

The Business of Furniture | June 8, 2016

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# BoF

The Business of Furniture

June 8, 2016

## FEATURES

### **20**UPFRONT: What time is it? NeoCon Time!

The 48th annual NeoCon, held from June 13-15 at The Mart in Chicago, is just days away. The fair will deliver three days of innovative products, educational seminars, and networking opportunities.

### **30**Steelcase Focuses on Employee Engagement at NeoCon 2016


From Turnstone to Steelcase to Coalesse, each of the companies brands are launching new products.

### **82**Things You Didn't Know About Office Furniture Design

So much of what we do, from pens to staplers to notebooks and even furniture, has been around for 100 years or more, and there's really no sense in reinventing it.

< *The launch of Luum Textiles*

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NeoCon – Space 1147, The Merchandise Mart





**vitra.**

# **NeoCon 2016**

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**Vitra Showroom**

**Merchandise Mart #1192**

**Schedule an appointment:**

**[neocon@vitra.com](mailto:neocon@vitra.com)**

**Showroom Party**

**Monday, June 13, 4 – 6 pm**

**[vitra.com/neocon](http://vitra.com/neocon)**

A woman with blonde hair in a bun, wearing a white sleeveless top and a black and white skirt, stands with her back to the camera, looking out a large window at a city skyline. The window is divided into several panes by grey frames. The city below is dense with skyscrapers, including the Willis Tower. The sky is blue with some light clouds.

# THE AIS LOFT

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---

 AIS



30



82



28

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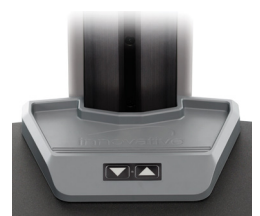
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# The Business of Furniture



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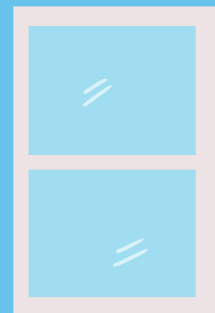
*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed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

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

HUTCH, WE'RE GETTING A LOT OF FEEDBACK REGARDING LAST WEEK'S ARTICLE ON SALES SHAMING. CAN YOU GIVE US SOME MORE? MAYBE SHARE SOME TRICKS OF THE TRADE?

I DON'T KNOW, SUSAN. IT'S BEEN AWHILE SINCE I'VE SOLD ANYTHING. WITH THE EXCEPTION OF MY OLD DIAMOND BACK DISNEY SIGNATURE VHS TAPES. I MADE A SMALL FORTUNE OFF OF SOME POOR SAP ON ETSY.

HEADING OUT KIDS! I'VE GOT A WILD WEEKEND PLANNED! JUST NEED TO DUST OFF MY OLD VCR AND IT'S PARTY TIME! CAN'T WAIT TO SHARE MY MOST RECENT SCORE WITH MOTHER....



**HUTCH**  
BY JAMIE COSLEY

THE WEEK IN CONTRACT FURNISHINGS

# Upfront



NeoCon Ahead

## Just Days Away: NeoCon

THE 48TH ANNUAL NEOCON, HELD FROM JUNE 13-15 AT THE MART IN CHICAGO, IS JUST DAYS AWAY. THE FAIR WILL DELIVER THREE DAYS OF INNOVATIVE PRODUCTS, EDUCATIONAL SEMINARS, AND NETWORKING OPPORTUNITIES. THE SINGLE MOST IMPORTANT COMMERCIAL INTERIORS EVENT OF THE YEAR, NEOCON SETS THE TONE FOR THE INDUSTRY, AND DRIVES IT IN NEW AND INSPIRING DIRECTIONS.





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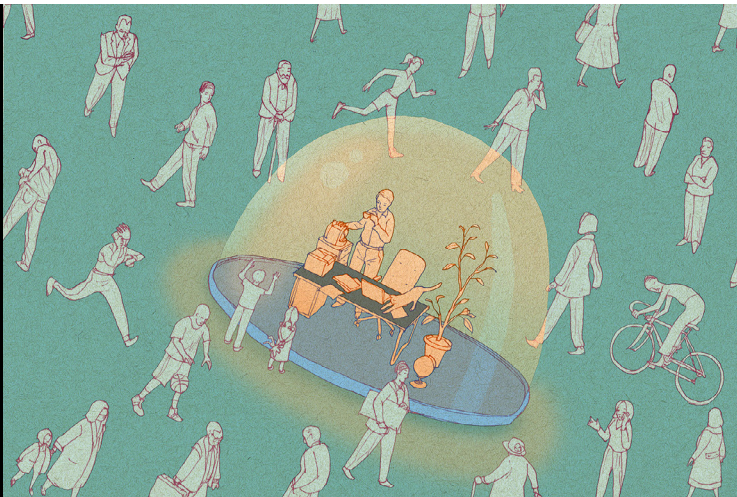
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## WHY DO WE WORK SO HARD?

When John Maynard Keynes mused in 1930 that, a century hence, society might be so rich that the hours worked by each person could be cut to ten or 15 a week, he was not hallucinating, just extrapolating. The combination of extra time and money gave rise to an age of mass leisure, to family holidays and meals together in front of the tv.



## Ideo, Astro, And Whipsaw: What Every Startup Should Know About Design

At Highway1, a design accelerator based in San Francisco, startups have four months to transform a prototype into a market-ready product, develop a business plan, create a brand identity, and craft a manufacturing strategy. To ease the process, Highway1 pairs the young entrepreneurs in the program with seasoned pros from top design consultancies. [fastcompany.com](http://fastcompany.com)

### BIG NUMBER

# 26 MILLION

Square feet of new office construction is currently taking place in New York City. The city has not seen a supply pipeline like this since the 1980s and it comes in response to inactivity over the previous 15 years, which led to pent up demand for modern workplaces. As the supply of new office space enters the lease market, landlords are looking for ways to retain current tenants.



## The New Corporate Campus

The corporate office landscape has continuously evolved to meet market demands and enable companies to compete for work, real estate, and talent. Today, a new corporate real estate model, influenced by the combined history of corporate campuses and leased office space, has emerged to better meet the needs of global corporations and their changing workforce. [workdesign.com](http://workdesign.com)



## SPATIAL CULTURE: TECH FIRMS AIM TO DISPLAY COMPANY CULTURE THROUGH OFFICE DESIGN

As technology companies outline plans for their office design, creating ways to showcase their culture impacts the process. “Every company has its own unique culture and core values that make up who they are and have contributed to their success,” said Jenny Haeg, founder and CEO of San Francisco real estate firm Custom Spaces, which focuses on finding space for technology and startup companies. “Therefore, it’s crucial for a company to individualize their space to allow that unique culture to flourish and develop.” [theregistrysf.com](http://theregistrysf.com)

## YOUR OFFICE AIR IS KILLING YOU

Your life depends on good air. Every year, air pollution causes the premature deaths of between 5.5 million and 7 million people, making it more deadly than HIV, traffic accidents and diabetes combined. The majority of these deaths—about 4 million—are caused by indoor air pollution, primarily in developing countries. But it takes a toll in developed countries as well. In Europe, for example, air pollution shortens the average life expectancy by nearly one year. Worldwide, more than 80 percent of people living in urban areas breathe air that exceeds pollution limits advised by the World Health Organization (WHO). [newsweek.com](http://newsweek.com)

## How Millennial Managers Are Shaping the Workplace

Meet the new boss. She’s half your age, listens to podcasts about closed down video stores on her way to work and says “woke” without referring to her alarm clock. [thetstreet.com](http://thetstreet.com)



### VIDEO: Fold Your Laundry So You Don't Have To

Free up your time and spend it with your loved ones by handing over your laundry folding to FoldiMate - the robotic laundry folding machine.

PREVIEW  
**NeoCon**  
 JUNE 13 | 14 | 15 | 2016



## What time is it? NeoCon Time

THE 48TH ANNUAL NEOCON, HELD FROM JUNE 13-15 AT THE MART IN CHICAGO, IS JUST DAYS AWAY. THE FAIR WILL DELIVER THREE DAYS OF INNOVATIVE PRODUCTS, EDUCATIONAL SEMINARS, AND NETWORKING OPPORTUNITIES. THE SINGLE MOST IMPORTANT COMMERCIAL INTERIORS EVENT OF THE YEAR, NEOCON SETS THE TONE FOR THE INDUSTRY, AND DRIVES IT IN NEW AND MOSTLY INSPIRING DIRECTIONS.

**T**he 48th annual NeoCon, held from June 13-15 at The Mart in Chicago, is just days away. The fair will, as usual, deliver three days of innovative products, educational seminars, and networking opportunities. The single most important commercial interiors event of the year, NeoCon sets the tone for the industry, and drives it in new and inspiring directions.

In addition to a powerful keynote program, including Paul Scalia, Founder/CEO of Delos, and Founder of the International WELL Building Institute® (IWBI): David Rockwell, celebrated hospitality designer and Founder and President of Rockwell Group; and Oana Stanescu, Partner of Family, the architecture studio behind buzzed-about projects including + POOL, the

show's momentum will be amplified by an array of new and engaging exhibits, events and resources.

Special features include the new Guerrilla Truck Show @ NeoCon, a satellite version of the ultra popular emerging design event typically held at Chicago's Fulton Market. This year it will take place on Tuesday, 6/14 on the newly expanded South Drive. Inside, The Mart will feature several captivating exhibits and displays, such as the "IIDA Effect/Affect," designed by the San Francisco-based, award-winning firm Studio O+A, a digital wall showcasing Best of NeoCon award winners, as well as places



to refresh and recharge like the BuzziLounge and Herman Miller Plaza. Galas and gatherings, awards programs and installations by design firms, associations and media partners will round out the extra-curricular offering. Of course, no edition of NeoCon would be complete without the ever-popular showroom parties (Monday, 6/13 from 5 - 7PM), as well as 7th floor exhibit hall festivities (Tuesday, 6/14 from 3 - 5PM.) In more detail, the NeoCon 2016 events calendar includes:

#### Special NeoCon 2016 Exhibits

#### ASID

*Floor 1, West Pass-Thru*

The American Society of Interior Designers (ASID) is pleased to welcome visitors to NeoCon 2016 as they arrive with a space located off the main lobby on the first floor. ASID is promoting a healthy NeoCon experience - physically, mentally & socially. At its booth, the association will illustrate how design impacts lives in a creative, engaging way.

#### BEST OF NEOCON DIGITAL WALL

*Floor 1, North Corridor*

*Contract Magazine* reprises its must-see, Best of NeoCon presentation this year, which will once again feature the most important and influential new product innovations. This

competition of over 40 product categories is juried by nearly fifty architects, designers and facilities professionals from the nation's leading firms.

#### BUZZILOUNGE

*Floor 1, East Pass-Thru*

BuzziLounge offers a place to recharge with a playful pick-me-up at NeoCon. Guest can relax with Martin Lesjak while taking the BuzziBalance for a test drive, a seating solution designed in collaboration with 13&9. Buzzi-Jungle is an ideal area to escape the crowds and gain a bird's-eye view of the fair in the elevated work-lounge concept by emerging designer, Jonas Van Put. It will also feature a quiet nook to catch up on emails and socialize.

#### HERMAN MILLER PLAZA

*Floor 1, South Lobby*

Whether just arriving, on the way out the door, or seeking a break from the action, Herman Miller invites attendees to pause, connect, and revive in its vibrant plaza. The space will be outfitted with a dynamic range of Herman Miller furnishings—from iconic classics reimaged in fresh materials, to brand new designs that redefine comfort in the workplace.

#### IDEAPAIN'T THINKTANK ANYWHERE

*Floor 1, North Lobby Escalator*

Since 2008, IdeaPaint has been

re-imagining how people collaborate through the creation of dry erase paint and accessories. This innovation continues with the NeoCon-exclusive launch of a new mobile collaboration system, designed in partnership with Primo Orpilla of Studio O+A. The new line features three pieces to help take ideation anywhere. IdeaPaint will be highlighting its magnetic PULL system, and products still “in the lab.” It will also have a 7th floor booth at 7-3069.

#### IIDA EFFECT/AFFECT

*Floor 1, Starbucks Escalator*

Attendees are invited to experience IIDA Effect/Affect, designed by the San Francisco-based, award-winning design firm, Studio O+A. Located near Starbucks on the first floor, IIDA Effect/Affect explores how a designed space evolves as people move through it and leave their mark on the built environment.

#### MAYER FABRICS - THE VOLLIS SIMPSON COLLECTION

*Floor 1, North Corridor*

Inspired by visionary American folk artist Vollis Simpson, Mayer Fabrics' exclusive new collection of Sunbrella® Contract captures the whimsy, joy and intricate designs of Simpson's work. This collection brings new life to commercial spaces by using the recurring details in Simpson's work to uncover the unexpected charm in life's smallest moments.



The new Vollis Simpson collection and original Vollis Simpson artwork can be viewed up-close at the Mayer Fabrics showroom (1173).

## MOHAWK GROUP - EXPAND YOUR BOUNDARIES

*Floor 1, Kinzie Wells Entrance*

Explore the “expand your boundaries” theme, with new inspiration, cutting-edge technology and unique product formats. Taking the perspective of an aerial photograph, Earth to Sky carpet tiles combine to evoke the rich topography of the world and its vanishing point into an endless sky. With new tile sizes and

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mixable patterns, unique interior landscapes and skylscapes can be created. Attendees are also encouraged to view the latest flooring solutions from Mohawk Group in its permanent showroom at The Mart (377).

### **MOHAWK GROUP & INSTALL - "EXPAND YOUR BOUNDARIES" with INSTALL**

*Floor 1, North Lobby*

Mohawk Group will be activating another space that will invite show-goers to expand their horizons with new installation methods. Mohawk Group, the leader in floor covering and INSTALL, the leader in floor covering installation training and certification will demonstrate new and in-

novative installation techniques, including floating carpet tile installations with FlexLok tabs and loose lay LVT. There will be live installations and the opportunity to learn about the value of quality, certified installations. With new technologies and a variety of installation methods, Mohawk and INSTALL can answer any flooring challenge.

### **NEW TALENT SPOTLIGHT: FIVE DESIGNERS TO WATCH**

*Presented By Metropolis magazine In Partnership With NeoCon*

*Floor 1, West Pass-Thru*

Metropolis debuts five new talents in a curated installation at NeoCon 2016. Each new talent will display 3 to 5 objects

of design, following Metropolis' at-all-scales approach. This group of innovators to watch can be found on The Mart's first floor, as well as in Metropolis' June issue. Sponsored by: Milliken and Wilsonart

### **New Talents:**

- Stewart Hicks
- Allison Newmeyer
- Robert Zurn
- Pete Oyler
- Steven Haulenbeek

### **SNOWSOUND CALL ZONES**

*Floor 7, Pass-Thrus*

Attendees can enjoy a moment of Italian inspired peace and quiet on the 7th Floor as they



travel between main aisles 5000 and 6000 via the SNOWBOUND 7th Floor PassThrus. Walls lined with Snowsound Cubbies in two locations provide private acoustic call zones for attendees. Visitors can also visit Snowsound's main booth on the 7th Floor @ 7-4022 for an espresso and introduction to five new design solutions.\*Snowsound is also providing acoustic panels for Seminar Rooms: 615 & 1450.

## WOLF-GORDON "OFFICE\_EXCAVATE"

*Floor 1, Center Pass-Thru*

The source for textiles and wallcovering, Wolf-Gordon, which also has a permanent space at The Mart (10-161), presents an imaginative rethinking of workplace interactions with Office\_Excavate, an inviting gathering space deconstructed from the formerly cubicle-driven office block. Over 100 textiles, arranged by color, are upholstered to a grotto-like seating area and to asymmetrical forms, extracted from the "block" that can be positioned as desktops, tables and stools.

## SPECIAL EVENTS

### DIFFA CHICAGO: GALA 2016 – THE ILLUMINATION BALL

*DATE: Saturday, June 11*

*TIME: 6:30 PM – Cocktail Reception | 8 PM – Dinner, Entertainment, Dancing*

*LOCATION: Chicago Marriott Downtown Magnificent Mile*

**TICKETS:** 312.644.6412 or [diffachicago.org](http://diffachicago.org)

The DIFFA/Chicago 2016 Illumination Gala will feature an evening of enlightenment dedicated to the cause of eradicating HIV/AIDS. All are invited to shine a light on the fight – and illuminate what is possible.

### IIDA COOL AWARDS GALA

*DATE: Sunday, June 12*

*TIME: 7 - 11 PM*

*LOCATION: The Ritz Carlton Hotel*

RSVP: Aisha Williams at [awilliams@iida.org](mailto:awilliams@iida.org)

The IIDA annual NeoCon black-tie gala celebration is a special evening to honor the winners of two of the most prestigious competitions in the Interior Design profession - the 43rd Annual Interior Design Competition and the 24th Annual Will Ching Design Competition.

### 2016 BEST OF NEOCON AWARD WINNERS' BREAKFAST

*DATE: Monday, June 13*

*TIME: 7:30 AM*

*LOCATION: The Renaissance Hotel Ballroom, One West Wacker Drive*

*TICKETS: [www.contract-network.com](http://www.contract-network.com) through 6/6*

The Best of NeoCon 2016 winners will be announced among industry peers on the opening morning of NeoCon at Contract magazine's annual Best of NeoCon Breakfast. The competition honors the best new commercial interiors products in the industry, which are exhibited

# 2020

## Workspaces are created to motivate & inspire!

Check out the 2020  
Inspiration Awards  
Winners!

Winners featured  
at the 2020 NeoCon  
Booth #7-4122



LEARN MORE ▶

in The Mart during the NeoCon show. Honors include Gold and Silver Awards, as well as Innovation Awards, Editors' Choice Awards, and one Best of Competition Award.

## GROUPE LACASSE 60TH ANNIVERSARY PARTY

DATE: Monday, June 13

TIME: 4 – 7 PM

LOCATION: Floor 2, Suite 226

RSVP: By Invitation Only

Groupe Lacasse is celebrating 60 years of inspired design made with passion.

## SHOWROOM PARTIES

DATE: Monday, June 13

TIME: 5 – 7 PM

LOCATION: Floors 1, 3, 10 and 11

Festivities will be in full swing on Monday night. Attendees can showroom-hop on floors 1, 3, 10 and 11 and network, experience new products, and enjoy food & cocktails.

## GUERRILLA TRUCK SHOW @ NEOCON

DATE: Tuesday, June 14

TIME: 9 AM – 7 PM

LOCATION: South Drive

A satellite version of the ultra popular emerging design event produced by Morlen Sinoway, which ran in Chicago's Fulton Market for 10 years, will be featured on the South Drive of The Mart all day on Tuesday, June 14. Sinoway will curate a selection of

10 up- and-comers showcasing prototype work and objects of design in the back of box trucks.

Supported by: Gensler, Skender Construction Event design provided by AIGA in collaboration with Leo Burnett Department of Design, Multiple, ogilvy485, Someoddpilot, and Trunk Club

## BOOTH PARTIES

DATE: Tuesday, June 14

TIME: 3 - 5 PM

LOCATION: Floor 7

Attendees should not miss the cocktails, conversations and contacts that will be offered in the 7th floor exhibit hall.

## INTERIOR DESIGN'S HIP HIP HOORAY CELEBRATION

DATE: Tuesday, June 14

TIME: 5 – 7 PM

LOCATION: South Drive

TICKETS: \$35 online (hiphiphooray2016.splashthat.com) or \$40 at the door. Interior Design and NeoCon will host a party on The Mart's South Drive, celebrating the 2016 HiP winners and honorees. The Guerrilla Truck Show will also be a highlight of the Tuesday night HiP HiP Hooray Celebration.

