

The Business of Furniture | June 10, 2020

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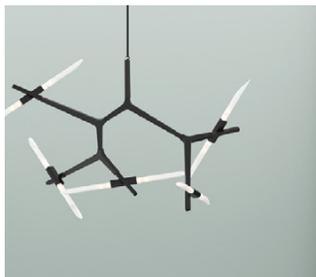
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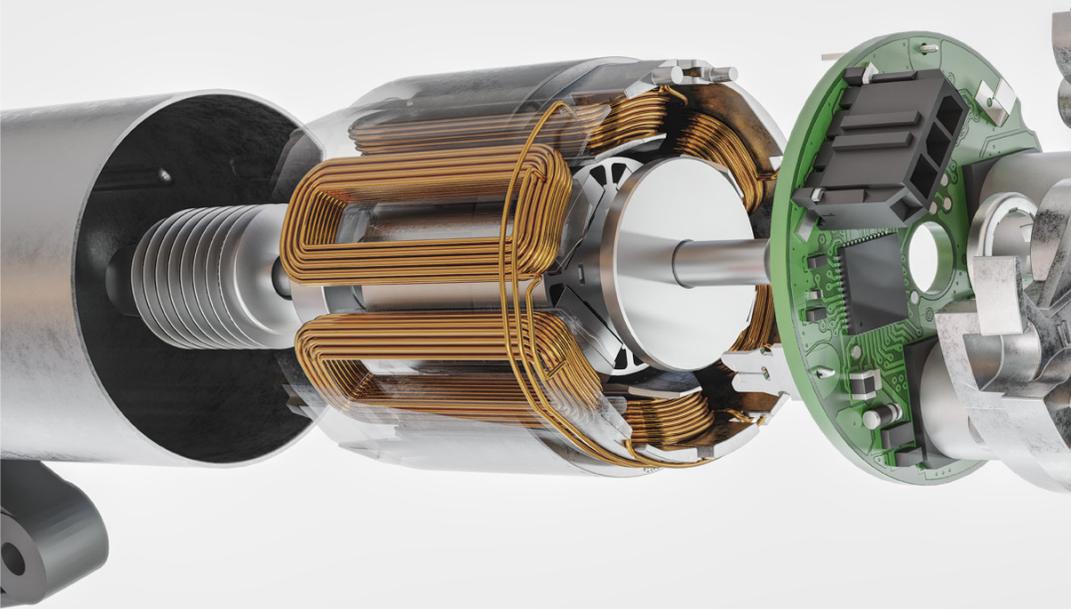
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## 24 LOGICDATA

When considering innovative shifts in the office furniture industry, one immediately thinks of high-tech devices like connectivity of smart phones and tablets or powerful laptops. Yet there is a mechanical revolution happening in height adjustability that is being led by LOGICDATA.



## 36 Spec Furniture Design Makes Us Wonder, 'Why Didn't I Think of That?'

The Toronto-based company always seems to come up with a new wrinkle for furniture that leaves its customers pleased and competitors wondering why they didn't come up with something like that.



making  
powerful  
connections

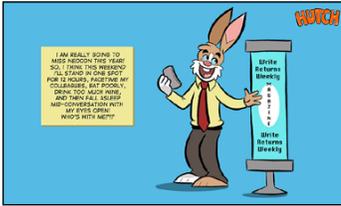


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INDEAL Cares was launched in honor of my daughter, Dr. Shannon Bloch.



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# NeoConnect

It's time for the  
design community  
to connect

Online resources, programming  
and events designed to connect  
the NeoCon community

June 2020 on  
[neocon.com](https://neocon.com)



# The Business of Furniture



**Editor-in-Chief, Bellow Press** Rob Kirkbride

**Vice President, Sales & Marketing, Publisher, Bellow Press** Melissa Skolnick

**Vice President, Content Production, Bellow Press** Todd Hardy

**Staff Writer, Marketing Manager, Bellow Press** Emily Clingman

**Workplace Guru, BoF** Stephen Viscusi

**Training & Development Columnist, BoF** Sid Meadows

### Contributing Writers, BoF:

Bruce Buursma, John Q. Horn, Stef Schwalb,

Jennie Morton, Michael Dunlap, Carolyn Cirillo, Kevin Budelmann

**Illustrator, BoF** Jamie Cosley

**Copy Editor, BoF** Linda Odette

#### Publishing Headquarters

382 NE 191st St, Suite 253

Miami, Florida 33179

877-BELLOW9 (877-235-5699)

**Email:** info@bellow.press

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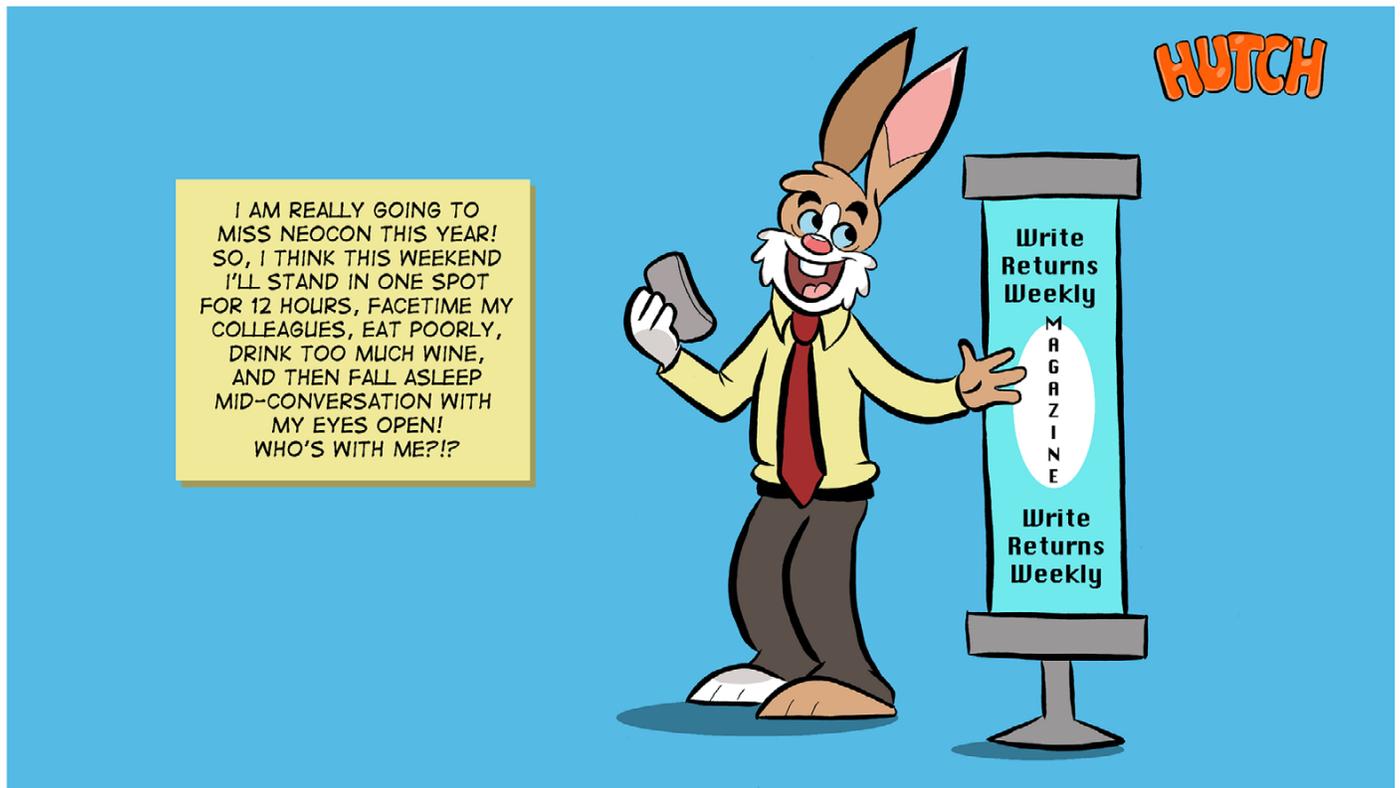
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*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better,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

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



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## COVID-19 Industry Bulletin Board

### **Editor's Note:**

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

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### From Clerkenwell Design Week

☉ After careful consideration and working tirelessly to explore all possible options, organizers of Clerkenwell Design Week have decided to postpone the event until May 25-27, 2021.

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### From HNI Corp.

☉ HNI Corp. provided updates on its response to the ongoing COVID-19 pandemic crisis, recent order trends and debt level.

#### Pandemic response update

"Our teams remain focused on protecting the health of our members while effectively managing the business in these challenging conditions," said Jeff Lorenger, chairman, president and chief executive officer. "We have been able to remain open at our major facilities and meet customer needs. I would like to recognize our dedicated members, who embody the HNI spirit in these most challenging circumstances, and who have remained committed to each other, our communities and our customers.

"We also continue to use our facilities to produce personal protective equipment, which are being sent to first responders, health care systems and hospitals in our communities. Many of our ideas for this effort came directly from members who wanted to see how we, as an organization, could help. I want to thank our members for their ingenuity and generosity. Our member-owner culture continues to shine as we navigate this pandemic, and I am confident we will emerge a stronger company."

The corporation has elected to provide a mid-quarter update on orders and debt level to provide its shareholders better visibility during this period of high uncertainty.

#### Order trend update (versus prior-year period)

"Recovery to pre-pandemic levels will take some time, but recent order trends are encouraging given the conditions," Lorenger said. "We generated positive order growth in building products during May as builders worked through their backlogs. Builder commentary and purchase mortgage applications are also encouraging and point to second half improvement. Although the recent trends are positive, we do expect short-term declines in the summer months, consistent with the recent housing permit data.

"Domestic orders in workplace furnishings have stabilized and are generally showing week-over-week improvement. We expect this trend to continue as the economy improves and businesses begin to open. Our e-commerce business continues to generate strong growth, primarily from a spike in home office demand.

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## From La-Z-Boy

➤ La-Z-Boy announced initiatives designed to strengthen the company and position it to thrive in the new external environment marked by COVID-19. Effective immediately, the company will reduce its global workforce by about 10%, or approximately 850 employees, across its manufacturing, retail and corporate locations, including the closure of its Newton, Mississippi, upholstery manufacturing facility. Production will be shifted to available capacity at the company's Dayton, Tennessee, Neosho, Missouri, and Siloam Springs, Arkansas, plants. These changes are expected to leverage efficiencies across the business, improve competitiveness and position the company to drive long-term value for all stakeholders.

The company's Newton upholstery plant, built in 1960, employs about 300 people, accounts for approximately 10% of the La-Z-Boy branded business total upholstery production and manufactures La-Z-Boy recliners, motion sofas and classics (high-leg recliners). The Newton-based integrated internal supply functions will remain in operation. Approximately 170 individuals work across these areas and will remain with the company.

Kurt L. Darrow, chairman, president and chief executive officer, said: "The COVID-19 pandemic has had a far-reaching impact. We responded quickly in March with our COVID-19 Action Plan to ensure the health, safety and well-being of our employees, customers and the communities in which we operate, while managing short-term liquidity. As a result, we are confident we will emerge from the crisis with strength and remain a leader in the industry. Since restarting production at the majority of our plants at the end of April, we have steadily increased production and continue to bring back more employees to meet demand. As more states open and allow our retail partners to re-engage with their customers, we anticipate a stepped process of increasing production and bringing additional employees back to work."

La-Z-Boy expects to incur approximately \$5 million to \$7 million in fiscal 2021 of one-time pre-tax charges related to these moves, the majority of which will be realized in the first quarter and will be excluded from non-GAAP results. The company plans to release its fiscal 2020 fourth-quarter and full-year results after the close of market on June 23.

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## From Greenbuild International Conference & Expo

➤ Greenbuild is excited to announce a new all-virtual format for the Greenbuild International Conference & Expo taking place Nov. 10-12.

