanto facilitates the communication between those different entities within the ecosystem.

“When you talk about the life cycle of an order, you have a salesperson, you have designers, they're creating renderings, they're building the specification files and the specifications software,” Danyliw said. “So all of that is happening on the front end, and we focus on the stuff that happens on the back end. Once all of that activity ends, and it becomes an order is when we kick in. We are able to either do the processing, automate part of the processing or make it easier for companies to process themselves. From that purchase order through cash receipt, again, we can be an outsource solution for a company, we can be a technology solution for a company, or we can just be process consultants to help people navigate how to improve their process.”

### WORK PROCESS

## You Take Care of Sales, Design, Avanto Streamlines the Process

AVANTO HELPS STREAMLINE YOUR BACK OFFICE PROCESSES THROUGH ACCOUNTING, ORDER MANAGEMENT AND MERCHANT PROCESSING.

by Rob Kirkbride

# Avanto

ABOUT US

**Dedicated to moving the contract interiors industry *forward* in process and technology.**

At Avanto we provide process as a service for the contract furniture industry. Whether you are a manufacturer, dealer, installer or vendor, we can take your organization's processes paperless and/or streamline your current processes.



Danyliw's background is important to Avanto's story. As mentioned, he was a CPA whose client was a Herman Miller dealership that had lost its CFO. His boss was the acting CFO, and Danyliw was his right-hand man. He did everything his boss at the dealership didn't want to do.

Eight years later, he became the actual CFO for that company. It went from \$17 million in sales to \$50 million in a six-month period. It was a rapid rise, followed by the financial crisis — a rapid decline. The company went from \$50 million to about \$25 million. "So I learned a lot about scaling through that, meaning, we had to hire a ton of people to support the growth, and then we had to fire a ton of people, and it was awful," he said. "I had to be part of that because I was their CFO, I was their HR person. I was in charge of IT."

As part of the growing pains at the dealership, Danyliw found there was a need for a solution to all the paperwork. The dealership needed sign-offs from all the parties involved and it simply wasn't happening as smoothly as it should. He found that the paperwork "would fly out the installer's windows, or they would say, 'Oh, I gave you that folder. I put it on Susie's desk.'" The dealership's major clients needed those signatures to get paid.

"I had to come up with a solution to connect us with our installer. And so I came up with a document management solution that existed. It was a company out there that I had contracted with, and we developed a solution where they were scanning things at their warehouse when they first arrived, and it would kick off an invoicing process. It was all automated. This was back in 2007, so this was over 10 years ago. Most of these tools were pretty antiquated compared to now."

As he went through his career, he worked for a business system in the industry. Next, he went to one of their clients as their COO for another dealership. The dealership that he was a CFO for in Connecticut was a smaller dealership. It had one main office and a smaller satellite office. The one he worked for in Florida had four major markets and five offices.

At every stop along the way, he implemented a lot of the processes and software, each more complicated. And at each stop, it had an even bigger impact, meaning, he was able to scale it even more. He was able to automate even more because it was so complicated.

"I'm a process guy and IT guy and a finance guy," Danyliw said. "And I realized I loved creating solutions for this. And I also realized that there's probably an opportunity to help other organizations implement doc management systems, become paperless, automate workflow. And through that we developed Avanto into what it is today."

Avanto's mission is to help move the contract furniture industry forward in both process and technology. Avanto's not going to make this happen by itself. Instead, Avanto wants to work with all the other companies in the industry that are working on streamlining other parts of the business system, from the NetSuites to the MRLs. But that's the future.

"Right now, we are providing solutions in the industry's current state," he said. "And the current state is that everything is done via email, via PDF, via documents, and very little is done electronically, which is where we're trying to get to. So right now, we are providing processing services as a service."

Danyliw's recent focus has been on getting an understanding of what manufacturers value and what will move the needle for them to get on board with Avanto. He said he has a deep understanding of the dealerships, so he is trying to really dive into the manufacturers and their processes. "I don't think it's that complicated," he said. "All we're talking about is parts and pieces."

Avanto is well into the process. The company is working on custom solutions for companies, but also on a platform that is scalable. That means it will work for a dealer in San Francisco the same as it will for one in Chicago or Miami.