## ASSOCIATION EVENT – VINYL IN DESIGN: SOLUTIONS IN HEALTHCARE

DATE: Wednesday, June 15

TIME: 8 – 9 AM

LOCATION: Holiday Inn Chicago Mart

Plaza – 14th Floor, Western Stage House  
RSVP: 216-241-7333 or [cffa@chemical-fabricsandfilm.com](mailto:cffa@chemical-fabricsandfilm.com)

This Association Event, Vinyl in Design: Solutions in Healthcare, is an outreach and education program presented by The Vinyl Institute to familiarize architects and designers with the wide range of design solutions vinyl products can provide in today's healthcare environments. Attendees will earn .1 CEU credit through IDCEC upon completion.

## AWARDS

## CONTRACT MAGAZINE'S BEST OF NEOCON® AWARDS

Now in its 27th year, the *Best of NeoCon Awards* continue to honor the best new commercial interiors products in the industry. These products are introduced to the market in 42 categories ranging from Architectural Products to Workplace Technologies. Over 40 jurors comprised of interior designers, architects, and facilities management professionals, review close to 350 products in 22 hours over three days before NeoCon begins. Award recipients' booths and showrooms will be flagged with Best of NeoCon Award signs during the Show. All products that were entered into the Best of NeoCon are available for viewing on the Contract Network.



## IIDA/CONTRACT MAGAZINE SHOWROOM & BOOTH DESIGN COMPETITION

The IIDA/Contract Magazine Showroom and Booth Design Competition seeks to honor originality of design, visual impact, effective use of materials and the outstanding use of space, color, texture, lighting, and graphics in showrooms and booths at NeoCon 2016.

## INTERIOR DESIGN HIP AT NEOCON AWARDS

The third annual Interior Design HiP at NeoCon Awards honors exceptional people and innovative products. This initiative, unique within the design

world, honors commercial industry pioneers and achievement in design solutions and product applications. Winners are announced at an exclusive event on Sunday, June 12. Attendees can visit HiP Showrooms throughout NeoCon and celebrate at the HiP HiP Hooray event on Tuesday, June 14 from 5 - 7 PM on the South Drive of The Mart. Tickets required and are available at: [hiphiphooray2016.splashthat.com](http://hiphiphooray2016.splashthat.com) #hipawards

## #METROPOLISLIKES

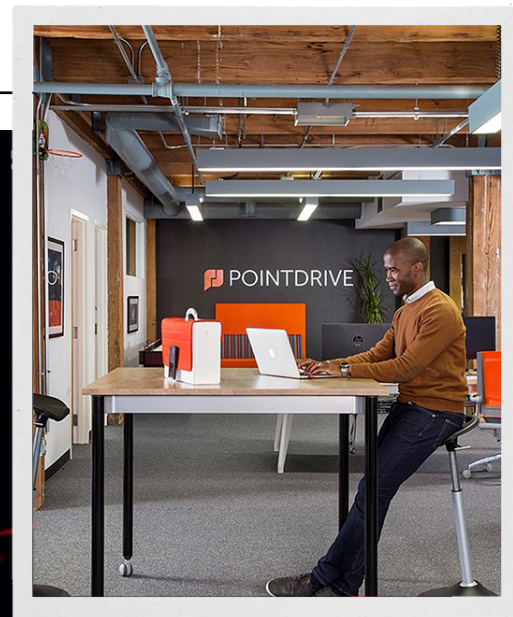
The popular awards program #MetropolisLikes returns in 2016. Metropolis editors will

select the top designs of NeoCon 2016. Winners will be announced live on [Metropolismag.com](http://Metropolismag.com), Twitter, and Instagram to over 200,000 Metropolis followers, and receive a custom award delivered in person at NeoCon. Show-goers can follow #MetropolisLikes for the list of 2016 winners.

## PRODUCT INNOVATIONS AWARDS - BUILDINGS MAGAZINE

Celebrating introductions that maximize productivity and sustainability, this awards program covers flooring, seating, lighting, walls and partitions, acoustics, furniture, and restrooms. **BoF**

PREVIEW  
**NeoCon**  
 JUNE 13 | 14 | 15 | 2016

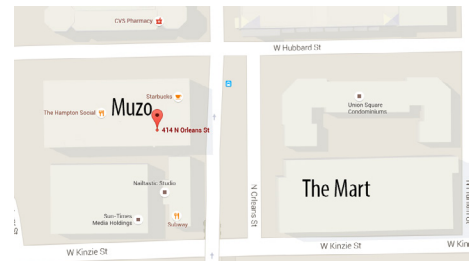


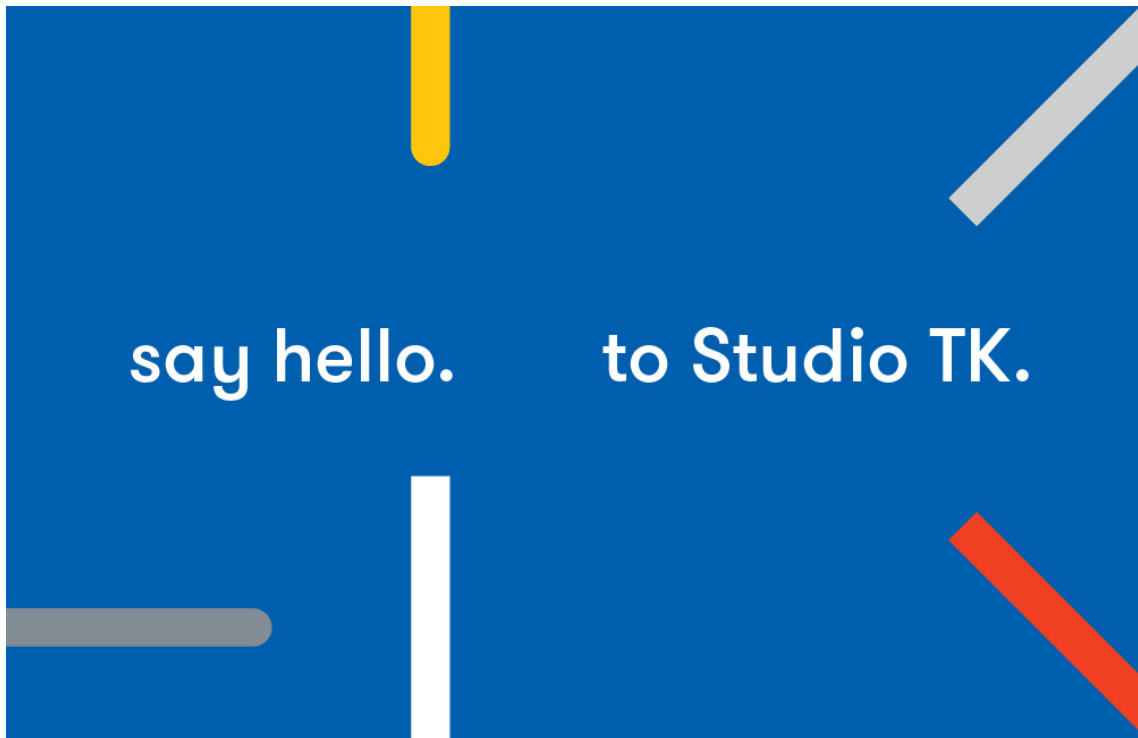
## ‘THE VOICE’ STAR TO PERFORM AT MUZO SHOWROOM

MCCARTHY WAS A FINALIST IN THE U.K.’S VERSION OF THE VOICE AND HAS APPEARED ON PRIME TIME TELEVISION IN FRONT OF AN AUDIENCE OF 10 MILLION VIEWERS.

**T**hey don’t call the guys at Muzo the music guys for nothing. The UK-based furniture company is bringing Beth McCarthy from the UK to perform in its showroom during NeoCon from Sunday through Thursday. Muzo’s showroom is at 414 N. Orleans Street. McCarthy will also perform at the Muzo/Bellow Press party Sunday night (contact your Bellow Press friends for an invite). McCarthy was a finalist in the U.K.’s version of the voice and has appeared on prime time television in front of an audience of 10 million viewers. Though still a young talent,

she has already been mentored by Kaiser Chief’s front man Ricky Wilson, completed two tours of the U.K., released a debut single and EP, taken on numerous festivals including Latitude and Green Man and played recognized support slots with bands such as The Orchestra (formerly known as E.L.O), Nizlopi and Shed Seven. Taking her influences from various different genres and artists, Beth’s style has been compared to that of Ellie Goulding and Ed Sheeran, only with a “little more edge and a lot more Yorkshire.”





## TEKNION STUDIO HAS ADOPTED STUDIO TK AS ITS WORLDWIDE BRAND NAME

THE COMPANY OFFERS CONTEMPORARY OFFICE FURNITURE TO THE CORPORATE, HOSPITALITY AND ACADEMIC MARKETS.

**T**he birth of Studio TK responds to the power of community and collaboration in the modern workplace, said Charlie Bell, president of Studio TK. “Office culture has become increasingly vital to a healthy work environment as it guides the way employees work, communicate and engage with each other. This trend became the catalyst to rebrand with a mission to specifically address the needs of today’s social office. New collections will be designed to empower choice, foster connections and build community.”

The company offers contemporary office furniture to the corporate, hospitality and academic markets. With an exclusive focus on social applications, Studio TK bridges the gap between where work is done and the cultures created. Partnering with architects and designers, the firm harnesses the power of social spaces in the workplace and their impact on work culture.

Studio TK is introducing a number of new and enhanced products to its Infinito, Cavu, Envita, Cover, Qui and Fractals collections at NeoCon, which is June 13-15 in Chicago. Influ-

enced by the growing demand for social settings in the workplace, these collections offer architects and designers residentially inspired products that help bridge the gap between task-driven and culture-driven workspaces. Individuals can choose how, where and with whom they do their best work. From quiet focus to creative collaboration, the collections respond to the varied and diverse needs of the workplace, improving well-being and increasing productivity.

Visit Studio TK in Teknion’s redesigned 10th-floor showroom #1048 during NeoCon 2016. **BoF**

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Turnstone Baseline Tables

## STEELCASE FOCUSES ON EMPLOYEE ENGAGEMENT AT NEOCON 2016

FROM TURNSTONE TO STEELCASE TO COALESSE, EACH OF THE COMPANIES BRANDS ARE LAUNCHING NEW PRODUCTS. **WORDS BY ROB KIRKBRIDE**

**I**f there is one overriding theme for Steelcase and all its brands at NeoCon this year, it is engagement. The company hopes its new products — and there are a lot of them — will help employees be more engaged in the workplace.

The design directive toward engagement came, in part, from a major workplace survey the company completed which found 37 percent of workers are disengaged in the office. Just 34 percent say they are engaged. That's a major problem for a company that wants to squeeze as much

productivity as possible out of its workforce because disengaged workers are generally unproductive workers.

Steelcase set about creating products to bring workers back into the fold. The company doesn't have a single blockbuster product like it did with Brody last year, but it has many, many new products sure to make workers more engaged. "People are looking for something more meaningful from work," said Chris Congdon, global director of research communications.

Other overarching themes from Steelcase include giving workers choice and control. There is a large scale rejection of anything that smacks of sameness, Congdon said. Steelcase designed a number of products for NeoCon that are highly customizable when it comes to fabrics, finishes, sizes and materials. The products follow what Steelcase calls "a rejection of formality." That means the company is creating more products that feel homey and comfortable instead of the structured products it has been known for.

All of Steelcase's new products are anchored in sound research, which has become a hallmark of the company and its designs. That research-based design philosophy has helped Steelcase stay ahead of the competition, especially when it comes to tech-enabled products. Its Room Wizard was years ahead of its time and media:scape created the category of the connected meeting.

From Turnstone to Steelcase to Coalesse, each of the companies' brands are launching new products. Steelcase is also adding to its education and health care categories. It is a big NeoCon for Steelcase, certainly in terms of the number of new products it will launch. Here's what visitors to Steelcase at the Merchandise Mart can expect.

### • Turnstone

The Steelcase value brand is launching the Baseline table collection and Shortcut X Base chair. Both products fit well with



*Turnstone Bivi Dual Height*

the brand's Bivi desk collection. Baseline tables share the same leg styling as Bivi. What makes Baseline unique is its ability to morph based on the demands of the designer. The product is parametric, meaning designers can pick the size of the table they want down to the inch. Designers can also choose from eight shapes, pick from nearly limitless materials and add custom printing on the surface.

"We are focused on the notion of the start-up culture," said Turnstone General Manager Brian Shapland. "As we designed these products, we also looked at 'intropreneurs' — those workers who are entrepreneurial within a company."

Shortcut X Base is a multiuse chair originally introduced a year ago. Turnstone is adding an X-shaped base and a number of new finishes. The Campfire Personal

Table is getting a face-lift as the brand adds a number of new finishes and materials.

### • **Smart and Connected Environments**

Smart and Connected Environments is the umbrella for Steelcase's tech-enabled products. Most of the advances are in the "connected" aspect, though a few are getting "smarter" as well.

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Steelcase Education Verb Standing Height Adjustable Table

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*Steelcase Brody*

Steelcase's Brody — the all-in-one seat, miniworkstation product launched last year — is getting the Smart and Connected treatment. When a user sits in Brody, a red LED light glows, letting co-workers know the Brody is in use. When it is empty, a green LED glows letting workers know it is available. Brody also will get a heated lumbar option. Steelcase Personal Assistant is an app that lets workers know at a glance whether a space in the office is being used or open. The information collected is valuable to Steelcase's corporate clients.

That's where Steelcase Workplace Advisor comes in. Companies can collect information along the way — things like which areas of the office are in the most demand, which are least used and usage on different days and times.

• **Ology Enhancements and Personal Console**

Ology is Steelcase's smart, height-adjustable desk. The company is adding to Ology a high-resolution LED desktop display that can be used to control the height of the desk and remind

users to stand and sit regularly. Controls for Ology are now top-mounted so users don't have to reach under the desk to adjust them. Personal Console is a personal storage product that can be added onto any Steelcase height-adjustable or static desk. It mounts off the front of the desk and is designed to be an easily accessed storage container for personal products. It can fit a 15-inch laptop, a pair of gym shoes or other personal items. It includes USB charging and is Qi-enabled for wireless charging.



*Steelcase B-Free*

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*Max-Stacker III*

Users can type in a code to lock it, like a hotel safe.

### • **Seating**

Steelcase is bringing one of its successful European products to the North American market. The B-Free Lounge is a simple lounge product that has two different screens and simple cubes to sit on. The pieces all fit together with magnets, making it easy to configure.

Max-Stacker has been around for 40 years and is the company's workforce stacking chair. This

year, Steelcase is coming out with Max-Stacker III. It has a better feel to the plastic, more contemporary curves and 21 colors that match the company's Node education chair, which often are used with Max-Stackers. Steelcase is adding two standard frame finishes and two "lux" coatings.

The Gesture chair is getting an update as the company offers the task chair with an integrated headrest. The company says it has twice the range of motion of any task chair headrest on the market.

### • **Healthcare**

Steelcase is taking a stab at redoing examination rooms, which haven't changed much since the 1950s, with its Node with Share-Surface. The company is taking its Node chair — its standard in the education market — and adding a new surface that can rotate 360 degrees. This makes it easier for the clinician to share information on a laptop or tablet with the patient. Node is a natural in the health care segment because of its easy-to-clean shell and smaller arms that make it easy



*Steelcase Health Node with ShareSurface*

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*Steelcase Gesture with Headrest*

for the clinician to get in and out of the seat. It is meant to replace the old stool and clipboard in an examination room.

• **Coalesse**

Coalesse, Steelcase's high-end, high-design furniture collection, has a number of new products, including the Potrero415 tables, Massaud Conference Seating and the Montara650 Collection.

The theme at Coalesse revolves around the way its products can be personalized by the design community through color and pattern, materials and features, and shape and size to make it their own. Showroom visitors will be invited to participate in the design process through Coalesse's new Customizer web app, which demonstrates ways of applying custom color and pattern to the LessThanFive chair.

• **Education**

Steelcase's core education products — Node, Verb, Brody and Thread — remain the core of the company's educational offerings. Brody is gaining traction in common spaces, including major installations at the University of Arizona. The company is helping customers blend those products in a meaningful way. **BoF**



*Coalesse Potrero415 tables*

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## HUMANSCALE TO UNVEIL NEVER-SEEN DIFFRIENT DESIGNS

THOUGH DIFFRIENT HAS BEEN GONE FOR THREE YEARS, HIS WORK CONTINUES TO INFLUENCE HUMANSCALE. **WORDS BY ROB KIRKBRIDE**

**T**here is a very simple reason why Humanscale founder Bob King and designer Niels Diffrient became one of the most successful owner/furniture designer combos in industry history: They believed in the same thing — simplicity.

Backed by King and Humanscale, Diffrient designed some of the most successful office chairs in history. Chairs like Freedom, Liberty and World

became synonymous with adaptable, comfortable seating. They also helped Humanscale grow from a small, regional ergonomics company to one of the most successful and fastest growing firms in the industry.

When Diffrient died three years ago just as NeoCon was about to start that year, it shook the company's founder and its executives. Diffrient was part of the Humanscale family, and his

designs formed the foundation of its success. What would happen to the company without him?

That question was easily answered: It would continue on the same path King and Diffrient forged. "What he believed in is the same thing we've always believed in," King said. "Niels and I always believed simplicity was the key to great design. Both of us believed that if you make things very easy to use, they end





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up being used. In an office environment, that means people move. People are not stuck in a fixed position.”

That simple premise continues to drive Humanscale forward as it notches year after year of sales growth (and makes the major office furniture makers very uncomfortable). That premise also continues to guide the company, even after Diffrient’s death.

“The furniture industry has given us products for 50 years that keep people dead still in the office,” King said. “It’s not healthy, and it’s not comfortable. Traditionally, a worker gets a desk that doesn’t move, a monitor that doesn’t move and a chair that is locked into place and never moves. There’s a lot of talk coming from other companies about how they are designing products that help. But talk is easy. The hard part is to actually do it.”

Though Diffrient has been gone for three years, his work continues to influence Humanscale. At NeoCon, Humanscale is launching the Diffrient Occasional chairs, a line of multipurpose, cantilever stacking chairs that come in three variations to complement the Smart, Liberty and Diffrient World task chairs.

Perhaps more importantly, Humanscale is showing prototype chairs that advance designs Diffrient was working on at the time of his death, including the much-anticipated follow-up to his classic Jefferson Chair, which was introduced by SunarHauserman in 1984 as a lounge chair designed for work. Though it won’t

use the Jefferson name, King said it will use Diffrient’s research and findings on how a reclined, lounge position is healthy and supremely ergonomic.

Diffrient started worked on his follow up to the Jefferson Chair in the early 2000s, King said. The design was finished before Diffrient died in 2013, but it took some time to execute it. It has taken Humanscale a few years to get the chair into production since it “was not straightforward,” King said. Other never-before-seen designs from Diffrient will be shown at NeoCon as well, including “a visually minimal chair” and one that comes in a heavy duty version designed for a user weighing up to 400 pounds that looks the same as the standard. The chair has an articulating back. As the user leans back, the upper part of the back rest moves forward for support.

“It is hard to explain how it feels in words, but it is remarkable,” King said. “It gives you tremendous support you can’t get without the articulating back.”

The simplicity mantra has other adherents as well — Diffrient and King are not the only ones to promote this type of design. And King has made a point to seek out designers who share the company’s vision. Todd Bracher is a good example. Bracher designed Humanscale’s Trea chair with the same eye toward simplicity.

“We all worship the god of function,” King said. “The function ends up driving everything, and it is something we don’t compromise on. The way some-

thing looks ultimately flows out of that function. If we manage that process well, you come out with something that is beautiful — beautiful in an honest way.”