The event, originally scheduled to take place in San Diego, California, on Nov. 4 - 7, will now unfold over several weeks with three digital summits – the Global Health & Wellness Summit, the Resilience Summit and the Green Business Summit – preceding a three-day virtual capstone event Nov. 10-12.

The new 2020 format is a proactive approach to meet market needs and keep our industry connected. As many organizations are working to adjust travel plans, pivoting to the virtual format creates a safe, sustainable environment without geographic boundaries – one that prioritizes the health and safety of our customers.

The virtual experience will include all the key elements our customers expect from the live event: inspirational, future-focused keynotes from high-profile voices; interactive and collaborative education sessions offered live and on-demand; broadened education offerings with more advanced green building courses and sessions on hot topics like social equity, materials, net zero, health and wellness, resilience, corporate social responsibility and more.

Details are being finalized and will be announced in the upcoming weeks. **BoF**



# The Making of an Industry-Wide Charity



## Welcome to Wednesday friends,

There are few things worse than seeing a good friend suffer. And that's what many of us were doing last year after the tragic death of Dr. Shannon Bloch, the daughter of INDEAL's Dave and Cathy Bloch. Last year, we headed to NeoCon with a heavy heart for our friend and his family's unimaginable loss. The annual INDEAL pre-NeoCon party, usually one of the most lively of the week, was somber.

A lot has been said recently about making lemonade out of lemons. Of course, most of this has been said related to the COVID-19 crisis.

But I want to tell you about a new initiative in the industry that is an even better example. Since Shannon's death, Dave, Cathy and their son, Trevor, (along with the INDEAL team and a host of other industry folks) have been working to start a charity that will not only honor Shannon, but also further her work in workplace wellness and holistic health.

From tragedy, INDEAL Cares was born and it is poised to make a huge difference not only in North America, but globally. INDEAL Cares was designed to be more than a "house" charity for INDEAL, its dealer partners and manu-

# INDEAL CARES

facturers. It was created so the entire industry could come together under a common banner and give back, not only through financial donations, but through research and collective work as well.

After all, the health and well-being of workers is our common cause.

It is important not to lose sight of Shannon and her work. She was a champion of holistic health who dedicated her life to the care and well-being of individuals all over the world. Throughout her career, she was passionate about providing exceptional care to her patients and believed in the empowering force of education, awareness and evidence-based patient-centered care.

Shannon also believed that investing in global health, and in supporting and protecting the most vulnerable, is critically important to our overall well-being as a society. She lived her beliefs. Shannon was a clinical supervisor at a World Spine Care clinic in Botswana for 12 weeks, and believed the experience was incredibly beneficial, both to the patients she served and the experience she gained as a clinician.

She also penned a column in the pages of this publication. That made her our colleague as well.

Tragically, her life was cut short before she was able to accomplish all that she had set out to do. In honor of Shannon's commitment to empowering individuals through holistic health, and in recognition of the fact that a healthy life at work is instrumental to a healthy life overall, INDEAL Cares was established.

INDEAL Cares is designed to support the

charities that are on the front line of this work.

Dave, Cathy, their son, Trevor and the entire INDEAL team are friends, not only of this publication, but personally as well. And I believe passionately in what INDEAL Cares is doing. So I was honored to be asked to serve on the INDEAL Cares board along with the Bloch family, Mark Rhoades of Fellowes Brands, Mike Blessinger of Indiana Furniture, Dave Gatherum of INDEAL and Rich Vaughan of Vaughan Law Group. Stefanie Ince is the executive director of INDEAL Cares.

At this point, no one is asking you for donations, but we are asking that you and your employees participate in a survey that INDEAL Cares is conducting on health and wellness in the workplace. Click [HERE](#) to link to the survey. The findings will be released to the entire industry once compiled. Taking a brief moment to do this will help our collective understanding of this important issue. It is also the first step toward creating a common cause for all of us to get behind. You don't have to be part of INDEAL to participate. All are encouraged to help by filling it out.

Much, much more information will be coming in these pages about INDEAL Cares in the coming weeks and months. If you'd like to get involved, go to [indealcares.com](http://indealcares.com) for more information.

To make this non-profit successful will take all of your help. It is a common cause that we can all get behind.

*Rob Kirkbride and the Business of Furniture team*

# Up front BoF



## IIDA Announces JKMM Architects as 47th Annual Interior Design Awards Best of Competition Winner

IIDA selected JKMM Architects as the Best of Competition winner for the 2020 Interior Design Competition for their project Amos Rex.

The annual competition celebrates outstanding interior design/interior architecture that encourages new ideas and techniques in the design and furnishing of interior spaces. The firm was chosen from 12 finalists and six category winners and was announced as the Best of Competition winner during a virtual celebration June 2.

“We appreciate the design team’s fresh and lively use of geometry to create an iconic and original experience to view art,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon, FIIDA. “The underground gallery is a playground for both art-lovers and inquisitive minds alike.”

Entries were judged by a jury of design experts: Lauren Chipman, CEO, Chipman Design Architecture; Michael Davis, founder and principal, Michael Davis Architects + Interiors; and Ghislaine Viñas, principal, Ghislaine Viñas, LLC.

Located in Lasipalatsi, Mannerheimintie, Helsinki, the world-class museum features a complex of domed, subterranean galleries that emerge from the ground to form a one-of-a-kind art landscape.

“The designers did a fantastic job playing with scale in this project and melding current design with history,” said Davis on behalf of the jury. “They have created an iconic and sculptural adaptive re-use project that celebrates the experience of art in a warm, eclectic space bathed in natural light.”

**WHAT HAPPENS TO LAVISH OFFICE PERKS IN A POST-PANDEMIC WORLD?**

Since the dot-com boom, trendy tech companies have been known for providing not only big paychecks but also lucrative perks to lure the talent needed to fill an expanding set of roles in emerging fields. But in a post-pandemic world, the Silicon Valley standard office perks of all-you-can-eat buffets and high-tech gyms are no longer very workable—not with social-distancing in place.

[READ THE FULL ARTICLE](#)



**CORPORATE OFFICE SPACE TO SHRINK IN THE LONG RUN DUE TO MULTIPLE PRESSURES**

In the post-Covid era, office space will shrink because of the many lasting effects from the coronavirus, including pressures to cut costs, acceleration of cloud computing and more support for employees working from home.

That's according to a report from IT consultant Messaging Architects—adding to the chorus of voices across the US that are anticipating a mass trend of smaller corporate office space.

While the virus will end at some date, its effects will last much longer, noted Messaging Architects, an eMazzanti Technologies Co. It cited a recent Gartner survey that revealed 74% of chief financial officers will move at least a portion of their previously on-site workforce to permanently remote positions.

With improved work-life balance, a more content work-from-home employee “is more productive, giving both workers and employers good reason” to continue these policies, the report said.

Costs factors will also influence smaller offices, as companies that experimented with flexible scheduling to reduce office head count have financial incentives to make the rotations permanent. Companies cutting costs will find “they can manage fine” with less space, the report noted.

Another factor will be less need for server rooms. “The overnight acceleration of cloud computing to accommodate [working from home] means that server rooms will be eliminated in favor of cloud data centers,” the report predicted, adding technology will make remote work as productive or more productive than in the office. “Technologies to facilitate employees coming and going, improve collaboration and health, and other office productivity improvements will transform post-pandemic office spaces.”

Meanwhile, physical office space will see long-lasting changes, such as improved air filtration and circulation systems, the sharing of employee desks on a rotational basis, and less density per square foot.

[READ THE FULL ARTICLE](#)

**BIG NUMBER**

**70 PERCENT**

The Gensler Research Institute has published the findings of its study on the current experience of working from home during the pandemic and how this experience is influencing people's expectations for the future workplace. The study found that 70% of people want to work in the office for the majority of their week. However, they want to see changes from the pre-pandemic density levels, ensuring there is more space for physical distancing while addressing noise and cleaning protocols.

**WHY WE GO TO THE OFFICE IS CHANGING**



**WHY WE GO TO THE OFFICE IS CHANGING**

Worldwide, the time people spend driving to work is rising. New data shows the average American spends over 27 minutes each way commuting. Since 1980, people have lost an amount of time equal to an additional full work week per year just traveling to and from work. And, this is a global problem. While this most recent study comes from the U.S., only two American cities make the top 20 when it comes to commute times. Mexico City, London, Berlin, Paris, Singapore, Sydney and Toronto all boast the unfortunate title of some of the worst commutes in the world. This boost in bumper-to-bumper traffic adds to a growing argument for a reboot of the office to make the drive worthwhile.

Rapid economic growth — lots of jobs being added in major cities, but a lack of affordable housing — tends to push people further from the city center. While some jobs and tasks lend themselves to remote work, it's not always the answer. Harvard Business Review recently reported on a four-year study of a major technology company that found “remote workers communicated 80% less about their assignments than colocated team members did.” And, not everyone is able to work remotely. According to the Steelcase Global Report: Engagement and the Global Workplace, 55% of people around the world never work remotely.

**WHY WE GO TO THE OFFICE IS CHANGING**

So, as people spend more time dealing with the frustration of a longer commute, it becomes crucial that when they arrive at the office, their work experience is seamless, productive and helps them feel revitalized.

[READ THE FULL ARTICLE](#)



**THE MASTER PLAN TO RE-OPEN OFFICE SPACE**

By now, most of the country is in some phase of re-opening after months of stay-at-home orders due to the coronavirus pandemic. So far, states have focused on retail and restaurants in phased re-opening plans, but office-using businesses are starting to imagine a path to populating buildings again. Like retailers, most businesses will execute a phased re-opening, with office workers returning slowly and in groups, according to a study from CBRE. The study found that 72% of businesses will conduct a phased reopening. There are a number of benefits to a phased return. Chiefly, it will help create a safe space for workers and help ease the transition back to normal life.

[READ THE FULL ARTICLE](#)

**COWORKING IS SURVIVING ITS TRIAL BY FIRE**

The business model is untested, they cried. You need to see how it performs in a recession, they said. The flexible office space had not seen a downturn before. Well boy, it has now. And so far, it has performed better than a lot of people expected.

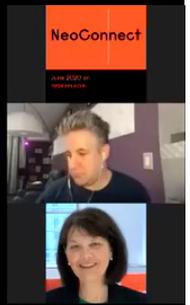
It is early days, of course, and this crisis still has some (maybe even years of) distance left to run. But data drawn together by Bisnow shows the flexible office business model has had resilience in the face of a perfect storm of problems, and that demand is starting to return.

There are some big hurdles to overcome; principally, how a sector that boasted of how it allowed people to interact convinces people it is safe in a world where interaction is forbidden.

[READ THE FULL ARTICLE](#)

# Wisdumb: How Embedded Stupidity is Destroying Your Business

This webinar has been approved 1 CEU credit by IDCEC and 1 LU by AIA. Visit [neocon.com](http://neocon.com) for details.

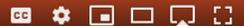


NeoConnect



Eric Corey Freed, RA, LEED Fellow, LFA, EcoDistricts AP  
Director of Sustainability, CannonDesign, Portland, OR

1:43 / 57:23



## “Wisdumb” Mentality Is Blocking Innovation in Building

IN TUESDAY’S KEYNOTE WEBINAR, ERIC COREY FREED, DIRECTOR OF SUSTAINABILITY AT CANNONDESIGN, PRESENTED A COMPELLING ARGUMENT FOR A COMPLETE OVERHAUL IN THINKING WHEN IT COMES TO BUILDING DESIGN.

by Emily Clingman

Last week NeoCon launched NeoConnect, a series of online resources programming designed to virtually connect the NeoCon community in the month of June. In Tuesday’s keynote webinar, Eric Corey Freed, director of sustainability at CannonDesign, presented a

compelling argument for a complete overhaul in thinking when it comes to building design.

Freed presented the question: What if the conventional wisdom you’ve been following is actually blocking your pathways to innovation?