"We're being very mindful of the fact that this needs to be a scalable solution that needs to be an open platform, which means that people can access it if they want to through their business systems or other tools they use, and that it will be flexible enough to manage the different types of information that is being added to it and the different situations," Danyliw said. **BoF**



## SEATING

## 9to5 Seating Unveils Active Seating Remy

9to5 Seating has entered the active seating market with Remy, a light-weight addition to an ergo-conscious office.

Remy is a motion stool with a curved rocker-shaped base that encourages spinal alignment and freedom of movement throughout the day.



The stool's 20-degree, front-to-back rock facilitates a hip-to-femur angle that engages core muscles which support good posture. Its base features a non-marking, non-slip tread. Whether at a standing desk or a standard-height surface, its push-button height adjustment and 360-degree swivel makes it ideal for those who like to perch, those who prefer a traditional sit or those who go back and forth.

The design possibilities are plentiful with Remy. Its molded foam seat may be covered with any fabric, and it comes in black and white plastic colors. This flexibility paired with its light weight enables it to suit various environments, including cafés, collaborative zones, impromptu areas and more.

"Remy demonstrates what is possible when innovation, design and wellness converge," said Dara Mir, president and CEO of 9to5 Seating. "With its stylish form, Remy complements the workspace just as well as it supports the body."

Remy is GREENGUARD Gold certified and has achieved BIFMA LEVEL 1.

## TABLES

## Encore Introduces String Games

Playing with forms and appearances is what String Games from Encore is all about. The collection of meeting tables is distinguished by metal accents that appear to pass fluidly through the solid wood frame. Available in veneer, laminate or solid surface materials, String Games can be specified in seated and bar heights and features optional power capability via a discreetly concealed wire management system.



## TEXTILES

## Arc-Com Releases Talavera

The Arc-Com Design Studio delivers a multi-colored geometric with the addition of the Talavera pattern.

Talavera finds its inspiration in the ornately patterned, hand-painted Spanish and Mexican clay tiles. The tiles originate from the Spanish city of Talavera de la Reina, home to many potters, and

the intricate graphic designs of the tiles come from the Arabic-Andalusian influence in ninth century Spain.

Spanish potters migrated to Puebla, Mexico, in the 16th century, and Talavera de la Reina's style of Talavera tiles became well known in Puebla. Talavera tile factories became prevalent throughout Mexico in the 18th century. Today Puebla is still home to traditional pottery workshops that craft traditional Talavera tiles.

Pattern Talavera modernizes the classic Spanish/Mexican-influenced geometry through



the use of innovative weave structure and color. A crisp outline frames the motifs. The creative combination of lustrous, matte and heathered yarns adds surface interest to this textile.

As a result of extensive yarn sourcing by the design studio, the textile has been engineered to be compatible with bleach. The ability to be cleaned and disinfected with bleach, combined with a stain-resistant finish and a 125,000 double rub abrasion result, allows pattern Talavera to be used in virtually any interior setting.

The 11-sku color palette addresses a multitude of market segments. Neutrals, blue greens, purple, navy and a bright primary are all included.

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>

## SOFTWARE

## AIS Launches CET Designer Extension

➔ AIS has launched a CET Designer Extension for dealers.

“CET Designer can help everyone who specifies and designs with AIS products,” said Aaron Onidi, AIS chief technology officer. “The process will be faster, more accurate and highly visual.”

Made by Configura, CET Designer is a space-planning software that simplifies the specifying and selling of products in a variety of industries, including contract furniture. The software can be customized with extensions that include manufacturers’ products.

AIS launched its CET Designer Extension with its Matrix panel system products, which include Day-to-Day tables, Universal worksurfaces, supports and storage products. AIS plans to add more products and product lines in the coming months.

Used by thousands globally, CET Designer helps manufacturers and their distributors by providing a single software solution for space planning and product ordering. The software enables 2-D and 3-D design, a project collaboration tool, photorealistic renderings, fly-thru videos, virtual and augmented reality experiences, instant pricing, a parts lists and installation documents.

“When designers and specifiers learn and use CET Designer, it helps to reduce errors, improve workflow, generate photorealistic renderings and much more,” Onidi said.

AIS worked with Configura Implementation Partner PlatinumEdge Solutions to program the extension.