That results in timeless products since Humanscale isn’t designing something that will look cool in Chicago in 2016. If the company follows its design philosophy, what it creates will be relevant everywhere and over time, King believes.

In addition to Diffrient Occasional chairs and the prototypes based on his designs, Humanscale also will show Trea, Corde 4 Textile — a four-way stretch fabric; Vessel — a new architectural lighting product designed by Bracher; QuickStand Lite — a product that transforms a fixed-height desk to height-adjustable; and its tech products, M/Connect, M/Power and Med-Link.

Though a few of Diffrient’s designs will be shown posthumously this year, other examples of his work are still in the product pipeline. Diffrient will continue to influence the industry for years to come.

Diffrient’s work, of course, will run out someday. There will be no prototypes or designs left. But King believes the principles he left behind will continue to guide the company. Other designers who share the same philosophy will be brought on to continue the work. It is a simple premise, but one that guides Humanscale to this day. **BoF**

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*Gunlocke Saranac*

## WOOD IS BACK. IS GUNLOCKE READY?

GUNLOCKE CERTAINLY EMBRACES ITS HISTORY - BUT IT ALSO IS WILLING TO CHANGE WITH THE TIMES.

**WORDS BY ROB KIRKBRIDE**

**W**hen a company hits the ripe old age of 114, it might be easy to assume it is past its prime, old and tired. Nothing could be further from the truth when it comes to The Gunlocke Co., and recent trends in the office prove this company is more relevant than ever.

After years of sterile, white laminate and metals, workers want the warmth of wood. They

also want the comfort of home in the office. Finally, the pendulum swing toward open offices has some workers seeking the comfort of private offices again. All of these trends work in favor of Gunlocke's strengths.

Still, it isn't enough to simply peddle traditional Gunlocke lines to a new generation of workers and expect they'll eat it up. Workers want all those things, but they also want their

furniture to reflect how they work. Private offices need to be flexible enough to host a small team meeting. Wood furniture must be contemporary and cool.

Gunlocke President Don Mead understands this, which has resulted in the overall pace of his company's business to increase over the last five years. "Yes, they need a place for focused work, which leads to more demand for private offices, but those private



*Trillia*

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*Gunlocke Metta*

offices need to be more flexible and accommodate more in the office,” he said.

Instead of focusing on the latest trends in the office, Gunlocke is keying in on helping its customers be more productive. For years, office designers and their corporate customers have put a premium on density and not productivity. While it might have saved money in the short term, it resulted in less-satisfied workers. Mead contends productivity is very expensive, perhaps more so than the density gains by stacking workers into offices.

Workplace trends matter, and the way they are lining up presents a huge opportunity for Gunlocke. The company always has been very strong in private office furniture. It is adapting its existing portfolio and adding new products to make the private office more flexible. Gunlocke has a distinct line of furniture designed around focused work.

“People have a strong tendency to oversteer when it comes to trends,” Mead said. “There was this quest for density and lower real estate costs — to shrink space. I think we oversteered in

that direction. We are seeing the shift back. Workers want that right balance. They want portions of the office for collaborative work, and we are definitely seeing a little swing back to private offices for focused work.”

The “new” private office has to work a lot harder than it did in the past. It must accommodate small, casual meetings. It is usually smaller as well — 10 feet by 10 feet or even 8 feet by 10 feet. “You don’t solve anything by adding more furniture in a space like that since you need it to be more flexible,” Mead said, noting



*Gunlocke Metta*

furniture makers must be more thoughtful in the design of a private office.

Luckily, there is less need for storage than there used to be, freeing up space. Still, the two or three furniture elements that fit into the new office must be able to do more in the limited space available.

Gunlocke is investing a lot more in the other major office trend today: furniture for the teaming, collaborative and casual office space. The company has emphasized new products that work together in those spaces.

At NeoCon, expect to see two areas emphasized: table and seating products that support collaborative work activity and a lot of materials and finishes. Materials are becoming more important as

designers want to put their stamp on the office through different veneers and finishes.

“I think there was a trend toward more cool, playful colors. Now we are seeing warmer colors, some painted finishes and some other materials in the office like stone, Corian and glass tops and beautiful laminates,” Mead said.

Look for the company’s products to have a lighter scale and feel — an influence coming from Europe. Visitors to Gunlocke at NeoCon will see wood furniture used in different ways and scales.

If you were to visit the company at its rural New York home, you would find a blend of high-tech, advanced manufacturing and old world craftsmanship. Gunlocke is definitely embracing the latest

manufacturing techniques, but isn’t afraid to use tried-and-true methods when they make sense.

So, yes, Gunlocke certainly embraces its history. But it also is willing to change with the times. That has brought good results. “All the way around, it is going very well,” Mead said. “Pre-order activity is up.

“Still, competition is always fierce in this industry. Not only do we have to make good products, we have to serve our customers in the right way as well. How can we engage our customers from start to finish that takes the effort out for them? It is a constant battle, but we are committed to doing even better for our customers.” **BoF**

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## WILKHAHN WILL BE FIRST TO 3D PRINT FURNITURE AT NEOCON

WILKHAHN WILL BE PRINTING ITS PRESTO CHAIR IN ITS SHOWROOM USING LIGNIN, A BIODEGRADABLE MATERIAL.

WORDS BY ROB KIRKBRIDE

**L**eave it to German office furniture maker Wilkhahn to push engineering and manufacturing forward as the company 3-D prints stools in the Merchandise Mart. It will be the first time furniture will be manufactured at NeoCon in a showroom.

This is no, one-off show gim-

mick, said Chief Executive Officer Simone Vingerhoets-Ziesmann. “Wilkhahn sees 3-D printing as a cost efficient and less time-consuming way to make furniture,” she said. “We definitely see a future in 3-D printing furniture.”

Wilkhahn will be printing its Presto chair using lignin, a bio-

degradable material. The environmentally friendly printing material is used to make Presto.

The 3-D printer is specifically designed for the purpose and was made in Switzerland. “Presto is a product we’d like to get into the market,” Vingerhoets-Ziesmann said. “This product lends itself to 3-D printing since it weighs



*IN is the latest in seating from Wilkhahn*



## Wilkhahn also is preparing for a few major

about 11 or 12 pounds and can be carried home.”

Vingerhoets-Ziesmann said Presto is an example of the “prosumption” movement where products are only made when demanded by the consumer. The consumer actually produces the products they want. That means there is no over-production or waste since every product made is created by the consumer who wants it. Some futurists believe prosumers will be able to go to a store and 3-D print what they need, or perhaps do the same at home with personal 3-D printers.

Wilkhahn sees 3-D printed furniture being made by furniture manufacturers since they have the design and production expertise needed. Presto withstands all the commercial tests for furniture up to 220 pounds. The stool

will come in 150 possible combinations, two heights, five 3-D designs and several colors. “This is cutting-edge technology,” Vingerhoets-Ziesmann said. “We are going to be making custom stools in biodegradable materials right on site. It is a very efficient way of producing furniture.”

Wilkhahn expects to have a strong NeoCon this year, three years into its major push into the North American market. Vingerhoets-Ziesmann said the company has had more requests for meetings at NeoCon than any other year it has shown in Chicago. Themed “Dynamic Office at its Best,” the booth (7-3082C) will feature new additions to IN and ON “dynamic seating;” a new high-backed Ceno chair; a height-adjustable Graph chair; and Timetable, a dynamic conference

table line being manufactured in the U.S. for the first time.

The stand will display both assembled products and components that demonstrate design down to the last detail. All the ranges were designed to encourage better health and productivity, stimulating both the bodies and minds of office workers. This philosophy is nothing new. It is one that has been practiced at Wilkhahn for decades, with a focus on engineering and new manufacturing methods and materials.

IN is the latest in seating from Wilkhahn, and is a compact descendant of the ON office chair. Its design and aesthetic are born from the body’s natural movement and promotes well-being in the workplace. By special request of the A&D community, the chair





## Product introductions at Orgatec this fall.

will be shown for the first time with a white, through-dyed seat shell and backrest frame, including the lumbar support, expanding the variety of color options.

The ON visitor chair will make its debut at NeoCon this year following the ON task chair's Best of Competition award at NeoCon 2010. The new stackable version of the chair will be shown. It was the world's first office chair created with patented 3-D technology that encourages forward, backwards, sideways and rotational movement to foster natural sitting positions and promote well-being in the workplace, according to the company.

Wilkhahn has added a model to its stackable, four-legged Ceno chair by Läufer & Keichel. One of its bestsellers, Ceno is designed

for multipurpose conference or seminar spaces, or dining rooms at universities. The new addition features a backrest approximately 20 percent higher than the standard model. The higher backrest option also provides a way to distinguish between executive and non-executive level seating.

Wilkhahn also is showing a height-adjustable Graph conference chair. The latest version features precision-adjustable seat heights, providing members of the A&D community with additional conferencing options.

Wilkhahn's high-quality, high-value Timetable folding, mobile conference tables by Andreas Storiko are making a special debut at NeoCon. The trade show will feature tabletop models that

have been made by Wilkhahn's U.S. manufacturing partner and assembled locally. The local manufacturing underscores a move by Wilkhahn toward greater flexibility, speed and customer focus.

The company's booth design is expected to be interesting. Wilkhahn is using swing plates from its IN chairs as "antlers" mounted on the wall.

Wilkhahn also is preparing for a few major introductions at Orgatec this fall. It won't leave out its North American customers, but bring the German office furniture fair to them. The company is planning traditional Octoberfest celebrations for its New York and Chicago showrooms that would include its Orgatec introductions. **BoF**

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## Vitra Continues to Pioneer the Development of Seminal Workplace Design Concepts at NeoCon 2016

**vitra.**

Vitra will continue to pioneer the development of seminal workplace design concepts at NeoCon. Vitra will present an installation that depicts a vibrant, creative corporate culture. The company has collaborated with Lukas Scherrer, the Swiss-born industrial designer working in San Francisco, to synthesize Vitra's diverse influences into a cosmopolitan meditation on the role of creativity in the workplace.

Development of creative capital will provide tomorrow's companies with a significant competitive advantage. Investments in a creative workspace — the physical embodiment of a strong creative corporate culture — not only allow an organization to attract the next generation of highly sought-after talent, but also provide diverse spaces to support creative exchange in its many forms.

Additionally, as work shifts to third-place hospitality environments like coffee shops and co-working lounges, "coffee culture" becomes a significant driver in workplace design. By incorporating greenery and the Belleville family of chairs and bistro tables designed by Ronan and Erwan Bouroullec, the NeoCon showroom will feature a working cafe installation that draws on the lushness of a Parisian garden. Vitra's transversal product portfolio is particularly well-suited to applications that blur the traditional distinctions of home, office and public spaces.

Moving beyond the well-trodden clichés of Silicon Valley tech-office designs depicted in popular culture, Vitra will present a crafted and evolved work environment using a palette of naturally derived linoleums, plywoods of different species, oriented strand board (OSB), greenery and sisal. Vitra's Chicago showroom will draw from the mythic archetype of the American start-up



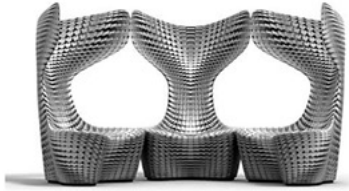
garage, a type of entrepreneurial creative workspace where calculated risk-taking and fresh ideas result in the founding of world-changing companies and disruptive business models. With the integration of Transversal Elements — high-performance architectural products incorporated from the Vitra catalogue of shop-fitting systems — Vitra will present an adaptive Flex Office concept — one that enables D.I.Y. reconfiguration in response to scalability requirements and rapidly evolving business conditions.

Vitra maintains vibrant environments gain character

through a mix of old and new, high and low, classic and contemporary. The Chicago showroom will present an eclectic layering of Vitra furniture objects and fixtures, with iconic classics by Jean Prouvé, Alvar Aalto, Eero Saarinen and Charles Eames layered among contemporary classics by Ronan and Erwan Bouroullec, Konstantin Grcic, Martin Van Severen and Antonio Citterio. Vitra's NeoCon 2016 presentation will be using the Vitra Color and Material Library, newly developed by Hella Jongerius, Vitra's Art Director for Colors and Materials.



LIFESTYLE DESIGNS FROM HAWORTH COLLECTION



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MOTEK



PONT NEUF



CULTURE

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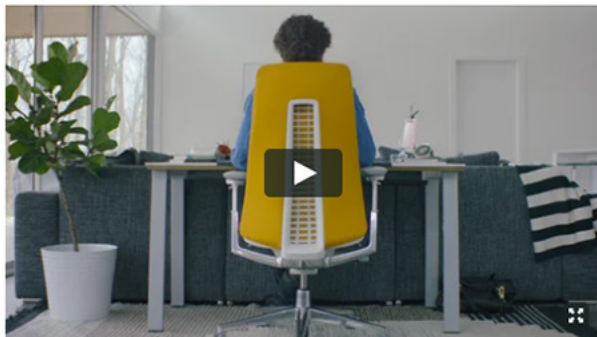
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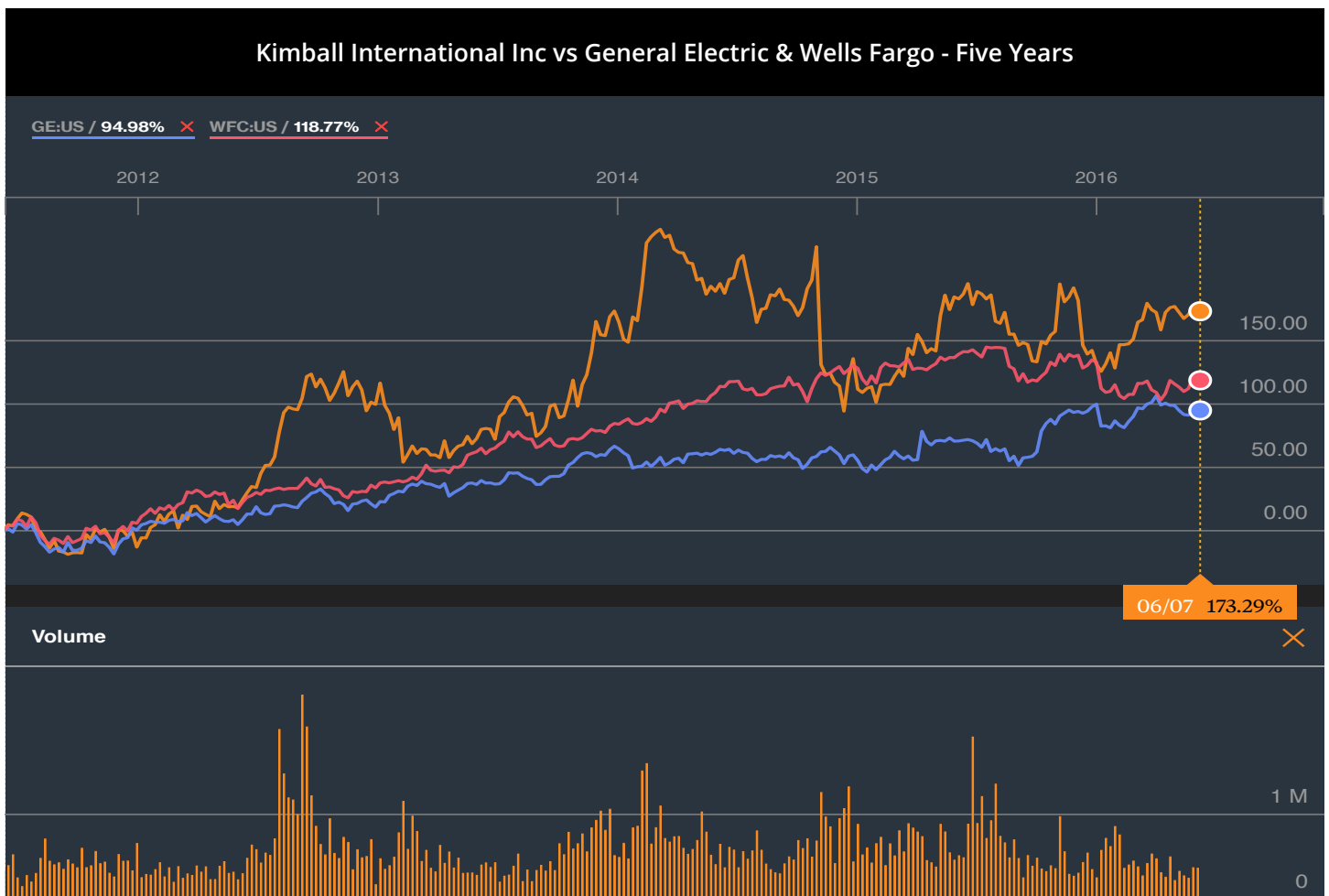
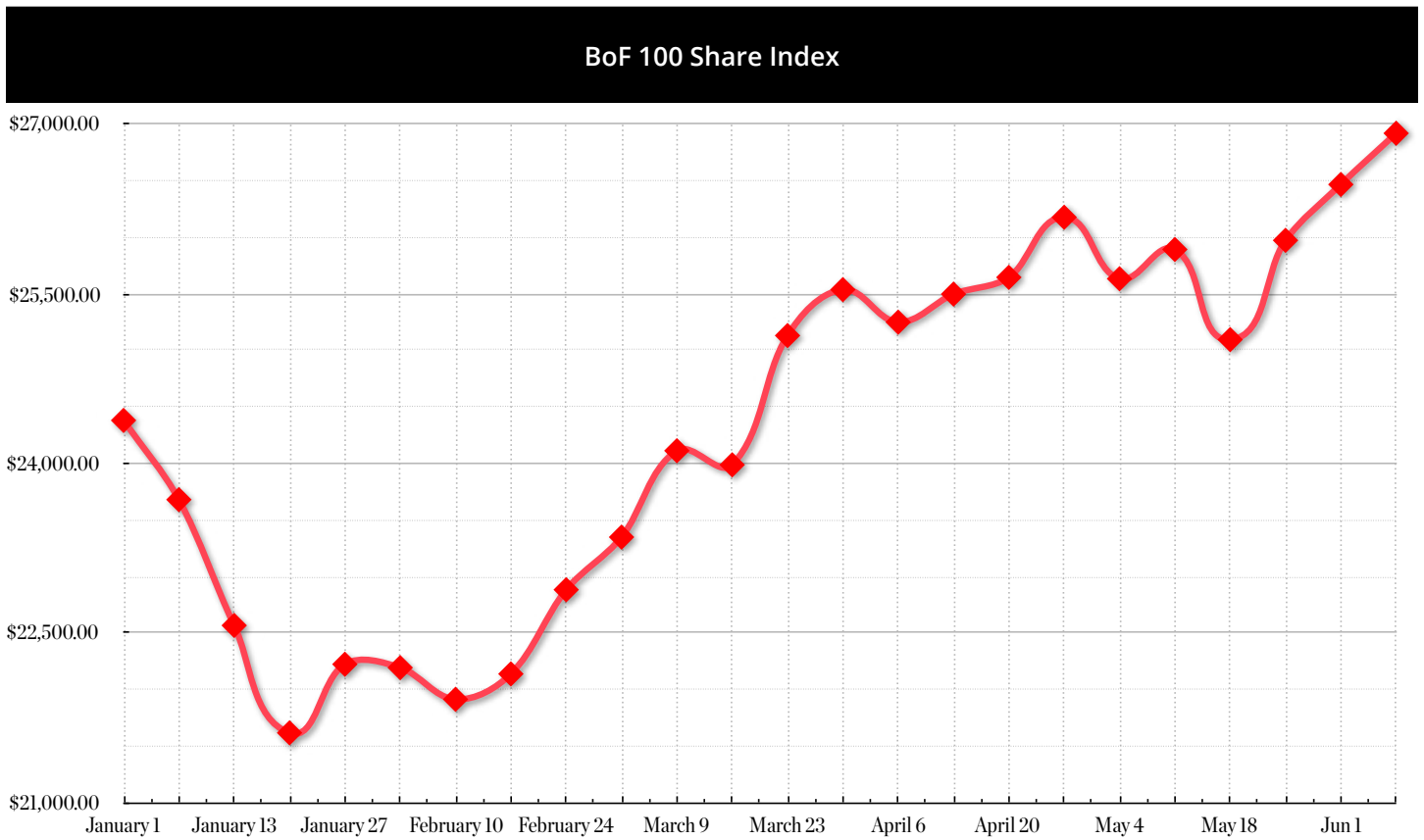
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|--|----------------------|---|-----------------------------|--------------------------|---------------|
|  | <b>26,920.36</b>     | <b>↑ 181.15</b>   +0.68%  | <b>↑ 2,522.08</b>   +10.34% |                          |               |
| Symbol ▶   | Last Price Time (ET) | 2 Day Performance   | %Change Day Change          | Volume 30 Day Average    | 52 Week Range |
| <b>DRTTF:US</b><br>DIRTT Environmental Solutions | 4.35<br>11:36        |    | +12.77%<br>0.49             | 23,000.00<br>2,529.10    | 3.23   6.66   |
| <b>FLXS:US</b><br>Flexsteel Industries Inc       | 40.95<br>16:00       |    | +0.56%<br>0.23              | 10,723.00<br>19,123.97   | 27.25   48.67 |
| <b>MLHR:US</b><br>Herman Miller Inc              | 32.45<br>16:00       |    | +1.15%<br>0.37              | 254,844.00<br>230,714.86 | 22.60   32.71 |
| <b>HNI:US</b><br>HNI Corp                        | 47.87<br>16:02       |    | +0.95%<br>0.45              | 108,057.00<br>164,680.30 | 29.84   53.75 |
| <b>INQ:CN</b><br>Inscape Corp                    | 3.01<br>11:27        |   | -1.31%<br>-0.04             | 8,030.00<br>234.17       | 2.71   3.74   |
| <b>TILE:US</b><br>Interface Inc                  | 17.16<br>16:00       |  | -0.58%<br>-0.10             | 340,999.00<br>635,982.31 | 13.70   27.17 |
| <b>KEQU:US</b><br>Kewaunee Scientific Corp       | 17.00<br>13:08       |  | +0.89%<br>0.15              | 843.00<br>1,413.17       | 15.50   18.35 |
| <b>KBAL:US</b><br>Kimball International Inc      | 11.48<br>16:00       |  | +0.53%<br>0.06              | 52,038.00<br>61,893.27   | 9.22   12.99  |
| <b>KNL:US</b><br>Knoll Inc                       | 25.16<br>16:02       |  | +0.32%<br>0.08              | 336,731.00<br>323,766.13 | 16.42   26.06 |
| <b>LEG:US</b><br>Leggett & Platt Inc             | 50.73<br>16:02       |  | +0.14%<br>0.07              | 551,986.00<br>848,690.69 | 36.64   51.28 |
| <b>SCS:US</b><br>Steelcase Inc                   | 16.05<br>16:02       |  | -0.12%<br>-0.02             | 598,014.00<br>500,274.91 | 11.67   20.37 |
| <b>VIRC:US</b><br>Virco Manufacturing Corp       | 3.64<br>15:59        |  | +1.68%<br>0.06              | 9,594.00<br>12,336.53    | 2.44   3.95   |