“We call it wisdumb,” Freed

said. “Which best describes outdated and ineffective business standards in a changed world, standards that can ruin your business and practice. We’ve been building the same way essentially for the last 200 years. And now we’re doing things because we think we can and

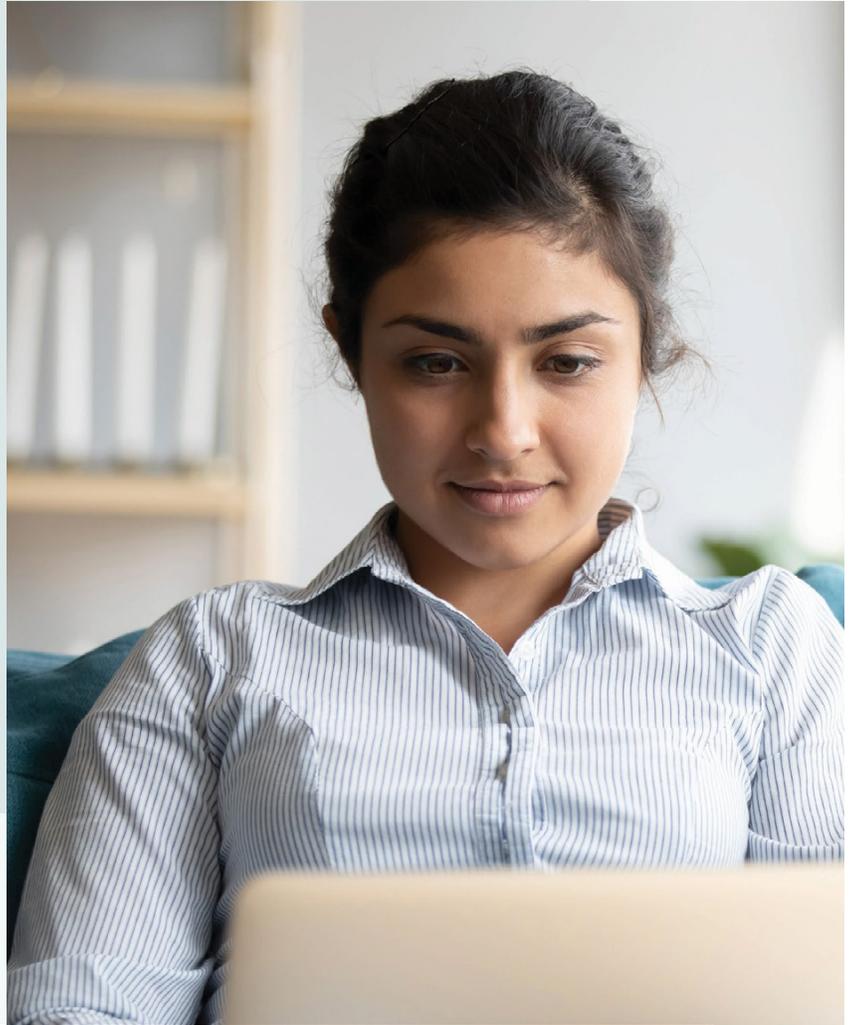
should. We have the mentality that just by brute force, we can make something work — no matter if it's inefficient, wasteful and hard to manage. Sustainability is not something we should tack on; sustainability is our way out of this. It's our opportunity."

Where are buildings really working? Freed believes the only place they really work is providing value to clients, which is important, he says, but there are a lot of missed opportunities on the table.

"The reason you're cold in your office all the time is not because of your thermostat," Freed said. "It's because it's set for white men, six feet tall in the 1950s — and because most of us are not six feet tall, we're freezing all the time. The reason your kitchen cabinets are too high is because they were based on the height of Swedish ladies in the 1900s, I guess. And the reason the toilet paper is so far away in a hotel bathroom is because ... I don't know why, I think they're just messing with us."

Freed says we do all of these things because of ingrained conventional wisdom: wisdumb — things we do on autopilot and never question.

"If you think about buildings, where are they in success in terms of energy, health, water, waste, resources, costs?" Freed asked. "For 30 years, I've been an environmentalist, and for 30 years, I've been thinking, 'Well, in five years, it will be different, and it hasn't been. Now I think it needs to be. It turns out if you



## Give Your Time

INDEAL Cares is a charity with a vision to revolutionize the health and well-being of employees in the commercial furniture industry. We need your help. Please complete our [online survey](#) to provide critical information that will guide our initiative to support workplace wellness.

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

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

INDEAL  CARES

plan for cars and sprawl and traffic, you get cars and sprawl and traffic. But, if you plan for community and vibrancy and equity, guess what you get?”

The only way to get there is not more of the same thinking, it's innovation, Freed said. But innovation is a word people are scared to say. Sometimes clients think innovation sounds expensive. Sometimes they think it sounds difficult.

“But there are companies that you have known your whole lives that are around because of innovation,” he said. “They were the leaders in their market with innovation — think Atari, Toys ‘R’ Us, xerox, IBM, GM, Nokia, pets.com. There are also devices that we’ve had in our lives that I remember holding and touching and loving for their innovation, and then for some companies, they just stopped innovating (Twinkies, Walkman, Blackberry, Blockbuster).”

Innovation is not something you do once. It's something you have to keep doing, Freed said, noting Apple as the best company to achieve that.

“Part of being innovative is to let go for the next thing,” Freed said. “In 2017, they had two products, and iPod Shuffle and iPod Nano. They were selling millions of units a quarter. At the height of its popularity, Apple discontinued those products, bucking all conventional wisdom in business you could imagine. No other business would take their best-selling product and stop selling

it. But Apple came up with something they thought was better, the iPod Touch. And they turned out to be right.”

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**“For 30 years, I’ve been an environmentalist, and for 30 years, I’ve been thinking, ‘Well, in five years, it will be different, and it hasn’t been.’”**

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Data shows 1.6 million people are added to U.S. cities every week. At the same time, the United Nations reports there are only about 60 harvests left before food supply goes into decline. Carbon levels have never been this high in history, more than 400 parts per million. The last time we were close to being this high was two million years ago when there were trees at the South Pole. The U.N. also suggests there will be 200 million climate refugees by 2050.

“And these climate refugees are going to look like you and me,” Freed said. “From 2010-2019, the five hottest years on record were the last five years. That’s just something we are going to be saying now. Communities and cities need to create resilience. We can’t just rely on luck.”

When someone says, “We need a better wheel,” Freed suggested asking, “Do we even need a

wheel?”

“We do this all the time in buildings,” Freed said. “We come in and assume we need drywall or air conditioning. Or that we’re going to flush drinking water down the toilet. We need to ask if there are opportunities to not do that. It relies on questioning these baseline assumptions that go unspoken.”

Freed acknowledged it can be terrifying to talk to clients about that.

“Here’s some advice,” he said. “The next time you have an idea, and you’re worried about what people might think, remember that at some point, sometime, somewhere, somebody said, ‘We should make a film about tornadoes full of sharks.’ And they did. So, I like to think about that when I think, ‘Oh, I shouldn’t mention that.’”

“Let’s say you’re a sustainability director in a large design firm,” Freed said. “Do you create a bunch of policies, flaming hoops and data collection systems that people will have to jump through and do so begrudgingly? Or do you give them the opportunity to innovate? For most firms they see sustainability as something over there. They park sustainability in their marketing department but not in their design department, but it’s an if-the-client-asks approach. That’s not how it works. Designing is really about constraints and making the most of what you have. And what better constraint than sustainability?”

**BoF**

# Uniting the Commercial Furniture Industry in Health: Introducing INDEAL Cares

INDEAL CARES WAS LAUNCHED IN HONOR OF MY DAUGHTER, DR. SHANNON BLOCH. SHANNON WAS A PASSIONATE AND EMPOWERING ADVOCATE FOR CARE, EDUCATION AND AWARENESS, WHO PUT HER PATIENTS FIRST AND STIRRED A SENSE OF SERVICE IN EVERYONE SHE MET.

by Dave Bloch

I am pleased and proud to announce the launch of INDEAL Cares — a charity on a mission to support healthy workplace communities within the commercial furniture industry in North America and in under-served communities around the world.

INDEAL Cares was launched in honor of my daughter, Dr. Shannon Bloch. Shannon was a passionate and empowering advocate for care, education and awareness, who put her patients first and stirred a sense of service in everyone she met. Our hope is that INDEAL Cares will provide a way for the commercial furniture industry to demonstrate a unified compassion, while strengthening workplace communities and offering vital support to those who need it most.

We recognize that a commitment to workplace wellness and employee well-being is more important now than ever before, and our industry can play an important role in making significant improvements within our four pillars: active living, mental health, disease prevention and spinal health.

I invite you to join INDEAL Cares in a simple but meaningful way.

Please complete our short survey, which is open through June 30, to provide critical data that will help guide our initiative. We value your input and want to hear from those we hope to serve.

I encourage you to share it with your employees, colleagues and industry peers, as INDEAL Cares will not only serve members of the

INDEAL community, but employees within the commercial furniture industry at large. To further promote this important effort, INDEAL will donate \$1 for every completed survey. My hope is that, with your input, INDEAL Cares will become an industry-wide charitable endeavor that supports healthy communities within our industry.

[Take the Survey Here.](#)

On behalf of the INDEAL Team and all of those who share a commitment to workplace wellness, I truly appreciate your help in launching INDEAL Cares, and look forward to informing you of our progress.

Thank you for your support,

Dave Bloch,  
Chief Executive Officer,  
INDEAL

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

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

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



# NeoCon: Products, People and Projects

## BOF

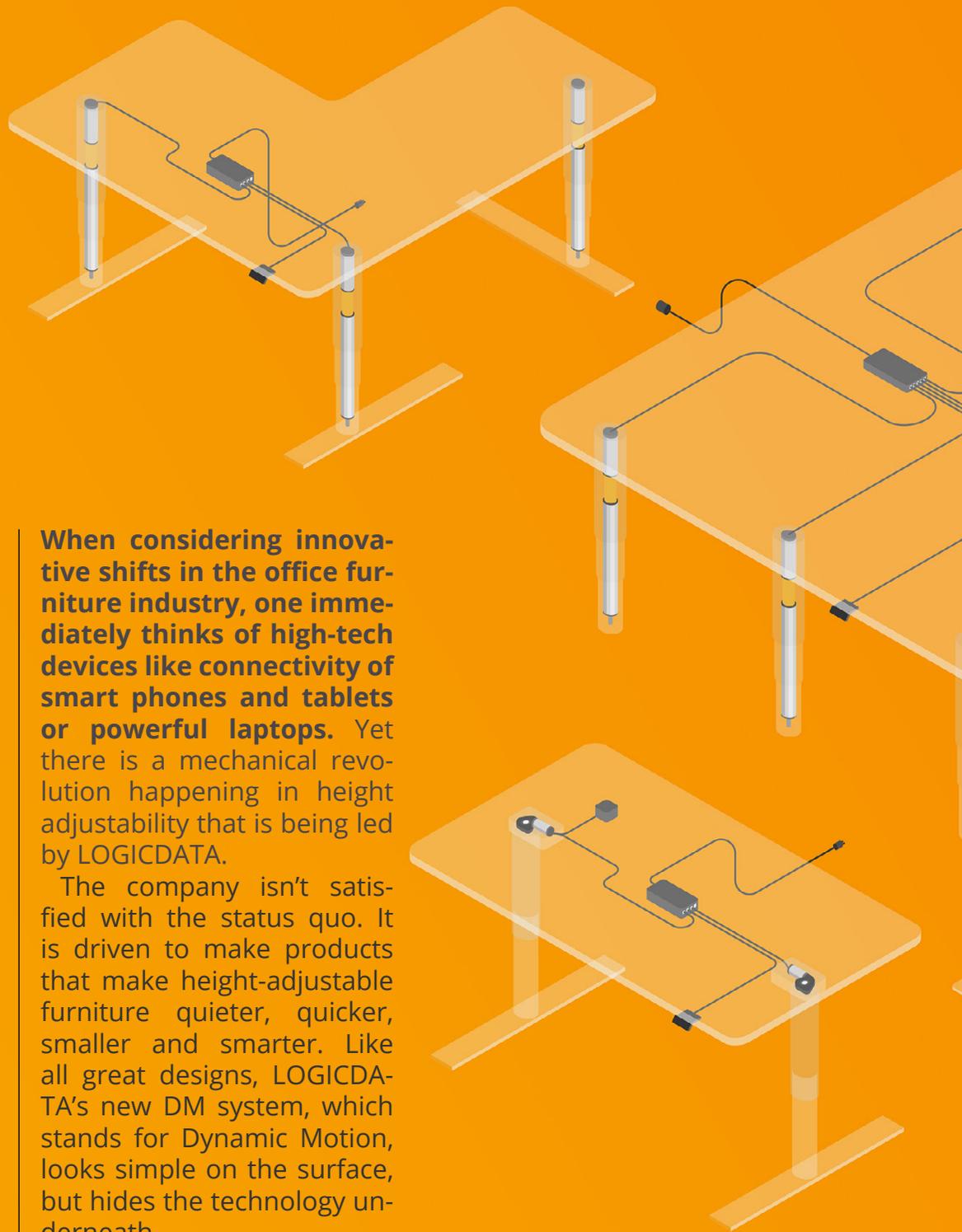
**24 LOGICDATA** When considering innovative shifts in the office furniture industry, one immediately thinks of high-tech devices like connectivity of smart phones and tablets or powerful laptops. Yet there is a mechanical revolution happening in height adjustability that is being led by LOGICDATA.