Configura Implementation Partners that offer CET Designer training, IT/computer readiness assessments and other services related to adopting CET Designer are available to dealerships, as are AIS- and Configura-provided training opportunities. Dealerships can learn more about all services and opportunities by visiting <https://www.ais-inc.com/resources/design-resources>, AIS’s website where a landing page specific to AIS’s CET Designer Extension has been created.

## MANUFACTURER

## Allsteel Launches New Website

➔ Allsteel has launched a new website ([www.allsteeloffice.com](http://www.allsteeloffice.com)) with expanded features and tools that make specifying for projects a more simplified process. With the challenges the industry (and world) are facing with virtual offices and limited resources, this new platform provides a better mobile experience, improved services and increased inspiration.



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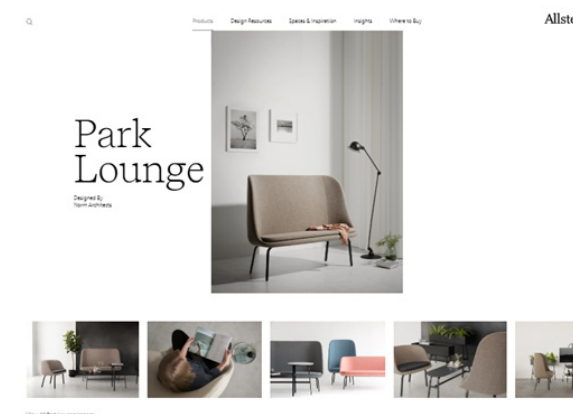
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In response to feedback and requests from the design community, Allsteel has revamped its website to provide a more comprehensive user-friendly experience with simplified functionality. With the addition of 2,000 new assets and an improved intuitive layout, designers and dealers can access look books, insights, typicals, finishes, product information and firsthand designer videos easily. An expansive selection of whitesweep images have been added to help customers visualize product settings without the interference of polarizing colors or settings. Stronger user-centric search capabilities, improved Revit files and the ability to instantly download any image on the site makes saving and sharing files with colleagues and clients easier.

Allsteel’s re-designed website provides advanced tools, client stories and a fully mobile and collaborative online experience, enabling the design community to continue working together from wherever they are.

Allsteel invites the A&D and dealer communities to check out the website and share their feedback and suggestions.



## EVENTS

## Education Visionary Ted Dintersmith to Keynote EDspaces 2020

➔ The Education Market Association's opening keynote speaker for EDspaces in November is author and education change agent Ted Dintersmith.



Dintersmith

Dintersmith will present "What Schools Could Be — Small Steps That Lead to Big Change." His speech will share the potential educational institutions have if transformative learning experiences are focused on instead of test scores.

Dintersmith is on a mission to give kids a real chance to thrive in the innovation era. "Without profound change in traditional education, most of our current students will be at risk in a world defined by innovation," he said. "It doesn't have to be this way."

During his 2015-2016 school year journey to all 50 states visiting 200 schools, Dintersmith met thousands of people involved in education, including students, teachers, administrators, parents, education policy makers, legislators and governors. He explored and highlighted conditions, including learning spaces and environments fostering exceptional student learning, and identified change models enabling a school, district or state to effectively transform classrooms at scale. Dintersmith will share an inspiring account of educators in ordinary circumstances doing extraordinary things, illustrating what leads to powerful learning in classrooms and how to empower our teachers to make it happen.

"As a collaborator and peer of past keynote speakers — Sir Ken Robinson and Tony Wagner — Ted will continue the important conversation on the future of education," said Jim McGarry, EDmarket president and CEO. "Ted knows the key role the education market plays in creating the next generation of learning environments and will challenge us to support transformational change that positively impact schools everywhere."

Dintersmith's professional background spans technology, entrepreneurship and public policy. He was ranked by Business 2.0 as the top-performing U.S. venture capitalist for 1995-1999. In 2012, President Obama appointed him to the United Nations General Assembly. He has been the executive producer of several films that have premiered at Sundance, including the acclaimed "Most Likely to Succeed."

Nearly 200 companies will exhibit products at EDspaces, which will be Nov. 11-13 at the Charlotte Convention Center in North Carolina.