# STOCK GRAPHS



# Survival Guide to NeoCon

Normally, I devote this column each week to your questions. This week, I received so many emails about NeoCon protocol I decided to combine them and supply my answers in this guide.

I got lots of emails from manufacturer's reps excited about getting face time (real face time, not the phone kind) between pre-NeoCon sales meetings and being in the showroom with their bosses. There were questions from independent reps looking for new lines and tons of messages from architects and designers who are going to be in Chicago on behalf of their clients and firms. As you might expect, there were also questions from dealers and salespeople about meeting with clients and manufacturers. If I could only give one piece of advice, it would be this: Make the best impression possible, while keeping one eye open for that dream job.

I spend part of each of my month living in Chicago, taping the workplace segments I do for Steve Harvey's hit NBC TV show where I am the resident workplace expert. I live in NYC, but I relish the one week a month I get to spend in Chicagoland. NeoCon is a particularly exciting time of year to be in Chicago — at least for me, anyway. If you follow my guide, it will be a great time for you, too.

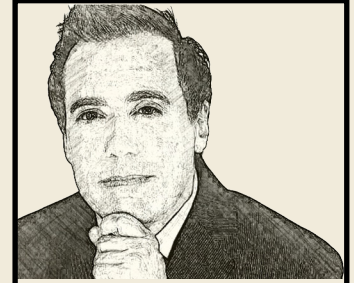
Without further ado, here are my tips and why they are important:

## Looking good

It seems so simple and obvious, but present yourself as best as possible. That means something more than just looking good — although that's important, too. The things I'm talking about are making sure you give a firm handshake, and repeating both your first and last name to everyone you meet. You have a last name right? We are seeing lots of people at once, you want to be sure people remember you. Do not assume anyone remembers you.

Another huge help is your badge. Check it several times a day to be sure it is facing the right way, especially if you work for a manufacturer. Be sure the tag they give you is visible. I wish manufacturers would make the print size on those little badges larger so everyone could read them, but I'm not holding my breath.

Also, please no more denim shirts or uniforms. You make furniture! It's not McDonald's! One time I walked into Janus et Cie, and they had smocks on. I thought they were going to give me a prostate exam. Another prominent manufacturer had everyone wear blue denim shirts like a Jiffy Lube.



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

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

Dress for what you do. Present yourself well, and don't forget to smile.

## Staying put, cell phones and Starbucks

If you are a manufacturer's rep, stay in your showroom for most of the day. Your customers will be in and out sporadically, and you should make sure to get as much face time with those in town from corporate. I hate walking in while you're out chatting with your friend at the competitors, and so do your clients and bosses.

Stay off your cell phones and stop walking around the showroom with a Starbucks cup in your hand — you make the place look like a used car dealership. Don't be talking about your hangover from

---

last night. No one wants to hear it. Which reminds me, check your breath and have some mints on hand.

And, please, send me a picture of anyone you see chewing gum.

### **The shoe factor**

Here's a simple one for everyone: Polish your shoes. They have shoe shine people in the lobby — tip them generously. Airports and hotels do it, too, so no excuses. I will be looking!

### **Blah, blah, blah**

One thing I know before I get to NeoCon is I will be bored with your small talk. Each year, over and over I hear: “Where are you staying?” It might be fun to judge someone by where they stay, but it gets old fast. I always tell people they look thinner, even though they rarely do. Everyone loves to hear that. And while we are on the topic of where you are staying, watch how the “dealers” always stay in the most expensive hotels.

### **Elevator etiquette**

Do not overfill elevator cars. Related: Use deodorant and breath mints. Every time I get on an elevator, I put in a breath mint and double check my badge is facing with my name forward. I am my own brand and like to think of myself as a walking billboard. You should, too.

### **Let them see you wash up**

Those of you who are not in the

habit of washing your hands in the restroom — you know who you are — need to remember you have a name tag on, and your customers and bosses are watching you. Seems silly to have to say, but the stories I have heard about this subject have affected people's jobs.

### **No job shopping**

Unless you are unemployed, NeoCon is not the time to sneak around and be interviewing. Trust me, you will be overheard or caught. There are just too many people with too many connections walking around. It's not worth it. If some company is too cheap to fly you in at another time for an interview, you do not want to be working for them anyway.

### **Models are a big miss**

I am personally tired of the companies who hire professional models to lure people into their showroom. What's the matter? Are your people too ugly or is your product? This is not a car show. That being said food, candy, popcorn, water and a charging station for my smartphone will get me there every time. Smartphone charging stations are being provided by the Mart this year in the lobby.

### **Walking and talking at the same time**

Speaking of smartphones, no walking and talking on your cell phone. Look and act professional. You're not a teenager. We are all listening, even when you think we are not. If you're walking around, always have business cards. Have

them in every pocket. If you want to find someone you only see once a year, be sure to find them. Sometimes you think you won't be able to, but they'll crop up somewhere.

Bonus tip: Careful on Tinder, Grindr and Match.com — social media in general, really. NeoCon is big, but the industry is small. I have heard about many people meeting and hooking up on these social media sites only to find out in the morning their new friend is someone from the same company they work for or a customer. It happens. You can wait three days.

**Finally** — enjoy the show and be sure to stop by and see me!

I will be live tweeting my adventures during the convention and showing up on TV, so I will want to hear how your NeoCon is going. Follow and tweet @StephenViscusi and #WorkplaceGuru. You also can follow my adventures on The Viscusi Group Facebook page. “Like” us for a free resume template.

Want a new job or just some career advice on how to ask for your next raise? The team from The Viscusi Group and I will see you anytime we can while in Chicago, compliments of BOF. Thanks for reading and see you next week. Track me down during NeoCon at Stephen@viscusigroup.com.

**Stephen**

# Navigating Digital Disruption

## Part One

Netflix is one of the great stories of the transformation process that so many companies still need to consider for their own business models.

The stock chart below (from MarketWatch.com) shows a five-year history of their stock pricing, which includes a 7:1 split in mid-2015. This kind of valuation growth may, or may not, be appealing to you for your own business. If it is, then it can be helpful to consider the story behind this transformation, along with the principles that set the stage for it to occur.

In 2011, Netflix came to

the strategic decision that its robust method of movie rental distribution no longer held critical strategic advantage. The board of directors approved the decision to change its distribution model from mailed rentals to digital rentals. Just 5 years later, this move seems so obvious. In 2011, the market viewed it as an obvious Waterloo. Stock prices lost 80% of their value over the idea of abandoning such a successful and profitable business model.

Everyone loves a business that throws off money, the cash cow that just keeps on generating great returns.

The temptation, of course, is to stay the course and just keep fine tuning it to make it even better than the competition. New promotions, updated offerings, additional channels to leverage – all of these are what conventional wisdom promotes.

Conventional wisdom doesn't build empires, it slowly diminishes and then kills them. Innovation and disruption build empires. Finding ways to leverage new technologies, whether the longbow used by the British in the Hundred Year's War of the 14th century, or the cloud in 2016, is what builds



*Al Everett is the founding partner of 6gates, LLC. 6gates helps you find, develop and retain more customers like your best customers.*

*Al can be reached at [aeverett@6gates.com](mailto:aeverett@6gates.com), and you can learn more about 6gates at [www.6gates.com](http://www.6gates.com).*

businesses that can not only survive, but grow and thrive.

No matter your line of work, what was once a strength – indeed, perhaps even a corporate core competency – eventually becomes a weakness once disruption hits. It is inevitable. The real questions for us to consider are these:

- What technology(ies) will cause the disruption?
- When will they be available, and when will they be adopted?
- Will my business be the disruptor or the disruptee?

As a product manager for many years, it was clear that when it came



to cannibalizing my product lines, either I could eat my own lunch, or someone else would. Time stands still for no product or service, only for the principles upon which your business is built. The WHY remains, but the WHAT and the HOW must constantly adapt and change.

Netflix reached the strategic conclusion that an emerging technology – digital distribution – would be far more responsive to customer

needs and easier to leverage to take advantage of its other sizable and scalable resources, partnerships, and capabilities. So, they claimed the disruption, making it their own.

Not everyone reading this blog is responsible for strategic planning for a Fortune 500 company looking for what to do next. The principle of navigating digital disruption, though, is for every business leader and every manager looking for opportuni-

ties to create market advantage. As 6gates is focused on the marketing and sales functions and their effectiveness, navigating digital disruption is as important for your team and business as anything else you pay attention to. You may have to fly at 37,000 feet to see it, but it is critical nonetheless.

In the conclusion of this blog, scheduled to post next week, an outline for understanding and navigating digital disruption will be shared.

Much of the insight for the conclusion is based upon the work of Chris Bradley, Partner, McKinsey's Strategic Practice, found in this video:

[WATCH THE VIDEO](#)

Whether you bought a ticket or not, we are in for a wild ride during this time of transformation. Seeing around corners and making the most of that vision will help your business navigate these times with success. **BoF**



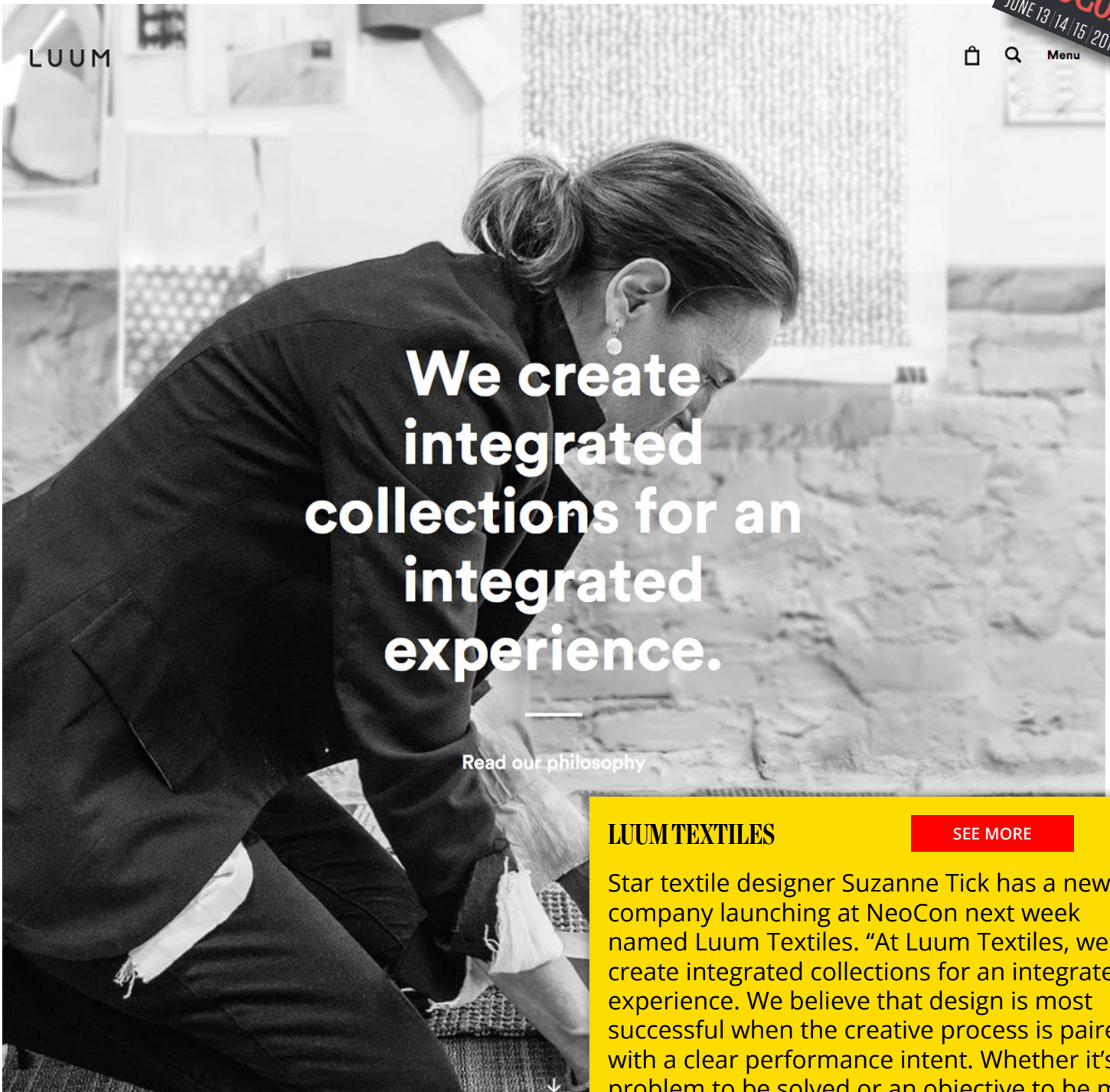
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LUUM

🛒 🔍 Menu

We create  
integrated  
collections for an  
integrated  
experience.

[Read our philosophy](#)

### LUUM TEXTILES

[SEE MORE](#)

Star textile designer Suzanne Tick has a new company launching at NeoCon next week named Luum Textiles. "At Luum Textiles, we create integrated collections for an integrated experience. We believe that design is most successful when the creative process is paired with a clear performance intent. Whether it's a problem to be solved or an objective to be met, design is a forward-looking pursuit."



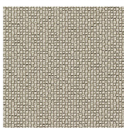


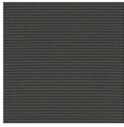


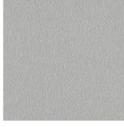




**LUUM** Q Menu


Welcome to Luum. Please enjoy exploring our preview store site. Store opens for samples and orders, June 13, 2016.

CATEGORY+ COLOR+ STYLE+ ALL PRODUCTS

**Category**

Home - Category - Fabric - Page 1 of 1

|   |   |   |                    |
|---|---|---|--------------------|
|  |  |  | <b>Coming Soon</b> |
| Ample - 4034<br>\$34.00 USD   | Angulo - 4038<br>\$79.00 USD  | Beaded Stripe - 4018<br>\$28.00 USD   |                    |
|  |  |  | <b>Coming Soon</b> |
| Cross Dye - 4009<br>\$26.00 USD   | Durable - 4020<br>\$31.00 USD   | Filar - 4032<br>\$38.00 USD   |                    |
|  |  |  | <b>Coming Soon</b> |
| Full Wool - 4008<br>\$74.00 USD   | Fundamentals - 4001<br>\$18.00 USD  | Heather Felt - 4007<br>\$68.00 USD  |                    |
|  |  |   |                    |
| Flexagon - 4026<br>\$48.00 USD  | Homage - 4035<br>\$63.00 USD  |   |                    |



**Point to Point**

Inspired by analog processes, Point to Point reflects the unexpected imperfections introduced by mechanical and hand processes that counteract the overwhelmingly...

[Shop Point to Point](#)

**Perilune**

Perilune is a PVC-free, bleach-cleanable printed polyurethane. The print was inspired by a fine art loom handweaving by Suzanne Tick. Moon phase calendars...

[Shop Perilune](#)



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



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

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

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TD Think Digital  
Workshop at  
Steelcase in Toronto

June 6, 2016  
5:50pm





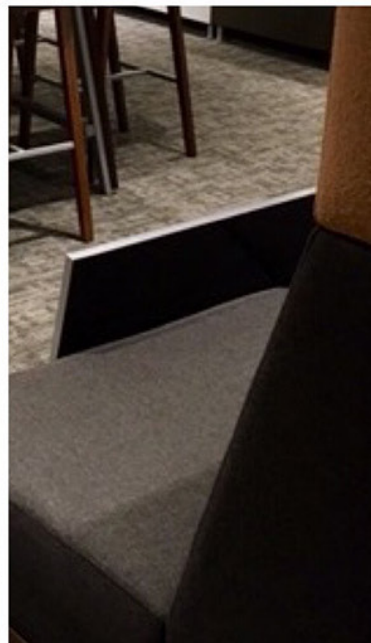


New Herman Miller  
showroom in New  
York City

*June 2016*



PREVIEW  
**NeoCon**<sup>®</sup>  
JUNE 13 | 14 | 15 | 2016





**CHICAGO, ILLINOIS**

**NeoCon - Chicago**

June 13-15, 2016



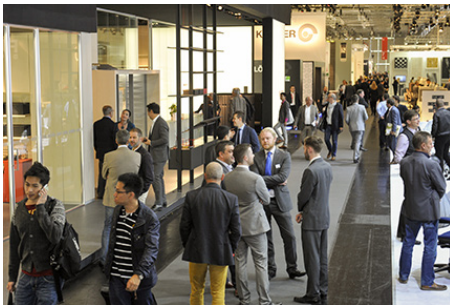
**NeoCon** is the largest commercial interiors show in North America, taking place at The Merchandise Mart in Chicago since 1969. The three-day event attracts nearly 50,000 design professionals and showcases more than 700 leading companies. The show launches thousands of new products and covers a spectrum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

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

**COLOGNE, GERMANY**

**ORGATEC**

October 25-29, 2016



As the industry's leading international trade fair for modern working environments, ORGATEC presents the whole world of work.