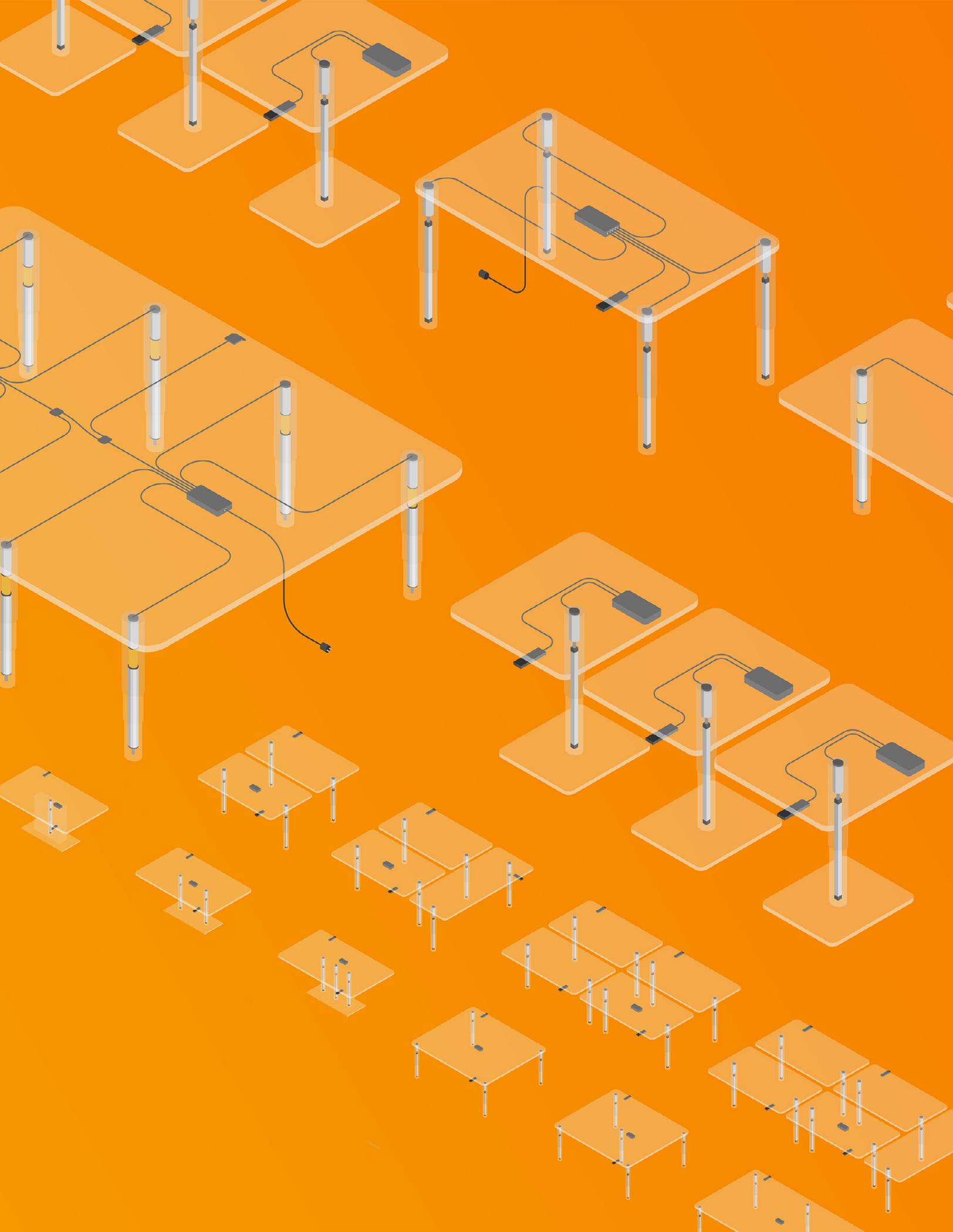
**36 Spec Furniture Design Makes Us Wonder, 'Why Didn't I Think of That?'** The Toronto-based company always seems to come up with a new wrinkle for furniture that leaves its customers pleased and competitors wondering why they didn't come up with something like that.

## LOGICDATA

When considering innovative shifts in the office furniture industry, one immediately thinks of high-tech devices like connectivity of smart phones and tablets or powerful laptops. Yet there is a mechanical revolution happening in height adjustability that is being led by LOGICDATA.

The company isn't satisfied with the status quo. It is driven to make products that make height-adjustable furniture quieter, quicker, smaller and smarter. Like all great designs, LOGICDATA's new DM system, which stands for Dynamic Motion, looks simple on the surface, but hides the technology underneath.





## “Intelligence and integration are the two big words and are very important for us in this development.”

For its customers in the industry, that means the DM system provides superior performance in a revolutionary package that lets the furniture design take center stage, not the mechanical equipment underneath the table. In short, Dynamic Motion is smart, modular, intuitive and doesn't cost an arm and a leg.

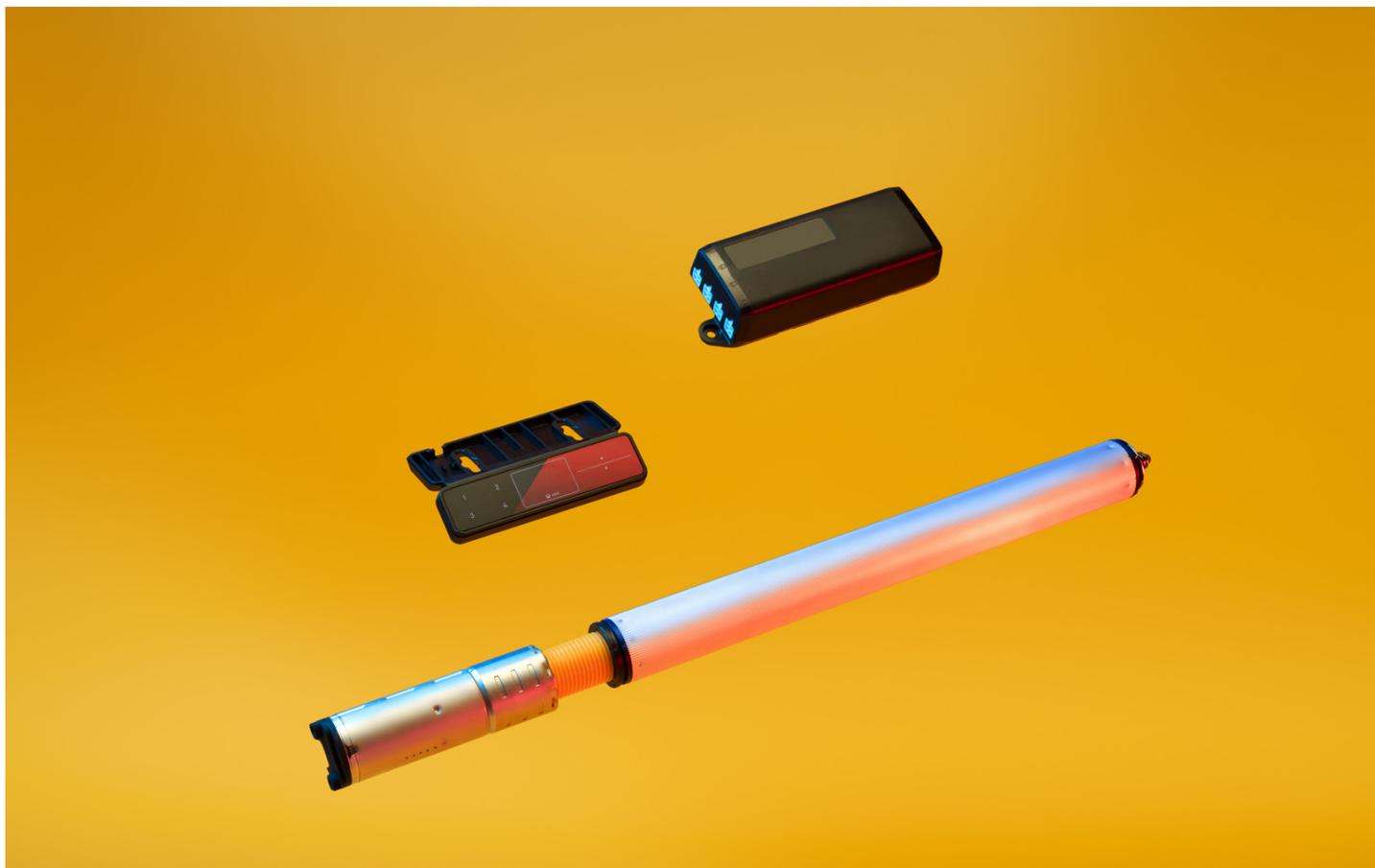
The real innovation comes from LOGICDATA's ability to

integrate the “brain” of the Dynamic Motion system in the actuator within the leg and no longer in the central control box, said Matthias Buch, head of product management.

“Intelligence and integration are the two big words and are very important for us in this development,” Buch said. “(We are) doing things differently, not only for the reason to be different but also add-

ing purpose, and what we've experienced in the last couple of years was that control boxes — as the integral portion of the intelligence of the height adjustment — more or less is the same all over the place.”

At the same time, little has been done to adjust to scaling — how to make height-adjustable tables easy if the customer wants more than two legs. The simplest way to solve for



this is to create an even larger control box. With the “brains” in the leg instead of the control box, scaling becomes easy.

Integration also means the Dynamic Motion system has a smaller ecological footprint. Since the leg itself contains all of the electronics, there is no need for large, clunky control boxes. The LOGICDATA system uses less power, too. The smaller the product, the better for the environment.

“The smaller the product gets, the better for the environment,” Buch said. “You bring more onto one pallet, and it is less weight that you have to ship all around the world. Think about 10,000 desks and power supplies required for that. So the smaller the things get, the more economically, or environmentally friendly things get. That is also something that you can only achieve if you integrate more parts into a smaller volume. All these aspects were very important for us and technology is, of course, an enabler.”

The technology that allows the Dynamic Motion system to be so efficient is the brushless motor. Not to dive too deep into the technology, but

brushless motors are more efficient, more reliable, require less maintenance, are quieter and have a longer lifespan. The Dynamic Motion motors, since they are brushless, are extremely quiet, which means you won’t disturb your neighbor when raising or lowering a desk.

Dynamic Motion truly is a new platform, which means LOGICDATA can build from it. The initial wave of the Dynamic Motion system is part of a “tool belt” the company is able to scale with minor modifications to use it for different applications and different customer requirements, said Stefan Kieler, vice president of sales and marketing.