## REPRESENTING

## KFI Studios Repped by Seibold + Baker

➔ KFI Studios of Louisville, Kentucky, has announced Seibold + Baker as its new rep.

Seibold + Baker have a nearly 50-year history of service in Michigan, Ohio, Kentucky and most recently Illinois. Its commitment to customers, manufacturers and team members mirrors KFI Studios' standards of integrity.

"Partnering with KFI Studios in Illinois is a great evolutionary next step as we continue to grow and add value to our customers," said Colin Baker, Seibold + Baker partner and Illinois lead. "We couldn't be more excited to start repping such a design- and people-focused company like KFI Studios."

## REPRESENTING

## Nightingale Selects Aligned Reps for Northern California and Northern Nevada

➔ Aligned Reps, based in San Mateo, California, has been selected by Nightingale to represent it in Northern California and Northern Nevada.

Managed by principals Mark and Gavin McGregor, Aligned Reps serves private and public sector clients. "Aligned Reps offers a tremendous value for dealers, plus they are perfectly positioned to grow our product line within one of the most important furniture markets in the U.S.," said Egon Szenttamasy, Nightingale vice president of commercial sales.

## ASSOCIATIONS

## ASID Presents Award Winners and Scholars of 2020 Ones to Watch

➔ The American Society of Interior Designers (ASID) has announced the winners and scholars for its 2020 Ones to Watch, an annual program that recognizes under-represented, rising design.

"In an effort to ensure that diversity and inclusion is reflected and valued across every facet of design, Ones to Watch was developed to shine a light on diverse, future leaders within the design profession," said Randy Fiser, ASID CEO.

The program recognizes industry professionals who represent a dedication to the profession and inclusion.

ASID Ones to Watch Award Winners consists of four categories: Design Excellence, Education Leadership, Manufacturing Leadership and Volunteer Leadership.

From the 20 award winners, the Society selected eight ASID Ones to Watch Scholars to participate in a leadership development training program. The two-year program teaches them to lead through experiential learning, coaching and mentoring.

### 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, HOL senior project designer / Heather Sutherland, Perkins and Will interior designer II / Kelsey Davidson, SALT principal interior designer / Taruan Mabry, ICRAVE senior interior designer / Madison Miller, 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, Perkins and Will senior interior designer/senior associate / Shelby Mamizuka, OPX Global senior associate . Kylie Ponton, Ponton Interiors CEO/principal designer / Nestor Ramos Marchena, GVA 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. / Rich Kinnard, ForrestPerkins senior associate.

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**Trendway** >

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- Strong written and verbal communication skills
- Ability to travel within territory

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- Build relationships with contract furniture dealers in your territory
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Company specialized in manufacturing and sales of furniture for offices and commercial environments, with excellent quality, market share, and a diverse portfolio of products and services aimed at refurbishing spaces tailor-made to suit its clientele's needs, seeks investors interested in acquiring a 100% stake in the company's shares.

**Location: Colombia**

- Economic growth, market size, macroeconomic management, geopolitical standing and political stability have consolidated Colombia as a prime destination for foreign capital investments.
- Direct foreign investment increased by 24% during the first semester of 2019.
- Recent GDP growth expectations have been estimated at 3.2% to 3.5% for 2019.
- Medium term perspectives place such growth at 4% by 2021.

**The Company:**

- 18 years in the office and commercial space furniture market, and among the leaders at present.
- Differentiating factors include providing customers with design and implementation of solutions, transforming office spaces into unique environments, tailor-made to the needs, expectations and budgets of each organization.
- Products and services are provided through three separate divisions or business units.
- Integrated solutions are provided to customers, from office and commercial space designs and blueprints, to manufacturing, delivery and installation of furniture, both standard and custom made.
- Customers benefit from an integrated solution in which company designs, builds, furnishes, installs, and automates the working environment to the customers technological specifications.
- Distribution and commercialization of its products and services to a wide variety of clients nationwide is accomplished through offices in Bogotá and Medellín, and an e-commerce platform.
- During the past six years, The Company has increased market share among the industry leaders.
- ROE for 2017 and 2018 was 26% y 34% respectively.

**Inquiries**

For further information and in order to receive a teaser, and confidential information memorandum that further describes

the opportunity please contact bicon investment banking in Colombia:

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