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

**CINCINNATI, OHIO**

**EDSPACES**

November 2-4, 2016



EDspaces is the gathering place for architects, facility planners, designers, administrators and dealers to learn about trends and experience the latest products and services to enhance student learning.

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

**PHILADELPHIA, PENNSYLVANIA**

**NeoCon East**

November 9-10, 2016



**NeoCon East** NeoCon East, now entering its 14th year, continues to be the best place on the East Coast for the A&D community to see and specify the latest products and services across a wide spectrum of vertical markets. More than 250 innovative companies will showcase hot new products, visionary designs and cutting edge resources for the commercial interiors market.

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

**LAS VEGAS, NV**

**National Ergonomics Conference & ErgoExpo**

November 15-18, 2016



Since 1994, the National Ergonomics Conference & ErgoExpo has been the best place to learn how to build an ergonomics program or maximize an existing program – on any budget, for any industry.

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

**TORONTO, CANADA**

**IIDEXCanada 2016**

November 30 - December 1, 2016



IIDEXCanada is a 2 day event being held from 30th November to the 1st December 2016 at the Metro Toronto Convention Centre North Building in Toronto, Canada. This event showcases product from 15,000 interior designers, architects, landscape architects, lighting designers, industrial designers, facility managers, developers, and business executives.

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

# EVENTS

| EVENT   | DATE & LOCATION   |
|---|---|
| <b>NEOCON 2016</b><br>The premier, global platform for connecting, learning and conducting business in commercial interiors.<br><a href="http://www.neocon.com">http://www.neocon.com</a>   | June 13, 2016 - June 15, 2016<br>Merchandise Mart Chicago   |
| <b>HOTEC DESIGN</b><br>Crafted specifically for hospitality design professionals, HOTE Design brings designers, hoteliers, architects, management companies, purchasing firms and more face-to-face with innovative suppliers for three days of one-to-one meetings and creative exchange. We welcome domestic and international buyers and vendors, offering expansive exposure and a truly global perspective.<br><a href="http://www.hotecglobal.com/design">http://www.hotecglobal.com/design</a> | Jun 20, 2016 - Jun 23, 2016<br>Naples, Florida              |
| <b>DWELL ON DESIGN</b><br>Last year, over 30,000 people attended this 3-day modern home show where you can see cutting-edge products, hear from design industry leaders, and interact with thousands of experts in the field of design and beyond.<br><a href="http://la.dwellondesign.com/">http://la.dwellondesign.com/</a>   | Jun 24, 2016 - Jun 24, 2016<br>Los Angeles, California      |
| <b>BITAC PURCHASING &amp; DESIGN EAST 2016</b><br><a href="http://www.bitac.net/Event/PurchasingDesign/East/2016">http://www.bitac.net/Event/PurchasingDesign/East/2016</a>   | Jul 17, 2016 - Jul 19, 2016<br>Hollywood, Florida           |
| <b>GLOBAL 2016 BITAC</b><br>Meet with the most influential international movers and shakers from EMEA, North and South America, Caribbean, Asia and more to expand your business globally without leaving North America.<br><a href="http://www.bitac.net/Event/Global/2016">http://www.bitac.net/Event/Global/2016</a>   | Aug 28, 2016 - Aug 30, 2016<br>Cancún, Quintana Roo, Mexico |
| <b>ICFF MIAMI - INTERNATIONAL CONTEMPORARY FURNITURE FAIR, MIAMI</b><br>North America's platform for global design brings what's best and what's next to the thriving luxury hotbed of the Americas.<br><a href="http://www.icffmiami.com/">http://www.icffmiami.com/</a>   | Oct 5, 2016 - Oct 6, 2016<br>Miami Beach Convention Center  |
| <b>LODGING CONFERENCE</b><br>The Lodging Conference is one of the top hotel industry events in the world. Over the past 21 years, tens of thousands of high-powered hotel owners and executives from around the globe have participated. The event has been sold out for the last five years with attendance of 1600+ in 2015.<br><a href="http://www.lodgingconference.com/">http://www.lodgingconference.com/</a>   | Oct 6, 2016 - Oct 9, 2016<br>Phoenix, Arizona               |
| <b>ORGATEC</b><br>As the industry's leading international trade fair for modern working environments, ORGATEC presents the whole world of work. You can look forward to new perspectives, inspiring concepts and market-leading solutions relating to all aspects of work.<br><a href="http://www.orgatec.com">http://www.orgatec.com</a>   | Oct 25, 2016 - Oct 29, 2016<br>Cologne, Germany             |
| <b>EDSPACES</b><br>EDspaces is the gathering place for architects, facility planners, designers, administrators and dealers to learn about trends and experience the latest products and services to enhance student learning.<br><a href="http://www.ed-spaces.com">http://www.ed-spaces.com</a>   | Nov 2, 2016 - Nov 4, 2016<br>Cincinnati, Ohio               |
| <b>NEOCON EAST</b><br>The premier design expo and conference for commercial interiors on the East Coast.<br><a href="http://www.neoconeast.com">http://www.neoconeast.com</a>   | Nov 9, 2016 - Nov 10, 2016<br>Philadelphia, Pennsylvania    |
| <b>NATIONAL ERGONOMICS CONFERENCE &amp; ERGOEXPO</b><br>Since 1994, the National Ergonomics Conference & ErgoExpo has been the best place to learn how to build an ergonomics program or maximize an existing program — on any budget, for any industry.<br><a href="http://www.ergoexpo.com">http://www.ergoexpo.com</a>   | Nov 15, 2016 - Nov 18, 2016<br>Las Vegas, Nevada            |
| <b>IIDEXCANADA</b><br>IIDEXCanada is a 2 day event being held from 30th November to the 1st December 2016 at the Metro Toronto Convention Centre North Building in Toronto, Canada. This event showcases product from 15,000 interior designers, architects, landscape architects, lighting designers, industrial designers, facility managers, developers, and business executives.<br><a href="http://www.iidexcanada.com">http://www.iidexcanada.com</a>   | Nov 30 - Dec 1, 2016<br>Toronto, Canada                     |
| <b>DESIGN AND CONSTRUCTION WEEK</b><br>The NAHB International Builders' Show® (IBS) is the largest annual light construction show in the world—with miles and miles of the latest and most advanced building products and services ever assembled.<br><a href="http://www.designandconstructionweek.com/">http://www.designandconstructionweek.com/</a>   | Jan 10, 2017 - Jan 12, 2017<br>Orlando, Florida             |
| <b>SURFACES 2017</b><br>On The Cutting Edge of the floor covering, stone and tile industry, The International Surface Event- SURFACES - is four impressive days of the newest products, hands-on demos, inspiring trends, key manufacturers, industry suppliers, along with unmatched education and networking.<br><a href="http://www.tisewest.com">http://www.tisewest.com</a>  | Jan 17, 2017 - Jan 20, 2017<br>Las Vegas, Nevada            |
| <b>BITAC LUXURY</b><br>BITAC® Luxury draws hoteliers in the 4 and 5 star market seeking to furnish, design, and renovate their properties.<br><a href="http://www.bitac.net/Event/Luxury/2017">http://www.bitac.net/Event/Luxury/2017</a>   | Mar 5, 2017 - Mar 7, 2017<br>Dana Point, California         |

# Workplaces 2016 | June

The question on everyone's mind is: What workplace trends will radically transform businesses in 2016 and beyond?

At *Workplaces Magazine* we're helping to assist our readers in transforming their businesses by identifying emerging workplace trends and technologies. In our fifth issue we continue the exploration of how coworking leads to networking, women in the workplace and the latest products being introduced at NeoCon.

Read the June issue today at:

<http://bellow.press>

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North America's most important design exposition  
and conference for commercial interiors.

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## EVENTS

| EVENT   | DATE & LOCATION                                  |
|---|--|
| <b>INTERNATIONAL FURNITURE FAIR SINGAPORE / FURNITURE SHOW (IFFS/AFS) 2017</b><br>The events – The IFFS/AFS and The Décor Show – feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors.<br><a href="http://www.iffs.com.sg">http://www.iffs.com.sg</a> | Mar 9, 2017 - Mar 12, 2017<br>Singapore          |
| <b>GLOBALSHOP</b><br>GlobalShop is the world's largest annual show for retail design and shopper marketing featuring the industry's most comprehensive array of store fixturing companies and in-store solutions.<br><a href="http://www.globalshop.org">http://www.globalshop.org</a>  | Mar 28, 2017 - Mar 30, 2017<br>Las Vegas, Nevada |
| <b>AIA 2017 CONVENTION</b><br>The national AIA Convention 2017 expects approximately 20,000 convention attendees, representing decision makers from across the building industry. Planning engaging activities to showcase Central Florida to attendees is planned.<br><a href="http://www.aiaorlando.com/2017">http://www.aiaorlando.com/2017</a>  | April 26-29, 2017<br>Orlando, Florida            |
| <b>NEOCON 2017</b><br>The premier, global platform for connecting, learning and conducting business in commercial interiors.<br><a href="http://www.neocon.com">http://www.neocon.com</a>   | June 12-14, 2017<br>Chicago, Illinois            |

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## PLACES



### Chicago

It's that time of year again when anybody who is anybody heads to Chicago for three days of fun, networking, education and furniture at NeoCon. This year the BoF staff has been on the ground early checking out the latest changes to this Mid-western meca.

While you won't find Al Capone, you can take a tour and see where he lived. If you're a first time visitor to Chicago you should take an architecture tour on the Chicago river to learn about some of the last century's most important modern architecture.

Food of course is another attraction. Our suggestion is to forgo the usual chain restaurants and check out the hundreds of great places to dine ([chicago.eater.com](http://chicago.eater.com)). And please don't try to get a reservation at Duck Duck Goat, we're already on the waiting list!

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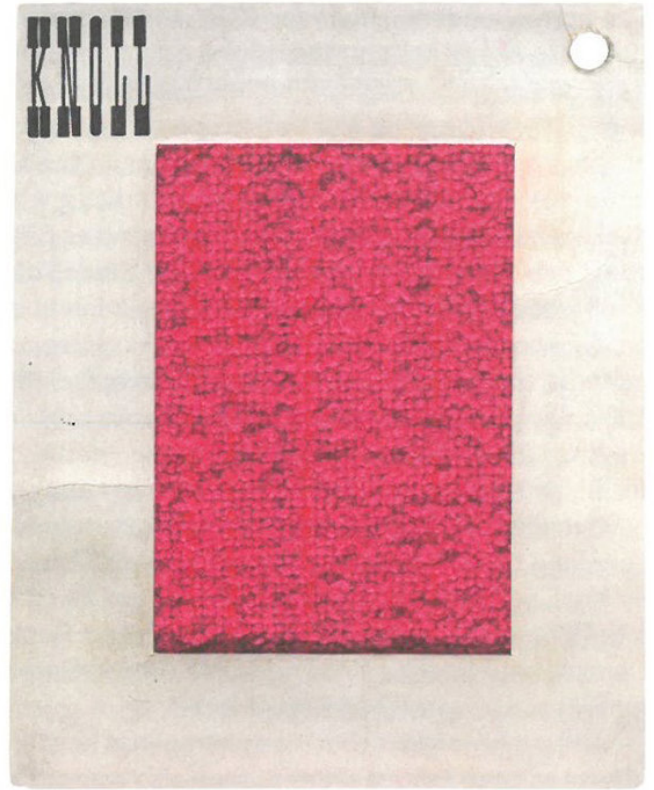
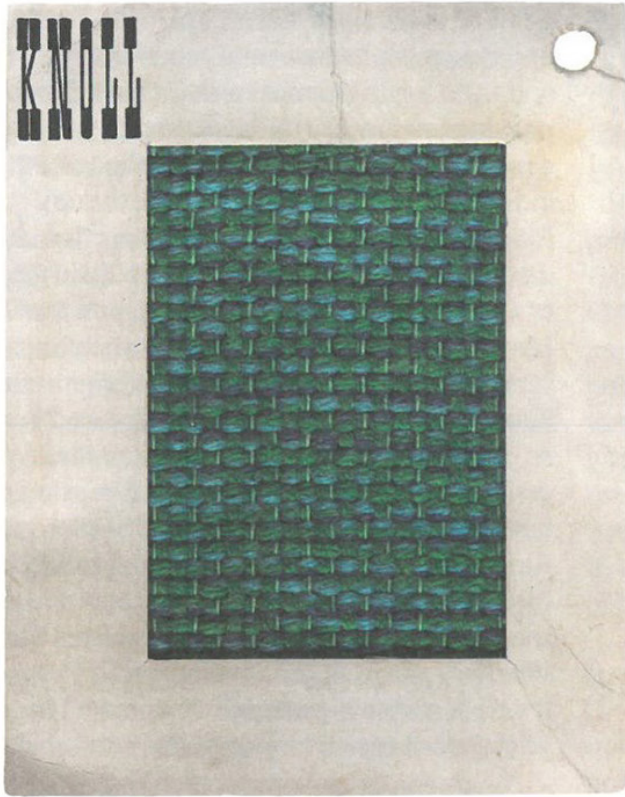
## INDUSTRY MOMENTS



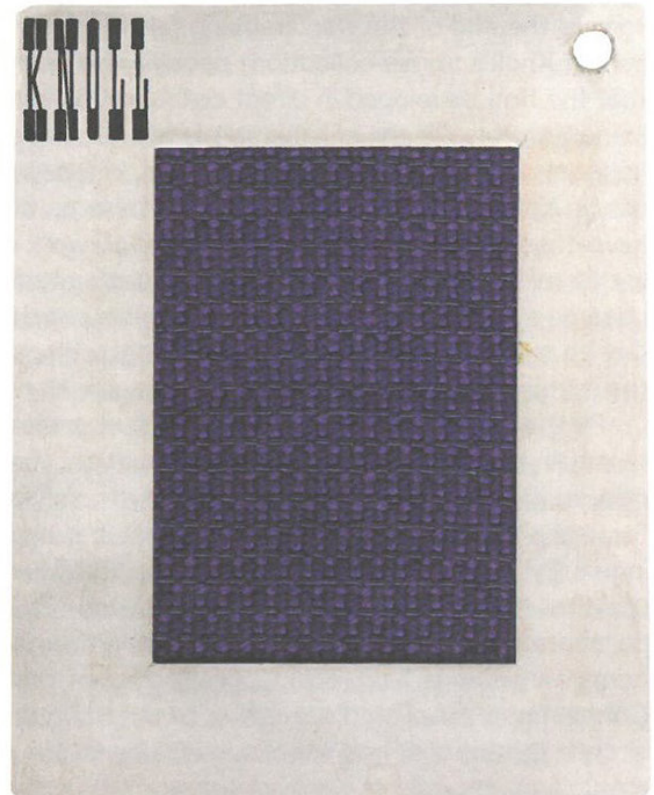
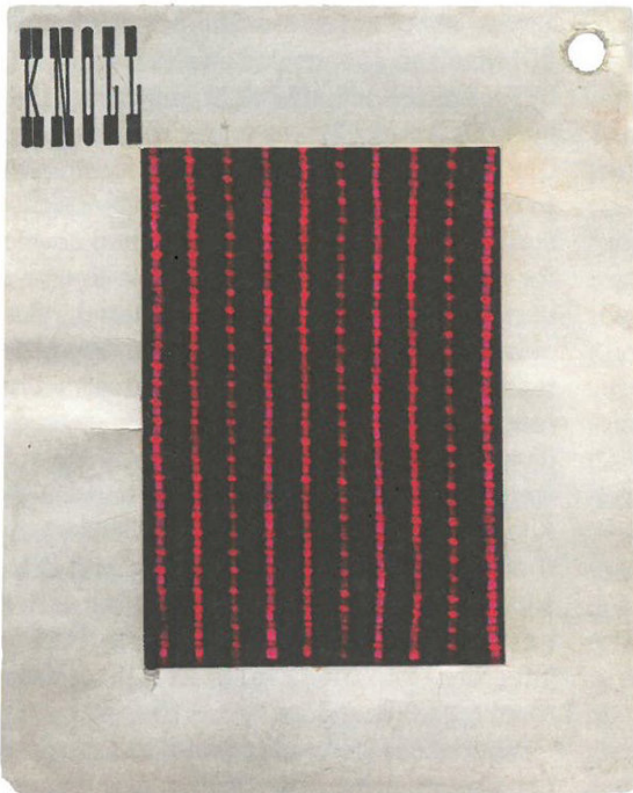
### AROUND THE INDUSTRY THE PAST WEEK

**1.** Pop-up design charrette at Open Architecture hosted by Workrite Ergo. **2.** The Reader's Chair unveiled at the Jasper Chalk Walk on June 3rd. **3.** Friday jam session at Perkins+Will Chicago. **4.** Steelcase Work Cafe at the Recode Conference. **5.** Kimball's 2016 Summer Interns. **6.** The Conservation Center for Art & Historic Artifacts (CCAHA) restored these au Louvre Knoll posters designed by Massimo Vignelli.

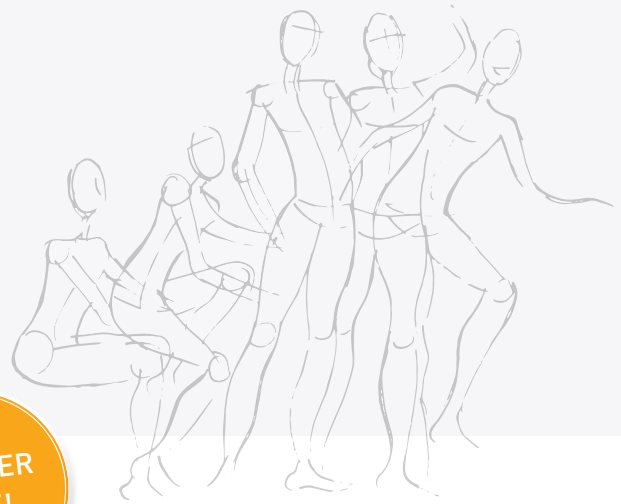
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1950s Vintage samples from Knoll Textiles



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## SurfaceWorks

### Stretch-Out™ LX Edition

Introducing Stretch-Out™ LX Edition, the complete solution to your everyday needs. Based off the original Stretch-Out model, the LX Edition will provide complete workstation essentials, such as a pencil lip, integrated wire management and attached power bar.

The newly designed Focus top with the unique MR4V edge treatment was created specifically for the workstation environment; featuring an ergonomic flexible edge for user comfort and a raised pencil lip to prevent objects from falling off.

The height-adjustable base gives users the freedom to move throughout the day, increasing energy and making it easier to focus. With



features, such as programmable heights, soft start/stop and ultra-quiet motors the table is ideal for all applications

The Stretch-Out LX Edition will make its debut at the NeoCon World's Trade Fair 2016 (Booth #7-4093).