As suppliers to the office furniture industry, design and user experience are critically important as well. LOGICDATA’s Dynamic Motion system helps support both, making the desk the focal point instead of the height-adjustable components

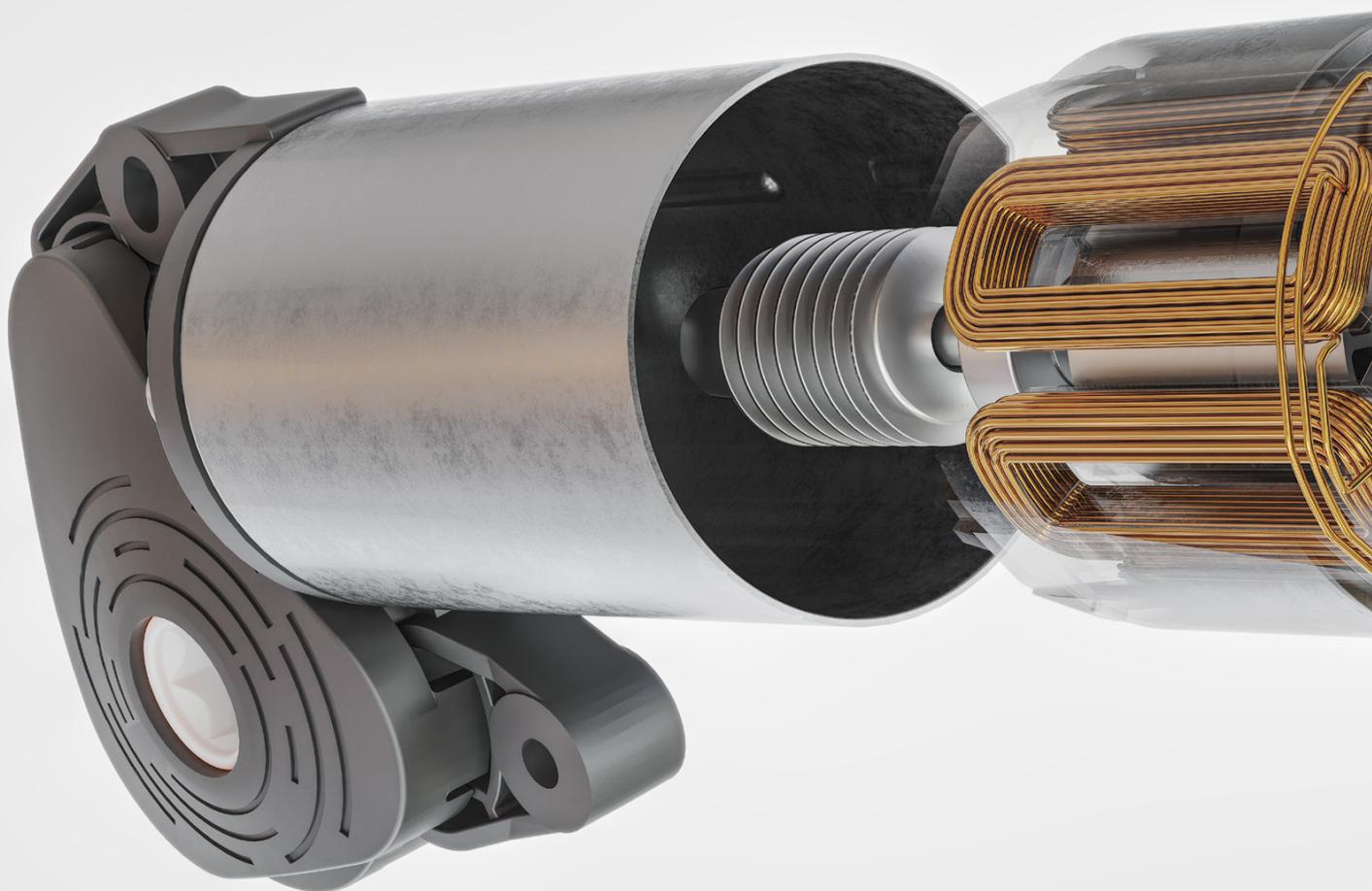
“So many aspects about the final product (are) in our hands with the technology that we have,” Buch said. “How smooth the movement is, the sounds that are created through the

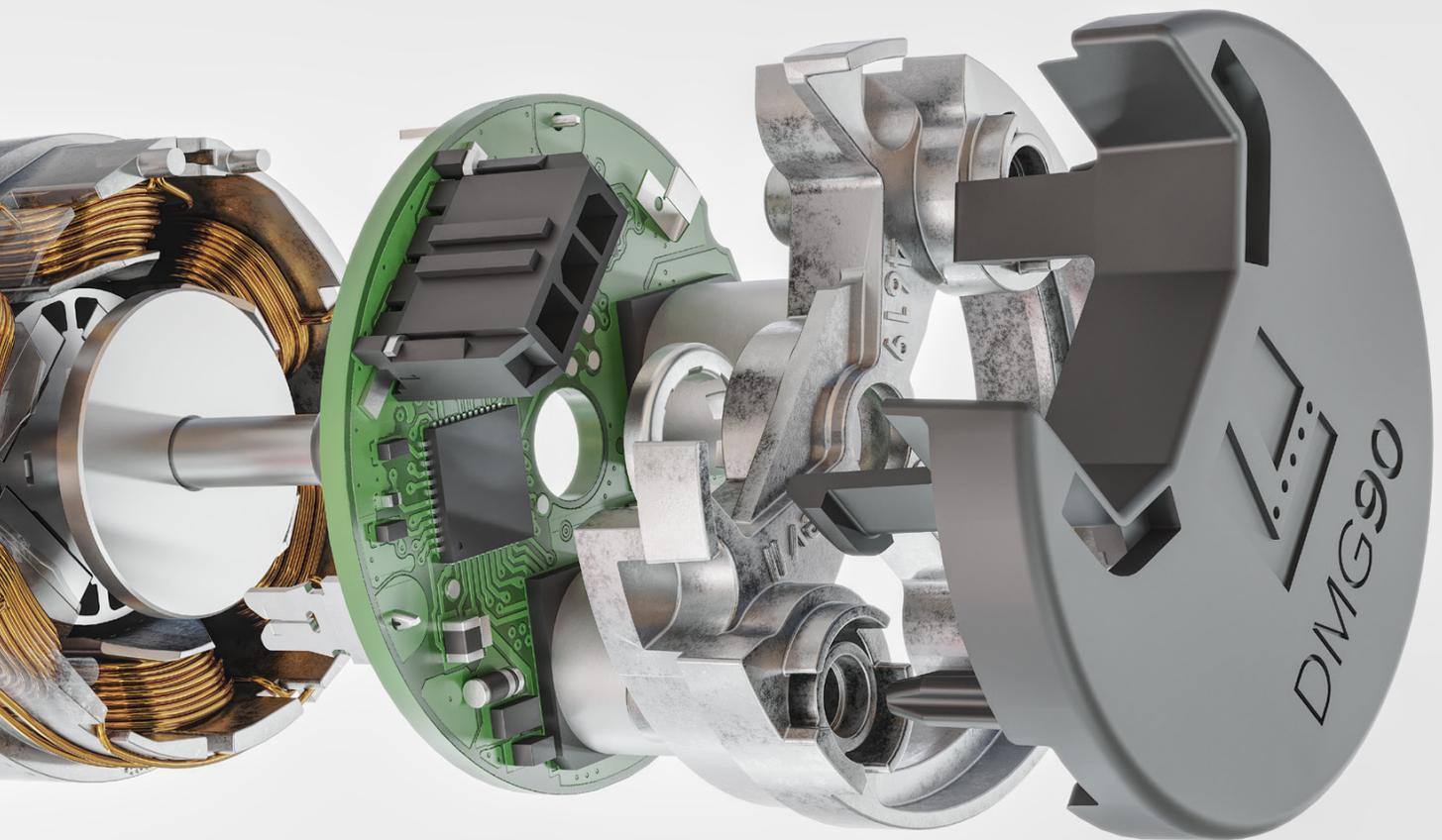
motors by the desk, the design of all visual parts, including hand controls, that’s all product we have in our control and what we supply to very design-oriented companies. So technology is one thing, but knowing that design and knowing that user experience is a very essential aspect for our customers also drives us and drives the technology that we use.”

Designing something to be unobtrusive, look great and work easily for the user isn’t easy, said Stefan Lukas, chief technology officer. The first challenge was the small space that designers had to work with within the motor. LOGICDATA was only able to overcome this by building the whole motor from scratch.

“So it’s really designed ... step by step, integrating every part and piece into this motor,” Lukas said, noting a new microcontroller the company uses. “The only way to get it that small was to find the right components because, if you look back maybe a few years, that wouldn’t have been possible.”

LOGICDATA has worked on the Dynamic Motion system for





## LOGICDATA has worked on the Dynamic Motion system for more than three years.

more than three years. Much of that work has been driving down the scale on every component, to make everything as efficient as possible. Lukas added that includes the cost.

“My personal view on that is that I think brushless (motor) is just the future for drive technology,” he said. “It was always one of the challenges to bring this high quality high performance technology into a price range that was suitable for the market. Brushless motors usually are known for long lives, high power density and all sorts of stuff. And this is usually more expensive, and our challenge was to get these benefits and bring it to a price level that is suitable for the market.”

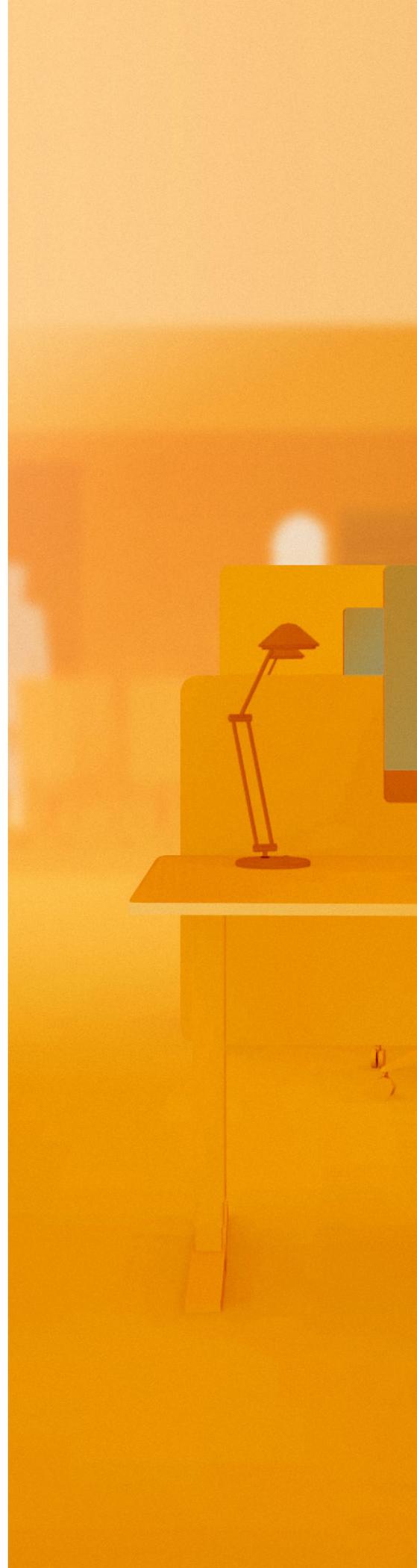
The Dynamic Motion system was designed using input from LOGICDATA’s most important customers, Buch said. Because it is small, furniture designers can use very thin table legs instead of the typical large legs needed for other height-adjustable systems.

“If you want to go bigger just for the reason of design, there

is no problem there,” he said. “It gives you a whole lot of flexibility of the connection points on the top and the bottom part. If you make it smaller, it’s always easier for a designer to make something bigger in the surrounding.”

Again, not to get too technical, but the Dynamic Motion system is a distributed system where the intelligence is distributed to all of the different actuators. Simply put, it means it doesn’t matter if you have a two-leg table, a three-leg table, a four-leg table or conference table. With the Dynamic Motion system, you always have the same actuator or at least the same drive inside. You connect it with daisy-chained cables. That’s also a big advantage in a plug-and-play and easy-to-use system, which is a very important design aspect and a benefit to the customer. It also makes installation easier.

The core component is reused in all three types of actuators LOGICDATA has. Designers can specify it in a single stage application, make it a





dual stage that complies with BIFMA or even LOGICDATA's 90-degree motor. The core element — everything inside — is always the same. That gives LOGICDATA a lot of scaling effects in the long run. For instance, if a new standard for BIFMA with new stroke requirements is adopted, LOGICDATA can quickly adopt the new standards.

The Dynamic Motion system is the first that can be battery-driven. It also lends itself to integration with other technology.

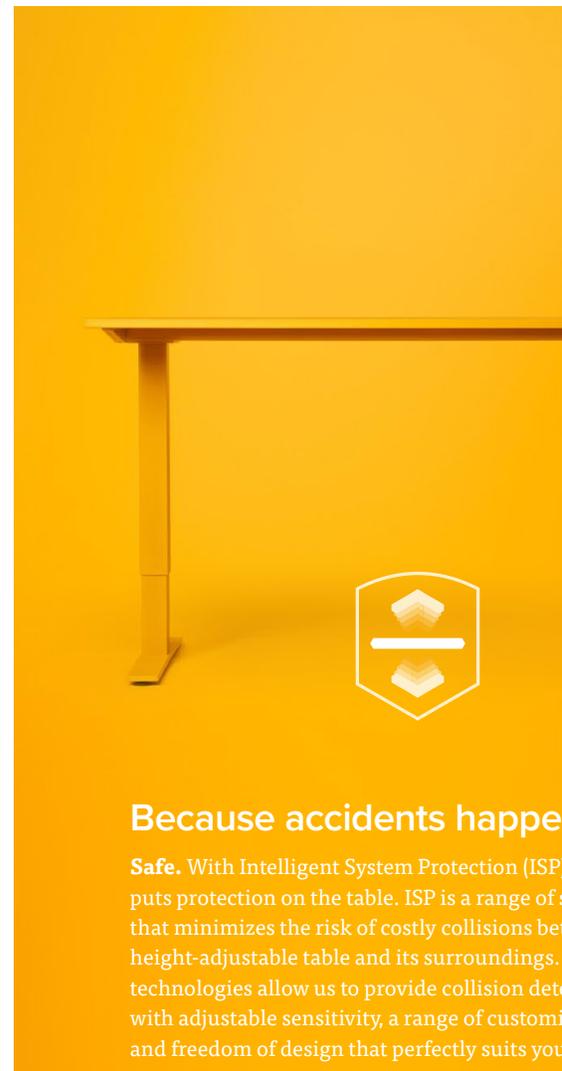
"If this goes beyond a simple hand control where you hit a button to go up and down, we're good to go with any type of technology with wireless, Bluetooth or whatever communication to be added to the system to control your desk with your own smart device, with your own smartphone and up with an attached hand

control," Buch said. "We've had some pretty interesting discussions lately about this, just because if it's your own device and nobody else touches it, wouldn't that be something that helps in the current situation to not touch something where you don't know if it's cleaned or not? It might be your own phone that can control the desk up and down, and you don't need to press any other button."

LOGICDATA continues to look at technology and how it can go even farther into the future. That could include power integration. The company is closely watching how power is distributed in the office and how it might be able to help.

And, of course, the company is looking at how the office will develop in the post-COVID world, said Johannes Gradwohl, chief executive officer.

"People can't really tell but





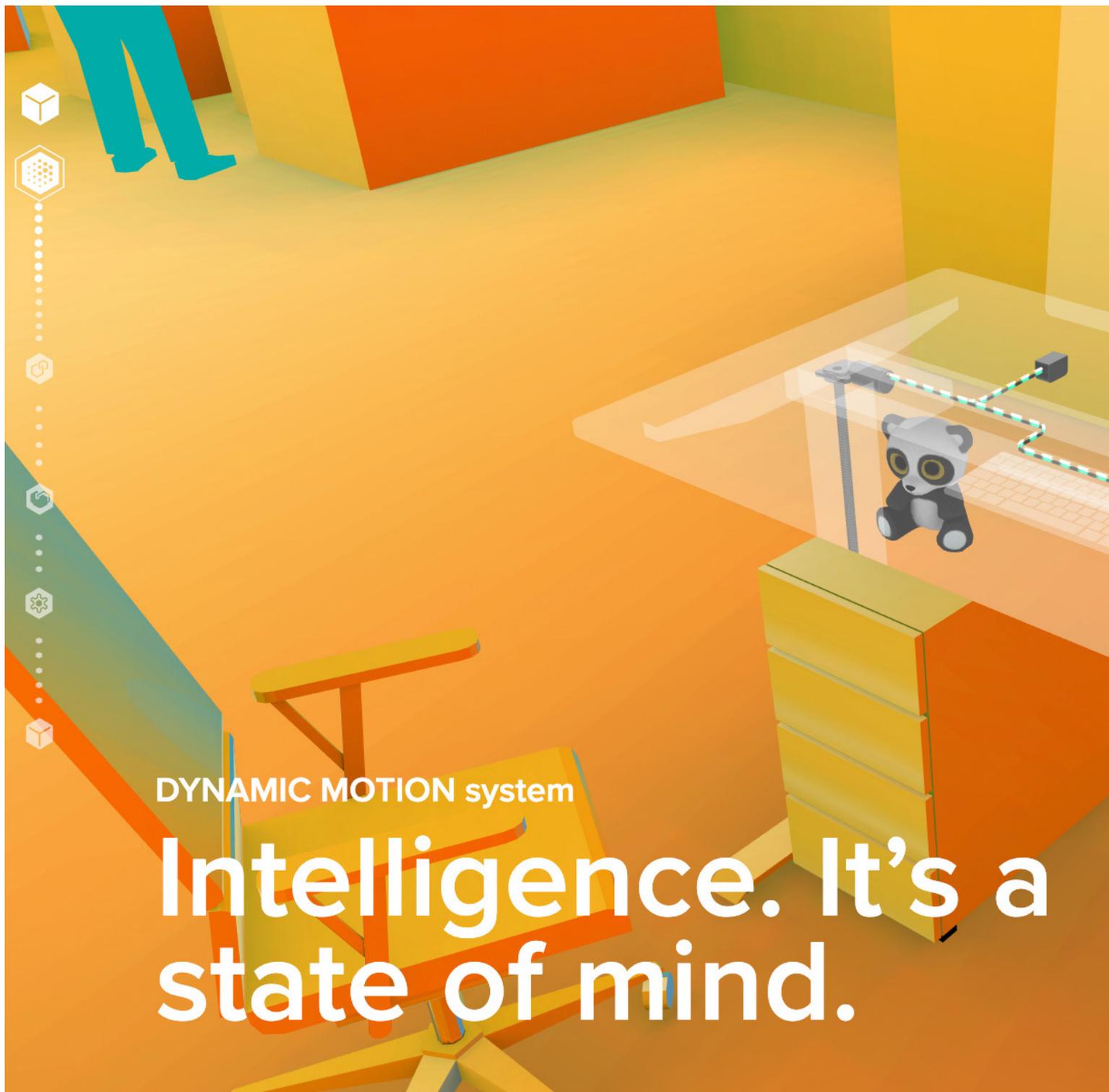
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, LOGICDATA  
solutions  
between your  
Our patented  
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### DMD500

- Dynamic force: Up to 700 N per actuator
- Diameter: 42 mm / 1.65"
- Installation length: 606 mm / 23.84"
- Stroke: 497 mm / 19.57"
- Constant speed: 38 mm/s / 1.50"/s (until full load)
- Inline actuator for single-stage telescopic table legs

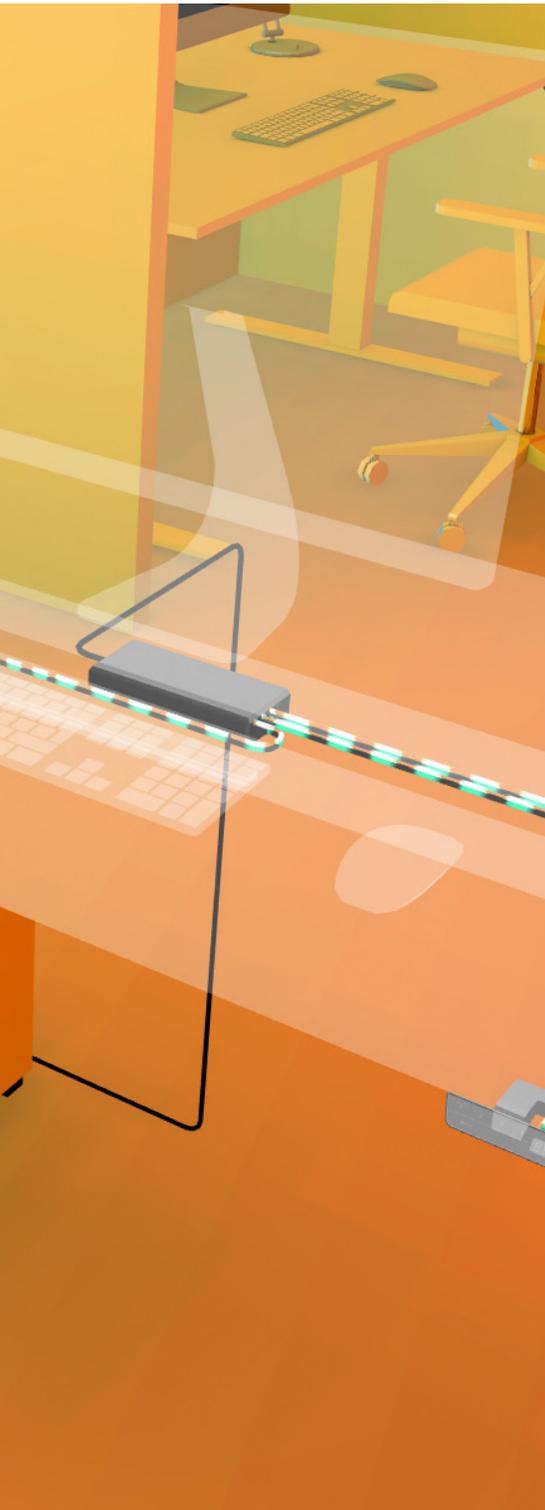
### DMD660

- Dynamic force: Up to 800 N per actuator
- Diameter: 40 mm / 1.57"
- Installation length: 511 mm / 20.14"
- Stroke: 662 mm / 26.04"
- Constant speed: 38 mm/s / 1.50"/s (until full load)
- Inline actuator for dual-stage telescopic table legs



DYNAMIC MOTION system

# Intelligence. It's a state of mind.



**With the DM system, with the fully integrated technology and integrable into a single leg ... it also makes it possible and easy to assemble the furniture, for easy home delivery.**

what can already be seen and what can be read is that home offices might become more regular," he said. "And that will generate different demands for office furniture in my perspective and how a table looks in your home office or how your home office looks in general. With the DM system, with the fully integrated technology and integrable into a single leg ... it also makes it possible and easy to assemble the furniture, for easy home delivery. That is also feeding that trend of the e-commerce business and to support the home offices and small businesses. That's definitely something we, and also the industry, should shed some more light on in the future."

To that end, LOGICDATA is dedicated to connecting with its customers, even though NeoCon 2020 was called off. It is offering a trade show experience

in a virtual format. On Monday, LOGICDATA launched its virtual office experience. It will provide an easy, intuitive format for anyone in the office furniture industry to access. A link will lead visitors to an interactive, virtual living office space that is equipped with LOGICDATA components as part of the adjustable furniture layout experience.