## Things You Didn't Know About Office Furniture Design

So much of what we do, from pens to staplers to notebooks and even furniture, has been around for 100 years or more, and there's really no sense in reinventing it. So much of what we do (at Poppin) is about the broad family of products we design and not adding new bells and whistles every year. We are always trying to make a product distilled to its elemental idea so it rings true to itself. **Guest column by Jeff Miller**





## Think you know everything about designing office furniture? Here are nine things you might not know.

### MOST WHEELS DON'T NEED REINVENTION

So much of what we do, from pens to staplers to notebooks and even furniture, has been around for 100 years or more, and there's really no sense in reinventing it. So much of what we do (at Poppin) is about the broad family of products we design and not adding new bells and whistles every year. We are always trying to make a product distilled to its elemental idea so it rings true to itself.

### INVERSE COMPLEXITY

It is easy to heave on a lot of extraneous form and detail, but making things simple is actually more complex. We've found/discovered stripping away as much detail as possible to keep products streamlined to be an effective process for us.

### THE WHOLE FAMILY MAKES THE RULES

You wouldn't think a paper clip could be related to a notebook or to an office chair, but at Poppin, thinking like this really does matter. We consider everything we do related. The more products we develop, the more we have to go in terms of the legacy of those products, which can inform what we come up with next.

## BEING SYSTEMATIC IS ENDEMIC

Because we have so many products across so many different categories, we have a problem similar to what someone like a Lego designer has to think about with products that are meant to fit together or are a part of an expanding system. Furniture wants to be systematic, and as we develop new systems, it can be a slippery slope to slide down to think one system should fit into another and so on. We are very aware of how we can do this with our product lines. However, it's easy to start spending too much time developing systematic products that could be better spent developing singular product opportunities, which can still compliment evolving product lines.

## THERE ARE SOME THINGS YOU CAN'T MAKE IN CHINA

Costly duties apply to shiny metal paper clips, paper with ruled lines and wooden pencils imported from China. The laws that regulate

the production of these items were created to stop companies from driving competitors out of business. So, Poppin smartly wraps its paper clips in a colorful vinyl that allows the company to avoid unneeded regulatory costs. It's a great example of using design to solve a non-obvious constraint.

## EYES ARE THE PRIZE

At Poppin, we pay a lot of attention to color, but you might be surprised to learn how difficult it is to match colors for products like our staplers batch to batch — even if it's from the same factory. It can be incredibly hard to do, so you have to make sure everyone is looking at the products with the same eyes, meaning — and especially if you're manufacturing overseas — that each product team is using the same photo-spectrometer settings, the same lightbulbs in light boxes, etc. With all those details, it still comes down to someone's eyes and their ability to recognize when the color is inconsistent, even by the slightest margin.







## IT'S HARD TO MAKE IT EASY

If you make contract furniture, you have many different ways of working with customers, going through dealers, pricing structures or components of assembly. It can be very confusing, especially for our target market of startups that may have never heard of Herman Miller or Steelcase and are used to dealing with CB2 and IKEA. So, we are designing our products to meet the IKEA consumer's ease of purchase with the Herman Miller/Steelcase approach to quality BIFMA Standards and testing. We want to take away the construction aspect of IKEA and the high-end dealers' pricing structure puzzle of contract furniture.

## EVERYONE WANTS TO STAND UP ... BUT THEY REALLY DON'T

So much is in the news about standing up at work and how it's better for your health, and it's absolutely true. However, studies have shown that as people stand at work more, they're still balancing it out with a need to sit. What's more, people who buy these \$2,000 adjustable desks love them for a few days and then don't utilize them as much as they could

be. Our idea is to make accessories that help people solve these sit/stand problems, but at a 10th or even 20th of the cost for a stand-up desk. Flexibility and versatility are the keys.

## GLUE IS ALWAYS A STICKY SITUATION — IT'S ALL ABOUT THE DETAILS

We've had a number of "Glue-Gates" at Poppin, with sticky notes that didn't stick and labels that didn't peel off the way they were supposed to. These little problems became bigger problems because they weren't given enough thought beforehand. But really, these examples are just indicative of the types of situations that can happen in any project. So often it's the little, but essential things that cause hiccups or hamstrings in projects. As designers, that's hard to get away from sometimes because we're so preoccupied with the innovation or the novelty of the project we can forget to make sure all the supporting details are in place. **BoF**

*Jeff Miller is Poppin's vice president of design. He previously worked with companies such as Apple, Herman Miller, Samsung and Itoki.*



## Pallas Popcorn



### PALLAS

A classic theater experience includes a white-gloved hand taking your ticket, a plush velvet seat and the buttery smell of popcorn, and it's the inspiration for Popcorn, the new textile from Pallas Textiles.

Popcorn is an extension of the Essentials Collection. It comes in bright, saturated colors with supporting neutrals and brings a fresh perspective to an iconic basket weave pattern. This multipurpose textile can be used as upholstery or in vertical elements such as panels, tackboards and screens. It adds a pop of color to spaces grounded in the past. The Essentials Collection is designed so a pop of color can be layered with a statement piece to create a foundation of upholstery that will stand the test of time.





## Arc-Com Sherlock

Arc|Com

Multicolored, textured, vibrant...a few words that can be used to describe Arc-Com's newest product addition, pattern Sherlock.

Sherlock's textural tweed look takes on added dimension through the use of a multicolored, twisted, viscose slub yarn that runs in both the warp and the weft directions. The horizontal and vertical sequence of colored yarn placement, gives this textile its unique character and extraordinary shade variation within each color way.

The sixteen bright hues for pattern Sherlock are rich and vivacious. Combinations of a primary yellow-orange-blue, a lush blue-green-turquoise, and a jewel toned garnet-purple-blue, are offered alongside a wonderful range of sophisticated greys, browns and lighter neutrals. Stocked with the Nanotex stain resistant finish, and tested to 150,000 double rubs, pattern Sherlock is certain to become a designer favorite!

Pattern: SHERLOCK

Content: 73% Polyester/27% Viscose

Finish/Backing: Nanotex Stain Resistant Finish/Acrylic Backing

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### TECHNOLOGY, DEALERS

## 2020 and Creative Office Pavilion Collaborate on New 2020 Boston Office

➤ 2020 announced the opening of their new Boston office. 2020 has worked with a long time customer, Creative Office Pavilion (COP), a Herman Miller dealer, who brought the new Boston office space to life.

As a leading provider of design software to interior designers in the commercial space, 2020 was in a unique position to collaborate with a customer to make our new office a fun and productive environment including spaces where natural collaboration and creativity can happen.

Thanks to 2020 Cap, 2020 and COP were able to collaborate rapidly to find the best design for the 2020 team and business, and with 2020 Visual Impression they were able to see exactly what the space (shown) would look like with realistic renderings.

“We were excited for the opportunity to work with one of our customers and experience our software from our user’s perspective,” stated Mark Goldstein, CEO, 2020. “Being able to visualize your space through high-quality renderings truly helps with the decision process when you have hundreds of pieces, fabrics, colors, etc., to choose from.”

2020 visited the impressive showroom of Creative Office Pavilion at their Boston waterfront location. After meeting to discuss requirements and, touring the showroom for ideas, designer Jackie Canapino was able to propose some concept designs. “Our clients are very visual people. They need to see the actual furniture they are considering purchasing in their actual space. 2020 Cap allows me to do just that,” stated Jackie.

“We are thrilled with our new space and even happier that we were able to collaborate with our customer using 2020 solutions to bring it to life,” commented Mark.



### SHOWROOMS

## David Bowie Installation at Egan Visual NeoCon 2016 Exhibit

➤ In harmony with Egan’s commitment to design inspiration, an iconic photograph of David Bowie by renowned photographer Greg Gorman will be part of the company’s installation for NeoCon 2016. The image is in keeping with Egan’s exhibit theme of “Colors.” Taken 30 years

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before the announcement of the Pantone Color of the year 2016, Rose Quartz and Serenity, the photograph feels avant-garde, just like Bowie himself. Besides his status as a musical icon, Bowie influenced the creative and fashion sphere for decades, leaving a creative legacy to culture and design that still resonates today.

The installation will be found on Egan Standing Rigging with EganINK in Suite 1079 at NeoCon 2016.

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#### COOPS

## E&I Returns more Than \$28 Million to Members in the Form of Rebates & Patronage; Membership Soars to More Than 3800

➊ E&I Cooperative Services returned more than \$25 million in rebates to members in 2015 and approved another \$3.5 million to be returned in the form of patronage refunds, according to a report disclosed at the cooperative's annual stockholders' meeting.

- E&I's other notable 2015 achievements include:
- Member purchases exceeded \$2.5 billion — nearly \$200 million over last year
- Members realized more than \$200 million in savings by using E&I contracts
- Members recaptured and redeployed thousands of RFP resource hours
- Membership reached a record high — climbing to over 3,800 institutions
- E&I's consulting division partnered with Rosslyn Analytics, with a focus on providing members with a compelling analytics package.

“With an emphasis on cost management, we've accomplished a lot this past year to help our members respond to any challenges and achieve greater efficiencies,” said Tom Fitzgerald, CEO, E&I Cooperative Services. “We've also continued to expand our services and grow our knowledge, and look forward to building upon this growth in 2016.”

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#### MANUFACTURERS

## Neutral Posture Announces New Graded-in Upholstery Program

➋ Neutral Posture, a women-owned small business furniture manufacturer, is offering a new graded-in upholstery program for seating and systems.

The program includes graded-in upholsteries from 10 of the top industry suppliers. Carnegie Fabrics, Designtex, Guilford of Maine, KnollTextiles, Luna Textiles, Maharam, Mayer Fabrics, Momentum, Stinson (formerly CF Stinson) and Victor Textiles.

Upholsteries are graded into the price list from grade 1-9 for seating and grade A-H for systems. Neutral Posture will continue to offer carded programs with Momentum and other suppliers as well as the COM program (grade 1). This new graded-in program is another step in embracing the design community and offering customers more choices in their purchasing experience.

The program is part of Neutral Posture's new motto, “We've figured it out, so you don't have to.” Rebecca Boenigk, CEO, said “This is all part of our goal to make it easier to do business with Neutral Posture because we love our customers.”

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## DESIGN FIRMS

## Practice Greenhealth Selects HDR for Champion for Change Award

➊ HDR was recently honored with the Champion for Change Award, an environmental excellence award that recognizes a commitment to improving environmental performance.

The winners of this award have achieved success in greening their organizations, while also encouraging their health care clients to expand sustainable practices and improve their facilities' environmental performance.

HDR and other top performers were honored at the Environmental Excellence Awards presentation in Dallas, Texas, in conjunction with CleanMed, the premier national conference for leaders of environmentally sustainable health care.

“Change of any kind requires participation and ownership at all levels,” says Colin Rohlfing, vice president and director of sustainable development. “HDR is proud to impact sustainable change not only within our own organization, but also within our clients' organizations that have a direct impact on patient health and well-being.”

Practice Greenhealth environmental excellence award winners are hospitals, health care providers and organizations of the future, according to its website. A number of awards are given out each year by Practice Greenhealth to recognize creativity and commitment to excellence.

## TECHNOLOGY, MANUFACTURER

## Configura, Chief to partner for CET Designer Extension

➊ Configura, maker of CET Designer software, today announced a collaboration agreement with Chief, a global manufacturer of mounts, racks and accessories for flat displays, monitors, projectors and other AV components. Configura will partner with the Minnesota-based company to develop a CET Designer Extension that incorporates Chief products into CET Designer. The first Chief product line will be the Kontour family of monitor mounts.

“We've experienced significant growth with office furniture dealers specifying Kontour products. Our attention has turned to: ‘How can we be a better partner for our dealers? How can we make specifying and selling Chief products even easier for design and sales teams?’ With this in mind, Configura's CET Designer is the ideal solution,” Chief Business Development Manager David Albright said.

CET Designer helps manufacturers and their dealers and designers to more quickly bring products to the end customer; the technology simplifies the specification and ordering of products by providing a single software solution for the entire space-planning process.



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“Chief products in CET Designer add to the growing diversity in the kinds of products found in our solution. It’s so much more than furniture now, with all kinds of products that enhance and complete the workspace,” Configura Business Development Manager Brooke Snow said.

For 35 years, Chief has been providing AV mounts and accessories for a variety of technologies. In addition to Kontour, product lines include the industry-leading Fusion family of mobile AV carts, flat-panel display mounts and other accessories that contribute to a modern workspace. The company plans to include Fusion and other award-winning Chief product lines in CET Designer in the future.

“We’re excited to provide CET Designer users with a new Extension that will offer a simple, user-friendly way to specify and sell Chief products,” Albright said. “Partnering with Configura will offer immense value to our dealers.”

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*COOP*

## **E&I’S Competitive Solicitation Process Validated by NIGP**

➤ E&I Cooperative Services’ member-driven, competitive solicitation process has been reviewed and validated by the National Institute of Governmental Purchasing (NIGP) as being in compliance with public procurement standards used by public agencies across the United States.

NIGP evaluation of the cooperative’s competitive RFP process was based upon a number of criteria, including: analysis of procedures and implementation; comparison to the ABA Model Procurement Code; analysis of cooperative member relationships; review and analysis of management reports; review of generally accepted purchasing methods and a performance evaluation for efficiency and effectiveness.

The final report provided by NIGP found E&I’s staff to be highly dedicated, experienced and committed to helping members.

“NIGP validation of our solicitation methods is fundamental to our goal of increasing utilization of our competitive agreements,” said Gary D. Link, senior vice president of E&I Consulting Group & Contracts. “As we continue to expand our competitively awarded contract portfolio, each of our contracts will be benchmarked during the evaluation process to ensure that they are of the highest quality and that they deliver significant value to our members.”

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*TECHNOLOGY, MANUFACTURER*

## **Updated Trendway Catalog Available for 2020 Cap and 2020 Giza**

➤ With the elements you need to meet the demands of a workplace that is changing – and will continue to change, faster than ever – the Capture System work environments and VoloWall systems from Trendway are fully automated in 2020 Cap Builder and 2020 Giza Panel Builder. Complex wall and panel systems are now simple to design and easy to sell.

Trendway has been in the business of creating beautiful spaces for more than 45 years. Its products can be found in 2020 Cap, 2020 Giza, 2020 Worksheet and 2020 Visual Impression catalogs. You can visit 2020 at NeoCon in booth #7-4122 to see Trendway products on display.

## MANUFACTURER

## Herman Miller and naughtone form strategic partnership

➤ Herman Miller and naughtone have announced the formation of a strategic partnership. This new relationship will enable both companies to leverage each other's capabilities and expertise in product design and development, production, and distribution across the globe.

Naughtone's complementary product offer enables Herman Miller to provide customers with a more complete furniture package to support its Living Office concept, further reflecting the way that offices are designed and planned today. By leveraging naughtone's established upholstery expertise and production capability, Herman Miller will continue to expand its production and product development capabilities around the world.

Based in Harrogate, Yorkshire, naughtone has grown rapidly in the collaborative market, becoming known for high quality manufacturing as well as innovative products such as the Hush wingback chair, Trace table, and the Always chair range.

## MANUFACTURER

## Inscape's Benching, Systems, Storage and Walls Products Achieve level® 3 Certification

➤ Inscape's benching, system, storage and wall products have achieved level 3 certification, which is the highest product sustainability level of certification. Credits under this certification for recycled content, chemical content, FSC certification, GreenGuard certification, etc. can be applied to projects pursuing LEED certification.

Level is the first, fully transparent, multi-attribute furniture sustainability standard addressing material utilization, energy and atmosphere impacts, human and ecosystem health and social responsibility. "Achieving level 3 certification is a significant achievement for Inscape and reflects our commitment to sustainable practices," said Mohammad Khodayari, compliance and environmental manager.

## MANUFACTURER

## RT London to debut a new room solution, Evolve

➤ RT London, in partnership with Gensler, will debut a defining new room solution designed and developed for the higher education housing market at NeoCon.

Evolve is an adaptive room solution for today's university student who is tech savvy, focused on academic rigor and values social networks. Building on a multi-year Gensler research study, Evolve helps students balance their social and academic needs by providing adaptive, modular pieces that move with the individual student as their priorities shift throughout the semester.

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“After several years of research into the current and future landscapes of the student living/learning experience, it’s clear there is great opportunity to provide living spaces that respond to the diverse and shifting needs of today’s students,” said Nathan Cool, an architect and furniture designer focusing on Gensler’s Education Practice Area. “The resulting furniture solution provides students with an incredibly customizable and ‘hackable’ room environment they can tailor to their own learning styles and social preferences.”

Steve Eldersveld, RT London’s president and chief operating officer, said the Gensler team looks at student environments on campus the same way RT London does. “Students are looking for solutions that support their tasks with elements that can be easily rearranged by the student,” he said. “In turn, the school wants to please the students with progressive, attractive settings that reflect well on their institution. After the initial meetings with Gensler, we understood how well our perspectives matched up. From that point, it’s been a rewarding experience to travel down the development path together.”

Steven Meier, Gensler principal and leader of Chicago’s Product Design Practice Area, said the collection “acknowledges the ways students today are learning, working and living. Having the ability to personalize and adapt the room to individual learning styles, diverse work postures and varied levels of privacy are the system’s most distinctive attributes.”

Evolve will be at the RT London NeoCon booth #7030 in Chicago.

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#### CAREERS

## Boner Named Education and Training Manager for Indiana Furniture



Boner

➔ Kirby Boner has been promoted to education and training manager at Indiana Furniture. Boner has been with Indiana for more than 15 years, serving as regional manager, and has also conducted numerous dealer and representative training sessions at the company headquarters. In his new role, his training duties will be expanded to include providing competitive analyses, developing more field sales tools for representatives and enhancing company communications with the salesforce

and in Jasper.

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#### CAREERS

## Streiner Named Eastern RM for Indiana Furniture



Streiner

➔ Indiana Furniture has promoted Patty Streiner to Eastern regional manager. Streiner joined Indiana Furniture in 2008 as the Northeast regional manager. Her territory was expanded in 2010 to include part of the Midwest and now will include the Southeast territory, as well as Nebraska, Kansas, Oklahoma and Texas.

“Indiana Furniture has been successful in attracting the best industry reps in recent years, and now I’m fortunate enough to work with all of them in the Eastern region,” Streiner said. “Combined with our internal support, which includes an increased focus on sales education and training through Kirby Boner, new product introductions and our solid distribution network, we’ve set the stage for strategic growth over the next five years and beyond.”

---

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Take advantage of this great opportunity!

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

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



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



If interested please contact us at **855.312.7770** or visit our web site **tremain.com.mx**

TREMAIN®

to add an independent rep. This salesperson would receive compensation on a limited number of already established accounts & receive extremely high commissions on all dealers our firm is not calling on or selling to. I would entertain an employee, but would prefer independent.

If in the industry but can't work with our firm because of conflicts, perhaps you know a hard working salesperson with no office furniture experience that would be interested in part time to full time growth.

**Contact:**  
[al@finelinesnw.com](mailto:al@finelinesnw.com)

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## SEEKING INDEPENDENT SALES REPS/REP GROUPS

REPRESENTATION / REPS WANTED

Chicago, Western US

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

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



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## SEEKING INDEPENDENT REP GROUPS

REPRESENTATION / REPS WANTED

**fluidconcepts is a leading innovative designer, marketer and manufacturer of contemporary and alternative office furnishings**

**fluid | inline**

Fluidconcepts is seeking exceptional independent reps to partner with to bring our products to market which include laminate case goods and storage, open plan systems, benching and height adjustable tables, reception stations and easily customized solutions and products. Our products are desired by mid-market and aligned dealers seeking value priced solutions that are exceptionally and expertly manufactured. The product lines can be viewed at [www.fluidconcepts.ca](http://www.fluidconcepts.ca) and [www.inlinegroup.ca](http://www.inlinegroup.ca).

We are seeking rep groups for Florida, Georgia, South & Central Texas and Colorado.