"Trade shows like NeoCon remain an important way for companies to connect on a personal level, and we look forward to the time when those forums are once again offered," Gradwoh said.

"At the same time, we are in the innovation business and know that our customers are relying on us to find alternative ways to keep in touch, such as our Virtual Office Experience." To view the virtual office experience, visit [logicx.logicdata.net](http://logicx.logicdata.net).

**BoF**

## Spec Furniture Design Makes Us Wonder, 'Why Didn't I Think of That?'

If you are old enough, you will remember a time before wheels were on luggage. It seems almost unimaginable now, but at one time, people schlepped luggage by hand. When wheels on luggage became commonplace, people scratched their heads and said, "Why didn't I think of that?"

The same sentiment is often directed toward Spec Furniture. The Toronto-based company always seems to come up with a new wrinkle for furniture that leaves its customers pleased and competitors wondering why they didn't come up with something like that.

Take, for example, EndZone, its contemporary collaborative table. Parsons-style tables have been around since the 1930s in various forms. But all of them suffer from one problem: They can be difficult to fit into buildings. So Spec decided to create a Parsons-like table that could be broken down, which makes it easier to move and ship.

**spec**

HARDI



## The company was founded out of a desire to bring a unique, customer-oriented approach to the contract marketplace.

“Now, I know that if you put a Parsons table side by side with an EndZone they’re a little bit different,” said Ben McLean, regional sales manager. “But it was this idea of a very single dimensional form factor table. The problem always is that you can’t break them down. And so we looked at it from the customer’s perspective and said, ‘Okay, both products are going to look really great when they finally sit in the environment.’ That’s not just what the customer experiences. The customer also experiences the delivery. They experience how to get it in the building. Hopefully, they don’t have to knock a wall out to put it in place. And so we look at the full value proposition — from how we’re actually receiving the input from our customers, what they want,

what they need and what the selling and post selling experience looks like.”

In this manner EndZone became the proverbial “wheels on the luggage,” a Parsons-like table that is easy to ship, move and set up. It is that kind of thinking that has helped Spec Furniture grow and thrive since it was founded in 1991, focusing at that time on public seating and tables. The company was founded out of a desire to bring a unique, customer-oriented approach to the contract marketplace. With Spec, you get strong designs together with a huge array of options, choices, price points and scales. It’s the kind of company that almost never says “no” to its customers, even when asked for special and one-of-a-kind products.





TAILOR  
BOOTH





## **Our portfolio has definitely grown since the early markets to come to meet the needs of the present customer.**

The attitude and goal was to offer a huge array of options and choice and price points and scales for its customers, said Mike McLean, who is in charge of U.S. sales and marketing.

"We've grown since, and we have adapted our business course," he said. "So, we've expanded into lounge and occasional seating, tables, conference tables, training. And we sell into health care, into education, into corporate markets. Our portfolio has definitely grown since the early markets to come to meet the needs of the present customer."

Spec has a unique relationship with the market, said Ben McLean. The company is open-minded and really listens to

what the market wants and needs. It works closely with its independent sales reps and has close relationships with its customers and end users that help to guide Spec to new trends and different opportunities. Spec is in constant conversation with its independent sales reps who are in touch with the market on a day-to-day basis.

An excellent example of that relationship is the rep council that it held last year in Chicago where Spec invited all of its U.S. reps to get feedback on new products.

"What we did is we just listened to them," he said. "Our reps, because they're independent reps, sell more than one line and get called into all





FIRE  
DEPARTMENT  
CONNECTION

TALOR  
ENT





**“We expect our customers are going to have new requirements when it comes to infection control policies in areas and environments where you normally wouldn’t have those.”**

different types of projects in their territories and in different markets, whether that be health care, corporate, education or even government. Spec has a lot of trust in our sales reps, and over the years we’ve built great relationships with them. We really listen to our customers and their needs for new designs and even custom products where it might be a challenge to find elsewhere or from other manufacturers.”

That listening has not slowed down with the COVID-19 crisis; in fact, Spec has listened even closer to its customers’ needs, said Chris Benjamin, design leader. The company has been working on a product for the last few months with the help of John Edwards of Hatch Design and Matt Edwards of RedOwl Design. They are working with Spec on a privacy booth.

“We expect our customers are going to have new requirements when it comes to infection control policies in areas and environments where you

normally wouldn’t have those,” Benjamin said. “So to respond to that, one of the things we’re doing is saying, ‘Okay, how can we step back and quickly iterate this product to provide something that’s still going to have a benefit to our customers as far as the privacy that someone would expect out of a product like this, but be cleanable and a space that’s going to feel safe and be safe for people to use?’ So we’re pivoting in situations like that. We’re looking at what does the office or an educational environment of the future look like, given that there might be some more social or persistent social and physical distance requirements.

“So that would be an example of how we’d respond — as quickly as possible. And we’re doing this without the intention of trying to push out timelines. We’re still trying to do this and respond quickly enough to release the product in the same timeframe that we normally would.”





## The company's design philosophy is focused on the complete experience, not just on whether the product will sell itself.

Spec has a culture of being able to say "yes," said Stefan Robertson, customer service leader, adding that ability to say "yes" is very much customer-facing.

"You want this custom? You want this opportunity? We will partner with you," he said. "If we had a culture that was, 'No, we're going to wait until this goes back to normal before we move forward,' then we would be behind, and we wouldn't be able to support our customers as they are not going to wait for us. The customers will move on. Spec has always had that, that DNA of saying yes, that DNA of partnering with the customer to get these things solved. What this is, it's just a new opportunity for us to work with our customers with the ability and channels and teams that we already had set up."

Spec gets technology as well and uses it to work with its customers. The company is using Configura's CET Designer to make specifying its products easier, Robertson said. The move to CET has aligned Spec with some of the largest companies in the office furniture industry.

The company's design philosophy is focused on the complete experience, not just on whether the product will sell itself, Benjamin said. It is a relationship-based industry regardless of whether it's being done remotely through technology or in person.

"Fundamentally we look for clean, functional and customizable designs, and we believe that you can achieve that without it necessarily being overly expensive," he said. "We're not setting out to make









**“Fundamentally we look for clean, functional and customizable designs, and we believe that you can achieve that without it necessarily being overly expensive.”**

the next Eames chair. We’re setting out to do things that our customers need, want — and want the ability to have in a very reasonable way, in a timely way and that they’re supported through the sales process and can trust in the product throughout its whole life cycle.”

Spec is launching its Parkdale line later this year. It is a table that speaks to what Spec’s core competencies are, Benjamin said. It’s clean, it’s customizable. Since Spec builds in-house, it can design or tweak all of the parts to achieve the best result for the customer.

The Hardi series is a good example of how Spec worked with its customers to fit a niche part of the market — behavioral health spaces. The furniture is made from a single piece of rotationally molded polyethylene that makes it extremely robust and a breeze to maintain. The contour on their rocker, dining, lounge and stool designs creates a welcoming environment

for patients and caregivers.

“Now we’ve also got some big jobs behind it,” Benjamin said of Hardi. “We’ve done some sales, and we’ve got the traceability of success through the Hardi line where we took moderate sales to becoming a market leader in behavioral health.”

Again, listening was key, said Mike McLean. He said Spec took the Hardi line to different veterans hospitals and showed it to their designers. It was part of the actual design phase. Those designers were asked what they’d want to see as Spec expanded the Hardi line. The designers said they wanted a rocker, so Spec reps took it back to the company’s design team, and a rocker was added.

So where will Spec Furniture head next? That depends on its industry rep partners and its customers and where they will lead the company. Spec will listen. Where will you take them?

**BoF**

## PACIFIC WEST

## GARAGE PLANNED

SPOKANE, Wash. — A \$10 million office building is envisioned north of downtown Spokane. Spokane-based architectural design firm Uptic Studios Inc. is the project architect. The site currently is a parking lot at 901 N. Monroe, next to the Monroe Court building and across the street from Central Spokane. The proposed project, called Monroe Court II, would have three levels of parking with two floors dedicated to office space.

[Spokane Journal](#)

## 35 FOR THE PAIR



SAN FRANCISCO — San Francisco-based Gantry secured \$35 million in permanent financing for two Class B office buildings located in San Francisco. Built in 1910-1940 and later renovated in 1999, 1301 Sansome is a six-story, including penthouse, office building comprised of 38,868 square feet. 945 Battery is also a six-story, including penthouse, office building comprised of 67,966 square feet.

[Connect California](#)

## UNCERTAIN FUTURE

PORTLAND, Ore. — For office tenants and property managers in Portland and around the nation, the COVID-19 pandemic has raised fundamental questions about the modern workplace. “The new normal is highly individualized by each business and what they can do to protect people,” said Stuart Colby, a principal at SERA Architects and director of its workplace studio. It may make more sense to keep office density low, and have some employees continue to work from home, rather than undergo costly tenant improvement projects, some experts said. Building owners will need to prepare the physical systems as well. The Portland Water Bureau and Bureau of Development Services issued a bulletin May 1 cautioning that deadly bacteria can grow in stagnant water pipes while buildings are vacant.

[DJC Oregon](#)

## MOUNTAIN WEST

## EXPLOSION SITE SELLS

DENVER — The site along Santa Fe Drive where a natural gas explosion destroyed a small apartment building in 2018 has sold. Rio Norte LLC purchased 374 Santa Fe Drive, which was cleared of debris about a year ago, in late May for \$1.28 million. The lot in the Baker neighborhood is 13,100 square feet, or 0.13 acres, making the deal worth about \$98 a square foot. Denver’s Parikh Stevens Architects is designing the project planned for the site, although President Harsh Parikh said specifics still need to be ironed out. “The zoning allows a three-story mixed-use building, and that’s what we will do ... We don’t know exactly how the uses will be sliced and diced,” he said.

[Business Den](#)

## MIDWEST

## MARKET MAY FLOURISH



ALLENTOWN, Pa. — City Center Investment Corp. unveiled two more development plans in the 900 block of Hamilton Street. Company President and CEO J.B. Reilly envisions a six-story, 100,000-square-foot office building with street-level retail, along with a five-story, 78-unit apartment building. Reilly expects the recession will not slow demand for downtown apartments and is cautiously optimistic that the city’s office market may flourish in the aftermath of the pandemic when companies flee metropolitan areas such as New York City and Philadelphia for less dense but still vibrant regions.

[The Morning Call](#)

## MEGAPROJECTS IN QUESTION

CHICAGO — More than a decade of aggressive building in Chicago has altered the skyline and emboldened developers to draw up some of the most ambitious real estate plans ever seen in the city. Now the

coronavirus pandemic leaves in doubt whether megaprojects like The 78 and Lincoln Yards can continue, if they'll be pushed into the next construction cycle, or worse, go the way of the never-built Chicago Spire and Miglin-Beitler Skyneedle. Among the obstacles developers face: a wrecked economy, companies cutting back their office space needs and fewer financing sources. Projects that move forward will have to weigh which design changes are here to stay and which are short-term concerns that will pass when the pandemic does.

[Chicago Tribune](#)

**NORTHEAST**

**85 FOR THE PAIR**



WASHINGTON — Grosvenor Americas has acquired both the Green and Harris buildings in Washington, D.C., from Equity Commonwealth for \$85 million. In line with Grosvenor's commitment to achieve net-zero carbon operational emissions from all its directly managed buildings globally by 2030, the company plans to work with tenants to enact green-friendly updates to both buildings.

[Commercial Observer](#)

**REENTERING GUIDELINES**

NEW YORK — A coalition of business and real estate industry leaders have joined to issue New York City's most comprehensive guidelines to

facilitate the safe and healthy reentry into commercial office buildings. Prior to reentry, office buildings should test and ensure the safe operation of systems used less frequently during New York On Pause, including heating and cooling systems, elevators, fire protection systems and plumbing. Other guidelines include social distancing, hygiene, signage, cleaning supplies and masks stock, and employee health screenings.