**If interested in these or other territories, Please send your resume/credentials to:**  
[davidk@fluidgroup.com](mailto:davidk@fluidgroup.com)

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## PHOTO RENDERING & ANIMATION SERVICE

SERVICES / DESIGN

There is no need to build and photograph your product before you begin marketing.

**ALEXIE ROBBERT STUDIO**  
CREATIVE DESIGN IMAGERY

Improve your product development and marketing process. Use our photoreal product images to review your design and



finish selections prior to manufacture. Get images for your brochures and website before product is available.

Use our animation service to demonstrate how your product works. Animation is also a great way to show how your product can be reconfigured.

It's easy and affordable to show finish options with our photo mapping service.

**Call or email Alexie for quotes and information:**

*Portfolio:* <http://www.alexierobbert.com>  
*Phone:* 269-686-2405  
*Email:* [arobbert@alexierobbert.com](mailto:arobbert@alexierobbert.com)

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## INDEPENDENT SALES REP WANTED

REPRESENTATION / REPS WANTED

Southern California - San Diego and Orange County area

BERNHARDT | design

Bernhardt Design is currently seeking independent sales representation in the San Diego and Orange County, California area. Ideal candidates are dynamic, self-motivated and relationship-oriented sales people with at least 3-5 years of proven success within the A&D community.

Bernhardt Design is a leading manufacturer of design-driven seating, tables, casegoods and textiles for commercial, hospitality, healthcare and institutional interiors and offers a competitive benefits and compensation package.

**E-mail resume:**  
[meganmcphee@bernhardt.com](mailto:meganmcphee@bernhardt.com)

## INNOVATIVE OFFICE PRODUCTS SEEKING INDEPENDENT SALES REPS

REPRESENTATION / REPS WANTED

Join a growing ergonomic monitor mount manufacturer.



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

We are currently looking for independent sales representatives in the following regions/cities: New England, Wisconsin, Minneapolis, Denver, Los Angeles, and San Francisco.

**If interested, please contact Charity Piomelli at:**

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

or call 800-524-2744

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## RIGHTANGLE SEEKING LOUISIANA REPRESENTATIVE

REPRESENTATION / REPS WANTED

RightAngle is seeking an experienced, highly motivated rep to market our product line to dealers in the state of Louisiana.



RightAngle Ergonomic Products is a leading manufacturer of height adjustable workstations. Our goal is to create products ergonomic in design, yet attractive and user friendly, plus provide the best service and highest quality products to our customers.

Visit our website [www.raproducts.com](http://www.raproducts.com) to learn more about RightAngle Products.

**If you are interested in this exciting opportunity, contact Shelley Montgomery at 800.298.4351 x 121. or via email:**

[shelley@raproducts.com](mailto:shelley@raproducts.com)

## INDEPENDENT TERRITORY REPRESENTATIVES WANTED

REPRESENTATION / REPS WANTED

Flexibility For All The Ways You Work



For more than 100 years, Montisa has been making steel furniture designed to face the challenges of an ever-changing workplace. Today, our products support the dynamic, collaborative nature of modern work...where ever it happens.

Montisa is a growing manufacturer based in Michigan supplying office furniture and storage solutions within a broad customer base. We are introducing a new product line, combining traditional and new products consisting of Storage Cabinets, Desks, Stools and Work Tools. The Desking and Storage products will work together to create a flexible, configurable system that can be configured to meet most any work style. We currently are looking for independent Sales Representatives help us grow our brand called Montisa Work.

Montisa has the opportunity to look at the office furniture industry with a fresh perspective and compete in ways few companies do today. Montisa enjoys an excellent reputation and consistent growth and we provide a strong commission, along with training, technical and quoting support.

**Please email your resume to:**

[customerservice@montisa.com](mailto:customerservice@montisa.com)

or call 269-924-0730

**Please visit us at:**

<http://www.montisawork.com>

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### One ad buy. One subscription.



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

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

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

  [Download 2016 Media Kit](#)

## PRODUCT SPECIALIST

### DEALER GROUPS

**INDEAL is a purchasing organization which adds value to dealers and suppliers in the contract office furniture industry.**



# INDEAL

INDEAL, the largest Dealer Buying Group in the contract furniture industry in North America, is looking for an experienced, self-motivated, self-directed individual to join our team as a Product Specialist. The successful candidate will be responsible for all activities related to establishing and maintaining a detailed product strategy for INDEAL that correctly positions INDEAL products against competitive products. This person will support our dealer-member sales staff in design related areas, assist in quotes, and product research.

#### **The Product Specialist will be responsible for:**

- Staying abreast of trends in the marketplace to ensure the product's competitive position.
- Familiarizing themselves with standard concepts, practices, and procedures within the office furniture industry.
- Analyzing brand performance, brand competitiveness, and product trends in the marketplace and develops strategies for assigned brands based on research and analysis.
- Demonstrating the ability to effectively present analytical reporting, product features and benefits to promote new and existing product sales to clients.

#### **The position offers flexible hours and the ability to work from home.**

A minimum of three years of experience in the office furniture industry and a dealership is required, as well as the ability to work in a fast-paced, team oriented environment. A Bachelor's degree in Interior Design with experience within the office furniture industry is preferred.

#### **Communication skills:**

- Strong presentation skills; in person and on the phone

- Proficiency with suite of Microsoft Office products including Microsoft Outlook. Ability to learn new programs, such as ZOH0.
- Responsible for managing the customer information with our online digital product library. Must be able to ensure that all necessary information needed to provide technical support to end-users of the organization's products is available.

**We offer a competitive compensation package.**

**Reply in confidence to Jim Heilborn:**

[jheilborn@indeal.org](mailto:jheilborn@indeal.org)

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## FURNITURE ESTIMATOR

### DEALER STAFF

**Exciting Opportunity with growing New England Furniture Dealer!**



**ROBERT H LORD Co.**

New England based Education and Commercial furniture dealership seeks experienced estimator.

Ideal candidate must be detail oriented, organized and capable of handling multiple bids simultaneously. Must have a positive, professional attitude with strong analytical skills.

Educational and/or Commercial Furniture estimating experience preferred. Full vacation and benefits package.

**Send us your resume via e-mail to:**

[rorbromay@rhlco.com](mailto:rorbromay@rhlco.com)

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## SENIOR ACCOUNT EXECUTIVE

SALES

Fast Growing SF Bay Area Dealership Needs  
Established Sales Hunters - Highest Commissions  
Paid!



Are you someone with an undeniable passion for sales? Are you a fearless hunter with the ability to communicate and connect with all levels of organizations? Do you like inbound leads weekly? Someone with the energy and experience to develop new relationships and close business opportunities? If so, we would like to talk to you about Senior Account Executive opportunities at MCI Workplace Solutions.

MCI Workplace Solutions is a full service office furniture dealership offering top tier manufacturers and a full menu of value added services. Centrally located in the Bay Area, MCI offers employees a beautiful new office/showroom and a dynamic fun working environment!

### Required traits for this position are:

- Demonstrate initiative by prospecting and closing sales leads within variety of commercial markets.
- Consistently exceed customer expectations by adding real value at each phase of the sale, by being accountable to customers, and by making and keeping commitments.
- Provide a consultative approach to selling by working to understand the customer's critical business needs and by delivering appropriate solutions with a sense of purpose and urgency.

### Candidate Profile:

- Personality: Self-motivated, resourceful, quick study, relationship driven, multi-tasker, strong work ethic, high energy, positive, assertive, detail oriented, strategic, team player, persistent, resilient.
- Motivations: Long term career, growth, recognition, money, affiliation, achievement, freedom, security.

### Desired Skills and Experience

- Established track record of sales performance and exceeding sales goals
- Bachelor's degree or equivalent industry experience
- 5+ years' sales/business experience, preferably related to the contract furniture industry

**Serious inquiries please contact MCI Workplace Solutions at**  
[jobs@mciworkplace.com](mailto:jobs@mciworkplace.com)

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## PRODUCT MANAGER

MARKETING & MANAGEMENT

Are you a Product Manager who enjoys driving results?



This role for Mayline® manages significant growth impact for the company. As an integral part of the marketing team, this individual will lead market insight, new product development, competitive analysis, sourcing, pricing, marketing communication, and a targeted sales channel approach throughout the life-cycle for specific product lines. The role will require strong partnering with cross-functional teams and an individual who enjoys uncovering 'what can be'. Ideal candidate will be building upon a strong business and financial acumen background, with IP/legal exposure. S/he will be an individual who thrives in accountability, goal setting and achieving of same. Chosen candidate will enjoy contributing to team objectives while laser focused on individual contributions. This position will report to the Director of Product Management and will be located in Sheboygan, WI.

### Responsibilities

- **Product life-cycle management:** turning insight into action, NPD, product/category roadmap, budget and forecasting, margin maintenance/growth, promotion & distribution.
- **Competitive Landscape:** competitive analysis, price comparisons, positioning, sales channel optimization.
- **Sourcing:** in partnership with the sourcing team, proactive accelerating time-to-market, managing margin targets, and reducing supply disruption.
- **Teaming:** partnership with multiple cross-functional teams to meet objectives (engineering, sourcing, customer service, finance, sales, inside sales, marketing communication/creative, logistics, etc.)
- **Other:** initiatives as relevant to meet Mayline growth objectives.

### Requirements

- Bachelor's Degree in Business, Product Marketing, Engineering or related field is required. MBA is preferred.
- 2+ years of prior experience in a product management role. CPG exposure or past experience a plus.
- Highly driven, project management skills, good business/financial acumen.
- Adept at analysis, with intuition and ability to leverage technology and tools for efficiency of analysis and output. Microsoft Office Suite adept (Excel and PowerPoint in par-

ticular). Intermediate Excel skills required.

- Global sourcing, intellectual property, legal exposure preferred.
- Excellent oral and written communication skills.

**All qualified applicants may apply in person or online at:**

<http://www.mayline.com/employment.html>

Equal Opportunity Employer: Minorities, Women, Veterans, Disabilities

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## SEEKING DYNAMIC MARKETING MANAGER

MARKETING & MANAGEMENT

Are you tired of being just another cog in the corporate wheel with little recognition and no appreciation for your hard work?



Are you working at a place where people just go through the motions like zombies waiting until the end of the day? Apply now and learn what it's like to be part of a growing organization and dynamic team that appreciates you for you!

Based on our growth, we are seeking a fantastic Marketing Manager to be responsible for the overall brand presence and image of our organization in the marketplace. They will oversee the graphics, digital, social media and PR for the company. They will direct their team to ensure that all marketing objectives, activities, communications and expenditures are executed in line with the overall vision of the company.

### Position Requirements:

- Bachelor's Degree from a 4-year college or University (Degree in Marketing) or equivalent experience, MBA is a strong plus
- Minimum 5 years of marketing/brand management experience
- Demonstrated a strong critical thinking ability
- Extensive experience in project management
- Strong analytical skills
- Superior attention to details

- Working knowledge of all major social media programs along with advertising plan experience on each platform (Facebook, Twitter, Instagram, etc.)

In return for your hard work and dedication, we offer great pay and benefits (401k, Medical, Dental, Vision, Life, Short Term Disability), on the job training, pay for performance, opportunities for promotion, free catered meals, fun activities, family oriented events, onsite fitness room, a lovely office environment and most importantly a talented team of people who value pride, teamwork, trust, passion, respect and integrity.

**For immediate consideration, apply online at:**

<https://www.ofminc.com/employment.asp>

We are an Equal Opportunity Employer M/F/D/V.

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## SITONIT & IDEON SALES REPRESENTATIVE POSITION (LOS ANGELES)

SALES

Join the SitOnIt and IDEON Sales Team!

Exemplis, manufacturer of SitOnIt and IDEON seating, is seeking an experienced, enthusiastic and highly motivated salesperson to be a part of our Southern California Sales Team. This position will be responsible for developing commercial, education, healthcare and government business through:

- Building successful partnerships with assigned dealers
- Building relationships and influencing specifications within assigned target A&D firms
- Business development activities within assigned target vertical market end users

A minimum of 3-5 years successful industry sales experience is preferred. We offer a competitive compensation package including salary plus bonus, expenses, medical, dental, vision and 401(K).

### Territory:

West LA, DTLA, Valley, South Bay

\*Can reside anywhere within the territory

### Company URL:

[www.sitonit.net](http://www.sitonit.net), [www.ideondesign.com](http://www.ideondesign.com)

**Please submit your resume to:**

[skim@exemplis.com](mailto:skim@exemplis.com)

## CONTRACT DESIGNER

DESIGNER / SPACE PLANNER

Contract Designer for a Cayman Islands  
Steelcase Dealer



Need a contract Designer that can work from home or office. Candidate will need Steelcase design back ground in Design and proficient in CET.

Please email resume to:  
[Randy.buck@workplace.ky](mailto:Randy.buck@workplace.ky)

## MARKET MANAGER FOR OC & SD COUNTIES WANTED

SALES

Come join our winning team and grow with us!



Office Design Studio, leading importer/distributor of mid-market, quality built, contemporary designed, aggressively priced systems furniture, benching and high-end seating is looking for experienced Market Manager for Orange and San Diego counties. The ideal candidate must be highly motivated, outgoing and energetic in order to help us to continue growing sales in So. Cal.

### Qualifications/Responsibilities:

- 5+ years in contract furniture industry
- Must have recognition in dealer and A&D community
- Have a proven track record and excellent market knowledge of the territory
- Demonstrate success in marketing and selling to dealers and A&D community
- Increase ODS brand awareness and interest among dealers and designers
- Actively engage with and communicate ODS programs, products and services to dealership principals, sales reps and designers
- Ensure adequate market coverage by assessing existing dealers' capacity to grow and identify new dealer candidates suitable for ODS offering
- Meet and exceed set sales goals
- Must be able to travel to grow the business, demonstrate products and make presentations
- Must be able to learn and utilize CRM – Customer Relation-

ship Management software on a daily basis

Compensation package included: competitive base salary + commission, monthly, quarterly, annual bonuses upon exceeding sales goals, phone, car and health insurance allowance.

Please submit your resume and inquiries to Art Voronkov:  
[art@officedesignstudio.com](mailto:art@officedesignstudio.com)

## SALES ASSOCIATE POSITIONS

REP SALES

Exciting opportunity for you!

Stemle & Associates, Inc., an established multi-line manufacture sales representative organization, is seeking two sales associates, one to cover Central and Northern Indiana territory and the other to cover the Central and Southern Ohio territory. These individuals should be eager to establish new business relationships in addition to maintaining and expanding current accounts. Applicants should be self-starters, motivated, team oriented, and have strong communication skills. Some overnight travel will be required to effectively maintain and grow the territory. Qualified candidates should have a minimum of 3 years experience in the Healthcare, Education and Contract Markets. To learn more about us, visit our website at [www.stemle.com](http://www.stemle.com).

If you are looking for a new and exciting career and want to join a growing, high energy, and fast paced company, please email your resume to:

[corporateoffice@stemle.com](mailto:corporateoffice@stemle.com)

### One ad buy. One subscription.



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

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

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

[Download 2016 Media Kit](#)

## TERRITORY ACCOUNT MANAGER – NEBRASKA & IOWA

SALES

Grow with an innovative healthcare  
manufacturer.

# WIELAND

WIELAND is a leading provider of patient room and lounge seating products to healthcare facilities across the country. We are seeking a sales professional to represent our healthcare products in Nebraska and Iowa. Our continued growth provides an excellent career opportunity for the right individual. This is an employee position with full benefits.

### Desired skills and experience:

- Successful sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Consultative selling skills and aptitude for solving customer problems and recommending appropriate product solutions.
- Strong written and verbal communication skills.
- Based in the Omaha area.

Knowledge of the contract furniture industry in the Nebraska and Iowa market including the key commercial furniture dealers, healthcare designers and medical centers is preferred.

**Please send a cover letter and resume to Stan Schneider at**  
[sschneider@wielandhealthcare.com](mailto:sschneider@wielandhealthcare.com)

### Wieland website:

<http://www.wielandhealthcare.com>

## PROJECT DESIGNER, OFFICE FURNITURE

DESIGNER / SPACE PLANNER

Join our growing team!



To further build and develop our furniture planning team, Alfred Williams & Company is looking for a Project Designer, Furniture for our Nashville, TN office.

### Personal and Interpersonal Skills

- Self-starter who is highly motivated, flexible, and able to multi-task
- Professional manner, dress, and verbal/written communi-

cation skills

- Works well in a cross-functional team environment, exhibiting exceptional communication skills
- Able to prioritize tasks and meet deadlines on multiple projects simultaneously

### Responsibilities and Technical Skills

- Skilled and efficient in input of furniture layouts and space plans into AutoCAD via CAP and zAxis
- Basic use of Kiosk and AIM (Asset Inventory Management)
- Proficient in the use of software such as Microsoft Word, Excel, Powerpoint, and Adobe Acrobat Professional
- Development of color and material presentations, both electronic and physical
- Advanced knowledge of AWC's product offerings and product positioning
- Communicate with vendors to determine pricing, discounts, etc.
- Set up and maintain project files per design and company standards
- Field verification and measurement of site conditions
- Experience in space planning, typical development, and systems furniture layout
- Product take-off, specification of systems and conventional products
- Compile detailed inventory of existing product (stored or on-site) & record information with minimal assistance
- Development of installation drawings
- Basic understanding of Building Codes, ADA requirements, and Electrical/Data requirements applied to a project
- Check all drawings and specifications for 100% accuracy
- Assist to define the scope of a project, assess customer needs and program design applications
- Active and thoughtful participation in client interactions and programming sessions

### Experience and Education

- Graduate of a four-year program or equivalent work experience with a 2 year degree with a Bachelor's/Associates Degree in Interior Design
- A minimum of (2) years practical experience in commercial furniture design and planning

Alfred Williams offers market competitive compensation packages and benefits. Alfred Williams & Company is the exclusive Herman Miller dealer in North Carolina, South Carolina, and Nashville, TN. Founded 1867, Alfred Williams & Company serves corporations, healthcare organizations, educational institutions, as well as government and non-for-profit entities across the nation. Besides our extensive network of selected furniture manufacturers in all our markets, Alfred Williams & Company serves North Carolina and South Carolina as a pre-



mier provider for interior construction needs, as one of two exclusive distributors of DIRTT Environmental Solutions. Alfred Williams & Company is headquartered in Raleigh, NC with offices in Durham, NC, Greensboro, NC, Charlotte, NC, Columbia, SC, Greenville, SC, Mt. Pleasant, SC, and Nashville, TN.

Please visit [www.alfredwilliams.com](http://www.alfredwilliams.com) for more information.

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## TERRITORY MANAGER – SAN FRANCISCO BAY AREA

SALES MANAGEMENT

Increasing health and productivity with adjustable task seating since 1990

# ergoCentric

ergoCentric Seating Systems, an industry leader in ergonomic seating and accessories, is looking for a full time Territory Manager for the San Francisco Bay market. The successful candidate will also have responsibility for our healthCentric line, a unique brand of healthcare furniture.

### The successful candidate will be expected to:

- Have experience in the office furniture industry, particularly in the area of ergonomics and/or healthcare. A proven track record in relationship management, territory growth, and new business acquisition is a must.
- Be a self-starter, possess excellent communication skills, and have the ability to work independently
- Drive sales growth, achieving gross margin targets and new business through selling of ergoCentric's ergonomic seating, height adjustable tables and healthcare products across a wide variety of customers including but not limited to: local and federal government, healthcare systems, ergonomic and contract furniture dealers.
- When dealing with existing customers, you excel at up-selling, maintaining accounts and resolving technical problems.
- You will be expected to demonstrate a deep understanding of all products and assist decisions makers in selecting products that are best suited to their current and future needs. You will be a technical resource to the marketplace.
- Educate and train key contacts including ergonomists, health & safety representatives, facilities managers, procurement specialists, dealer principals on product lines.

As we are experiencing significant success with our unique products, we are searching for a candidate on the upswing of their career with ambition for personal and professional growth.

**Interested parties can send their cover letter and resume to Ken Hammond at:**

[Ken.hammond@ergocentric.com](mailto:Ken.hammond@ergocentric.com)

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## REGIONAL SALES MANAGER

SALES

**American Seating = Collaboration. Innovation. Engagement. Results.**



# AMERICAN SEATING

Will implement and manage American Seating sales, marketing and distribution objectives for IL, IN, KY, MI, OH, and WI using a relationship driven sales approach for new and existing customers. Will identify and interpret customer requirements and provide technical/consultative assistance to customers in the selection, application, installation, and operation of products. Position will preferably be based in Illinois. Persons applying should have proven experience in sales management of direct sales staff and/or independent representatives. Bachelor's degree with 5 – 7 years experience preferably in the furniture market with sales to higher education.

**Submit resume with salary requirements to:**

[denise.mulder@amseco.com](mailto:denise.mulder@amseco.com)

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## REGIONAL SALES MANAGER – WESTERN REGION

SALES

**Grow with an innovative healthcare manufacturer.**

# WIELAND

WIELAND is a leading manufacturer of patient room seating and lounge products to healthcare facilities across the country. We are seeking a Regional Sales Manager to oversee the development of our western states. This includes the management of approximately twenty Healthcare Account Managers located throughout the states west of the Mississippi River. This is an employee position with full benefits.

### DESIRED SKILLS & EXPERIENCE:

- Successful sales management or sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Possess leadership and coaching skills to ensure all Healthcare Account Managers are trained and achieving market share goals.
- Strong analytical skills and the ability to effectively manage data to define trends, establish strategies and to build business cases for territory adjustments and improvements.
- Skilled in utilizing technology based solutions to improve project management and close rates.

- Experienced in managing sales territory restructuring, hiring, training and the development of a growing sales team.

**QUALIFICATIONS:**

Bachelor's degree or a minimum of five years of sales management experience in the healthcare or the contract furniture market.

Please EMAIL a cover letter and resume to

[Jobs@SauderMfg.com](mailto:Jobs@SauderMfg.com)

**Wieland website:**

<http://www.wielandhealthcare.com>

An Equal Opportunity Employer

**MARKET MANAGER - NEW YORK CITY**

SALES MANAGEMENT

Dauphin is a leading provider of consultative seating solutions for corporate, education, hospitality, and healthcare markets.



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

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

**Desired Skills and Experience**

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

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

For consideration, please email a cover letter and resume to

[susan.weinberg@dauphin.com](mailto:susan.weinberg@dauphin.com)

**SALES, SALES SUPPORT, MARKETING**

SALES

Come Grow with us here Los Angeles

We have recently expanded and are looking for qualified candidates for the following positions:

- Office Furniture Sales Rep
- Office & Industrial Relocation Sales Rep
- Sales & Marketing Support

We are a full service Business Furniture Dealership located in Commerce, California. Our Services include but are not limited to; Business Furniture Sales, O&I Relocation, Project Management, CAD Services, Space Planning, IT Disconnect/reconnect, Storage & Liquidation.

FMI Systems is an extremely professional, quality oriented organization which seeks to hire only the best in their chosen fields. The candidate will need to be a motivated with a hunter mentality, while maintaining a polished image that is in line with the company's mission & values. We are looking for people to grow with. Respected relationships with key accounts are valuable to our consideration.

**Sales position requirements:**

- Reliable Transportation\*3-5 years sales experience
- At least 2 years Outside Sales experience
- Knowledge of the Furniture and/or Relocation Industry but willing to train the right candidate.
- Salary/Compensation based on experience.

Please send resume & References and/or questions to:

[info@fmisystems.com](mailto:info@fmisystems.com)

Attn: Robert Gordon

**SEEKING ACCOUNT MANAGER**

SALES

We're looking for people who want to join an innovative, industry-leading organization; people who live and breathe customer service, even if you never meet the customers.



Lane Office, New York City's exclusive DIRT (Doing It Right This Time) distribution partner and preeminent Knoll furniture

vendor is seeking a dependable, energetic, and reliable Account Manager to fulfill the roll of DIRTT Champion.

DIRTT is a clean-tech construction company that uses video game technology to build manufactured interior construction rapidly, sustainably and cost effectively.

Lane Office recently relocated to West 38th Street in New York. Lane occupies 2 floors in a recently renovated building, with easy access to Penn Station, Port Authority and numerous subway lines.

#### Responsibilities & Requirements:

- Single point of contact for all client requirements
- Identify and develop opportunities to provide services to customers
- Build and maintain long-term client relationships
- Forecast and track key accounts
- Develop as a trusted advisor for all industry contacts
- Ability to read construction drawings and floor plans
- Dedication to learning DIRTT capabilities and project execution procedures, a must
- Excellent listening, negotiating, time management and presentation skills
- Excellent verbal and written skills
- Self-sufficient

Successful candidate will be self-starters, possess an energetic personality, have the ability to work independently, as well as with a team with a proactive approach and an eagerness to learn. Excellent written and oral communication skills are a must.

Lane Office is the industry leader in compensation – offering full benefits and a 75% match to employee 401K contributions.

To inquire further, please contact Daniel Hickey at:  
[dh@laneoffice.com](mailto:dh@laneoffice.com).

## A & D MARKET DEVELOPER AND TEXTILE REP.

SALES

**If you are looking for a career, not a job and prefer fast paced, dynamic environments then look no further!**



Orange Thread, a dynamic and fast growing commercial furniture and textiles rep firm seeks a dedicated, service-oriented professional to join our team as an A & D Liaison and Textile Sales Rep. covering Washington and Oregon.

As a sales representative you will be responsible for establishing, our brand within the A & D community.

#### Ideal candidates will be high-energy, self-motivated individuals with:

- BS/BA degree
- A craving to win and a need to excel
- 3+ years of sales or commercial interior design industry experience,
- Strong interest in interior design and integrating state-of-the-art furniture, technology and architectural products to create world-class work spaces
- Finely honed attention to detail orientation and ability to multi-task
- Charismatic presentation and communication skills
- Unique ability to establish and build long-lasting relationships with clients
- Avid networking skills utilizing technology and social networking to build relationships
- Strong technical proficiency in MS Outlook, MS Office, and CRM software (preferred)

Orange Thread offers a highly competitive compensation and benefits package including medical, dental, paid time off and paid holidays.

We are an Equal Opportunity Employer

Please email your resume to:

[Michelle@workpointe.com](mailto:Michelle@workpointe.com)

## SITONIT & IDEON SALES POSITION (SAN FRANCISCO BAY)

SALES

Join the Northern California SitOnIt and IDEON Sales Team!

The logo for Exemplis features the word "Exemplis" in a large, serif font. The letter "i" is red, and the "s" has a red dot above it. A trademark symbol (TM) is located to the right of the word.

Exemplis, manufacturer of SitOnIt and IDEON seating, is seeking an experienced, enthusiastic and highly motivated salesperson to be a part of our Northern California Sales Team. This opening is in the San Francisco Bay Area and will be responsible for developing commercial, education, healthcare and government business through

- Building successful partnerships with assigned dealers
- Building relationships and influencing specifications within assigned target A&D firms
- Business development activities within assigned target vertical market end users
- A minimum of 3-5 years successful industry sales experi-

ence is preferred.

We offer a competitive compensation package including salary plus bonus, expenses, medical, dental, vision.

**Company URL:**

<http://www.sitonit.net>, <http://www.ideondesign.com>

**Please apply directly on the career site or submit resume to:**  
[skim@exemplis.com](mailto:skim@exemplis.com)

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## TERRITORY MANAGER - KANSAS/MISSOURI

SALES

Opportunity to build your network by joining a growing Kansas City firm

**Surfacetech**  
WE CARE ABOUT YOUR SUCCESS

Surfacetech has an immediate opening for a territory manager in the Kansas/Missouri markets. The ideal candidate must be a motivated, outgoing team player.

**Responsibilities:**

- Increase awareness and interest among dealers, designers and end-users of our product
- Ensure appropriate market coverage by assessing existing dealers capacity to grow and identifying new dealer candidates
- Pitch in on team efforts such as quote responses, sales order entry, sample and literature requests, online form submission response and warranty claims
- Help with planning, sales mapping, budgeting, marketing collateral and product development

Surfacetech offers a full benefits package includes salary + commission, 401K with company match, healthcare, dental, vision and auto/cell phone allowances.

**Please e-mail your résumé and salary history to:**

[larrys@surfacetech.com](mailto:larrys@surfacetech.com)

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## PROJECT MANAGER

PROJECT MANAGEMENT

Join our growing team!



At Alfred Williams & Company, our Project Managers plan, direct, and coordinate part of the lifecycle of workspace design installation projects. With deadlines to meet, clients to sup-

port, and a dispersed field teams to manage, this role requires a high level of organization and time management. We are currently looking for Project Managers in our Nashville, TN and Raleigh, NC office.

**ESSENTIAL FUNCTIONS**

- Work alongside Sales, Coordination, and Design teams on project timeframes, scope, and blue prints
- Adjust staffing needs and other resources requirements throughout project lifecycle
- Act as point of contact for client during on-site installation phase
- Assist clients with the development of project bids, documentation, and procurement of products and services
- Contribute to on-going internal set of standards and knowledge base
- Represent AWC with other vendors at the client site
- Attend punch-list walk-throughs with client
- Ensure all project stakeholders have current knowledge of project status, assignments, etc.
- Close out final aspects of project
- Manage and track project budget and schedule
- Attend regularly scheduled team, departmental, and company meetings at a variety of locations

**MINIMUM QUALIFICATIONS - REQUIRED**

- 3+ years of related experience in installation project management, FF&E, or light construction project management
- Experience managing people and leading widely dispersed field teams/crews
- Focus on customer focus and creating extraordinary client experiences
- Understanding of reading blueprints, architectural, and CAD drawings
- Strong attention to detail
- Balance priorities and manage time
- Training in construction worksite safety
- Proven experience with project management, communications management, and time management tools

**PREFERRED QUALIFICATIONS**

- PMP, CAPM, LEED, or other related certification
- OSHA or other related safety trainings or certificates
- Knowledge of Herman Miller product lines or other systems office furniture EDUCATION, TRAINING, OR CERTIFICATIONS
- High school diploma, GED, or equivalent
- Associates, Bachelors, or equivalent degree, preferably in a related field

**E-mail your resume to:**

## WORK REMOTELY FOR AIS!

DESIGN/SPECIFIER REPRESENTATIVE

AIS is a rapidly growing company. As we continue to expand we have remote positions available throughout the country in our design specification department.



The Design Services Representative is responsible for providing exceptional design services for our dealers. This position is an initial client contact for pre-sale furniture design and specification and will work in conjunction with all AIS' departments to achieve phenomenal customer satisfaction. Below are some of the essential skills:

### Required Skills

- AutoCad, 20/20 Technologies & Project Matrix proficient
- AIS product and design experience
- Microsoft Office Suite Proficiency
- Strong interpersonal and communication skill, both oral and written.
- Must have proficiency in reading architectural and engineering documents.
- Building code requirement knowledge.
- Spatial design ability and skills
- Knowledge of interior detailing, materials and finishes.

AIS offers a friendly and casual workplace with competitive salary and benefits program. Benefits include medical and dental, 401K, FSA, and a bonus program. We are looking for someone with a great work ethic and enthusiasm for working in a fast-paced environment as we continue our strong growth in the marketplace.

### Interested? Contact:

[hrdept@ais-inc.com](mailto:hrdept@ais-inc.com)

## MARKETING SPECIALIST FOR CLARIDGE PRODUCTS

SALES AND MARKETING

We have a great past, join us in building a greater future!



Claridge Products is looking for a motivated individual to establish and develop our marketing program. Areas of responsibility will be to perform market research, competitive analysis, guide website administration, promote our brands, direct social media strategy, issue email blasts, coordinate trade shows and any other necessary marketing functions.

### REQUIRED:

- Bachelor degree in Marketing
- Prior marketing experience
- Excellent communication skills
- Excellent organization skills
- Proficient in Microsoft Office
- Proficient in Adobe products
- Demonstrated creative abilities
- Ability to travel occasionally

### Send resume to:

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

\*We are an EEO/AAP Employer

## SERVICE IS OUR PLEASURE AND BEING A MARKET LEADER

DESIGNER

Since 1929... C|W|C is the creative force behind some of the most prestigious offices throughout the Southeast.



### Come join our team and enjoy these benefits!

- Bi weekly pay
- PTO (Paid Time Off)
- Day off for your birthday
- Paid Holidays
- Flexible work schedule
- Paid Life Insurance, Short term & Long term disability
- Medical/Dental/Vision
- Flexible/Dependent Care Spending Accounts
- 401(k) with Co. match

### Position Description:

This position provides design services to C|W|C sales staff and clients. These services include furniture specifications, development of AutoCAD furniture plans using CAP 20/20 software, space planning, client meetings, site inventory/ measurement verifications, fabric/ finish selections, presentation boards and furniture installation documents. Designer works as part of the Design Team interacting with various depart-

ments to ensure successful project implementation and exceptional client experience.

**Education/Experience/Skill Requirements:**

- Bachelor's Degree in Interior Design from FIDER/CIDA accredited program
- Advanced AutoCAD skills
- Must be extremely detail oriented
- Ability to work effectively as a member of a team
- Must possess a positive attitude and a sense of urgency
- Healthcare design experience a plus

**Please forward resume to:**

[hr@c-w-c.com](mailto:hr@c-w-c.com)

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## OUTSIDE SALES/NEW BUSINESS DEVELOPMENT EXECUTIVE

SALES

Come join the new PREMIERE Allsteel dealer in sunny Jacksonville, FL!



Jacksonville, FL Allsteel dealership is looking for an experienced outside sales/new business development executive accustomed to working in a fast-paced, team-centric environment. We need a self-starter who likes working with a variety of people/personalities, and enjoys having FUN throughout the process!! The perfect candidate was born prospecting for clients, loves delivering sales results and is highly skilled at identifying and strategically developing new business and growth opportunities within all vertical markets we service. Industry experience such as manufacturer or dealer sales/support is a plus. Base salary plus generous commission structure with no income cap and excellent benefits.

**Apply in confidence or for further information to:**

[Casey Moore, casey@officecreations.net](mailto:Casey.Moore@officecreations.net)

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## DESIGNER/PROJECT MANAGER

DESIGNER

**Growing Atlanta, GA-Office Furniture Dealership!**

Fast growing Dealership looking for energetic and motivated team member. Project Management and or Design experience with a dealership preferred.

**Role Responsibilities include:**

- Produce timely and accurate Specifications/Drawings with ACAD, CAP, and or 2020 Giza
- Meet with client to discuss Requirements and furniture options and review the quote

- Provide final furniture layout and quotes for client
- Meet with client and tour through showrooms
- Outstanding communications skills and ability to prioritize projects
- Great team player and high attention to detail
- Process customer quotes and orders along with P.O. and work closely with Territory Reps.

**We provide:**

- Salary, Bonus, and Incentive plan
- Innovative, exciting office environment with Vacation and Holiday pay
- Low turnover and competitive compensation
- Great work environment in Class A building to wolf to restaurants and shopping
- Outstanding mix of product lines to drive success

**Send your resume via email to:**

[kmorris@becusacorp.com](mailto:kmorris@becusacorp.com)

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## TERRITORY SALES REPRESENTATIVE - NEW YORK

SALES

**We are looking for an experienced sales professional to take responsibility for our New York territory.**



Special-Lite, Inc., located in Decatur, Michigan, is a privately held manufacturer of complete entrance systems for exterior entrances on commercial and institutional structures, consisting of doors, framing and related products, for both new construction and renovation projects.

We are currently seeking a Territory Sales Representative for the New York Area. This position requires someone with high levels of drive and the willingness to spend the necessary time to achieve the required results.

The Territory Sales Representative will be responsible for the sales and business development efforts for all of Special-Lite's products in the New York Area. This individual will promote the entire product offering directly to end-users, building owners, architects, specification writers and contractors. A key function of the position will be in the overall strategy and relationship development of channel partners or dealerships within the covered territories.

Territories covered are: New York State's southeastern counties including: West Chester, Rockland, New York, Bronx, Kings, Queens, Richmond, Nassau, and Suffolk Counties.

Qualifications include: Bachelor's Degree in Business Administration or 5+ years of design and construction industry related experience. 5+ years of demonstrated sales skills and experience. Strong communication skills including: Listening, Writing, Verbal & Presentation. Strong organizational skills, including attention to detail. Ability to work and communicate with influencers at all levels in the sales process. Outstanding negotiating skills and experience. Must be self-motivated, have high energy and self-directed. Must have strong computer skills including; Excel, PowerPoint, Word and Outlook. Must have a highly competitive, positive "Can-Do" attitude. Extensive travel is a requirement of this position

Knowledge and experience in the commercial door industry is a plus.

If you are interested in working for a progressive company that offers a competitive salary and comprehensive benefits. Please forward a resume and cover letter with salary requirements to:

*Director, of Administration  
Special-Lite, Inc.  
P.O. Box 6  
Decatur, MI 49045  
human\_resources@special-lite.com  
E.O.E. M/F/V/D*

## MODULAR WALL (DIRTT) INSTALLATION SUPERVISOR

### INSTALLATION

Everything is bigger in Texas including our job opportunities!



Come work for the premier office furniture company in south and central Texas!

We have an outstanding opportunity for an experienced Modular Wall (DIRTT) Installation Supervisor in our Austin & San Antonio offices. Primary responsibilities include leading teams in the installation and configuration of wall systems within client facilities. Minimum of 3 years experience required.

#### Essential Functions:

- Provide overall site management in terms of work flow, priorities, modifications to plans and schedules.
- Install and reconfigure modular wall systems within the client's facility.
- Provide detailed job completion status and labor reporting.

#### Minimum Requirements:

- Minimum 3 years installation experience. DIRTT preferred.
- MUST HAVE valid Drivers License with ability to drive bobtail/box truck or ability to learn to drive bobtail truck. .

- Ability to lift fifty (50) pounds
- Ability to read blue prints
- Basic math skills necessary to read a tape measure and calculate numbers
- Fine motor skills sufficient to operate both powered and non-powered hand tools
- This position requires a high degree of honesty and integrity as much of the work is done in a professional office environment and is done after hours.
- Availability to work irregular hours and extended shifts.

We offer competitive pay and an excellent benefits package.

#### Benefits include:

- Medical/Dental/Vision Insurance
- Paid Vacation and Sick Time
- Paid Holidays
- Voluntary Life & ADD Insurance
- 401(k) Retirement Plan with Employer Match

#### Apply at:

<http://workplaceresourcetx.applicantstack.com/x/detail/a2chx8evx3je>  
EOE

## DIRECTOR OF SALES

### DEALER SALES

Join a leading distributor of office furniture and products that enhance "how work gets done".



As the Director of Sales with Safco, you will continue to grow our market share as a leading distributor of office furniture and products that enhance "how work gets done". As a chief brand ambassador and part of the leadership team, you will lead and execute the overall sales strategy to drive profitable growth strategies across various channels – wholesale, mega dealers, etailers, independent rep groups, contract dealers, etc. You will lead an established and talented team of national and divisional sales managers, account managers and sales support – 12 individuals in total – to successfully achieve sales and overarching business goals.

This full-time position reports directly to the General Manager and is located in Safco's headquarters in New Hope, MN.

For more information about the position and the qualifications we are seeking, visit: <http://bit.ly/SAFCODirectorofSales>

#### Contact Lynda Whittemore

[Careers@LibertyDiversified.com](mailto:Careers@LibertyDiversified.com)  
(763) 536-6880