[Facility Executive](#)

**RETHINKING LEASES**

NEW YORK — WeWork may exit or rethink one in five of its leases as the troubled coworking firm slashes expenses and chases profitability. CEO Sandeep Mathrani detailed the steps WeWork is taking to review its global portfolio, which had 828 locations as of March. "If I look at the portfolio, like anyone's portfolio, it's 80:20. Eighty percent [of WeWork's leases] are great, 20 percent need to be restructured," Mathrani said. The SoftBank-backed company's valuation has plunged from \$47 billion to just under \$3 billion. Mathrani, who took over as CEO in February, is reviewing the entire portfolio.

[The Real Deal](#)

**SOUTH**

**PERKS AT SANCTUARY PARK**

ATLANTA — Real estate investment adviser Rubenstein Partners has secured more than 230,000 square feet of leases at Sanctuary Park, a 1.6 million-square-foot office complex in Alpharetta. Sanctuary Park is a Class A office development featuring a park-like campus environment with nearly five miles of trails and sidewalks. The property's location in Alpharetta provides quick access to GA-400, as well as a shuttle connection to MARTA North Springs. Sanctuary Park also offers an onsite

food hall, as well as reserved conference rooms and training space, a fully-staffed fitness club and a softball field.

[Connect Atlanta](#)

**MOVING AHEAD**



COVINGTON, Ky. — Corporex has announced plans for the elements that will comprise the next phase of Ovation. The latest addition to the multi-use project comprised of a hotel and office building is now in the final stages of design and development. The hotel, a 125-room Homewood Suites by Hilton will feature select suites with skyline views, expanded fitness area, and two bars — one located on the rooftop and the other at plaza level. The adjacent speculative office building will offer approximately 100,000 square feet of Class A office space featuring plaza level retail. With a combined development cost of \$45 million, Corporex hopes to break ground on this new phase by year-end.

[Northern Kentucky Tribune](#)

*Compiled by Emily Clingman*

**BoF**

ALL TIME | January 1, 2016 BoF Industry Index Start: \$24,379.54  
 YEAR TO DATE | June 10, 2020 Yearly Start: \$25,443.00 (2019 Ended Up +15.31%)

CURRENT VALUE

**\$17,235.60**

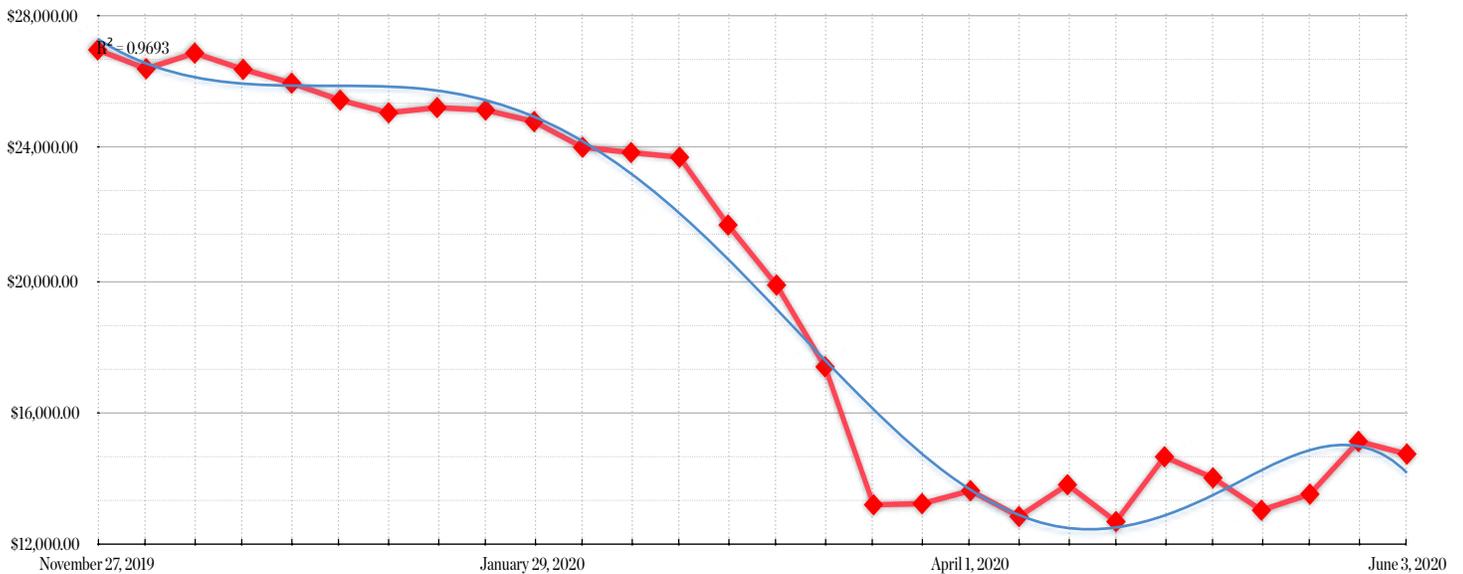
TOTAL GAIN / LOSS

**-7,143.94 (-29.30%)**

2020 YTD GAIN / LOSS

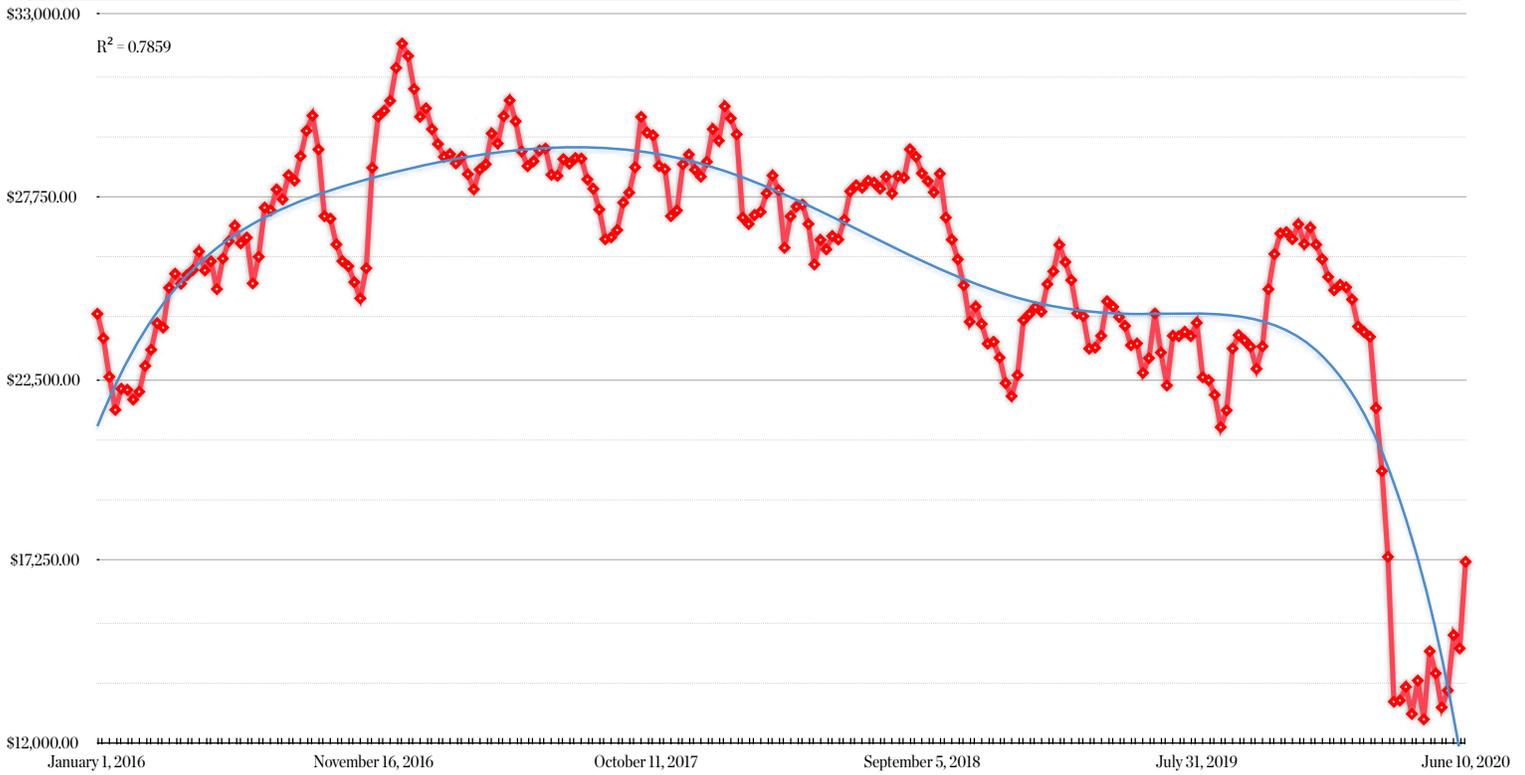
**-8,207.40 (-32.26%)**

▲ SYMBOL	PRICE ↕	CHANGE ↕	TOTAL GAIN ↕	1D GAIN ↕	OPEN ↕	PREV CLOSE ↕	VOLUME ↕	MARKET CAP ↕	DAY RANGE	52WK RANGE
<b>DRTT:US</b> DIRTT Environm...	1.54 17:20	-0.65% -0.01	-77.81% -540.00	-0.65% -1.00	1.58	1.55	134,558	130.41M	1.50 - 1.58	0.71 - 6.19
<b>FLXS:US</b> Flexsteel Indust...	11.93 17:20	-2.61% -0.32	-73.00% -3,225.00	-2.61% -32.00	11.94	12.25	51,265	95.45M	10.83 - 12.06	7.81 - 21.31
<b>HNI:US</b> HNI Corp	31.16 18:40	+0.03% +0.01	-13.59% -490.00	+0.03% +1.00	30.57	31.15	298,678	1.33B	30.13 - 31.61	16.61 - 42.90
<b>INQ:CN</b> Inscape Corp	0.51 00:00	+0.00% +0.00	-83.00% -185.49	+0.00% +0.00	0.51	0.51	102,300	7.33M	0.51 - 0.51	0.35 - 1.70
<b>KBAL:US</b> Kimball Internati...	12.60 17:20	-5.83% -0.78	+28.97% +283.00	-5.83% -78.00	13.39	13.38	183,443	464.12M	12.59 - 13.39	8.19 - 22.40
<b>KEQU:US</b> Kewaunee Scie...	9.37 17:20	-0.99% -0.09	-47.35% -842.39	-0.99% -9.39	9.51	9.46	1,435	25.76M	9.37 - 9.52	6.96 - 22.53
<b>KNL:US</b> Knoll Inc	13.48 18:40	-3.58% -0.50	-28.30% -532.00	-3.58% -50.00	13.51	13.98	809,757	682.73M	13.08 - 13.54	7.74 - 28.30
<b>LEG:US</b> Leggett & Platt I...	37.64 18:40	-2.49% -0.96	-10.42% -438.00	-2.49% -96.00	37.63	38.60	1,373,414	4.98B	37.06 - 37.99	22.03 - 55.42
<b>MLHR:US</b> Herman Miller Inc	27.18 17:20	-5.92% -1.71	-5.30% -152.00	-5.92% -171.00	28.04	28.89	675,061	1.60B	26.83 - 28.37	14.39 - 49.87
<b>SCS:US</b> Steelcase Inc	13.83 18:40	-0.86% -0.12	-7.18% -107.00	-0.86% -12.00	13.80	13.95	718,161	1.59B	13.46 - 14.00	7.02 - 23.02
<b>TILE:US</b> Interface Inc	10.14 17:20	-4.34% -0.46	-47.02% -900.00	-4.34% -46.00	10.26	10.60	869,511	592.96M	9.87 - 10.36	5.06 - 17.68
<b>VIRC:US</b> Virco Mfg. Corp	3.11 17:20	-0.32% -0.01	-6.61% -22.00	-0.32% -1.00	3.44	3.12	8,440	48.87M	3.02 - 3.44	1.82 - 5.00

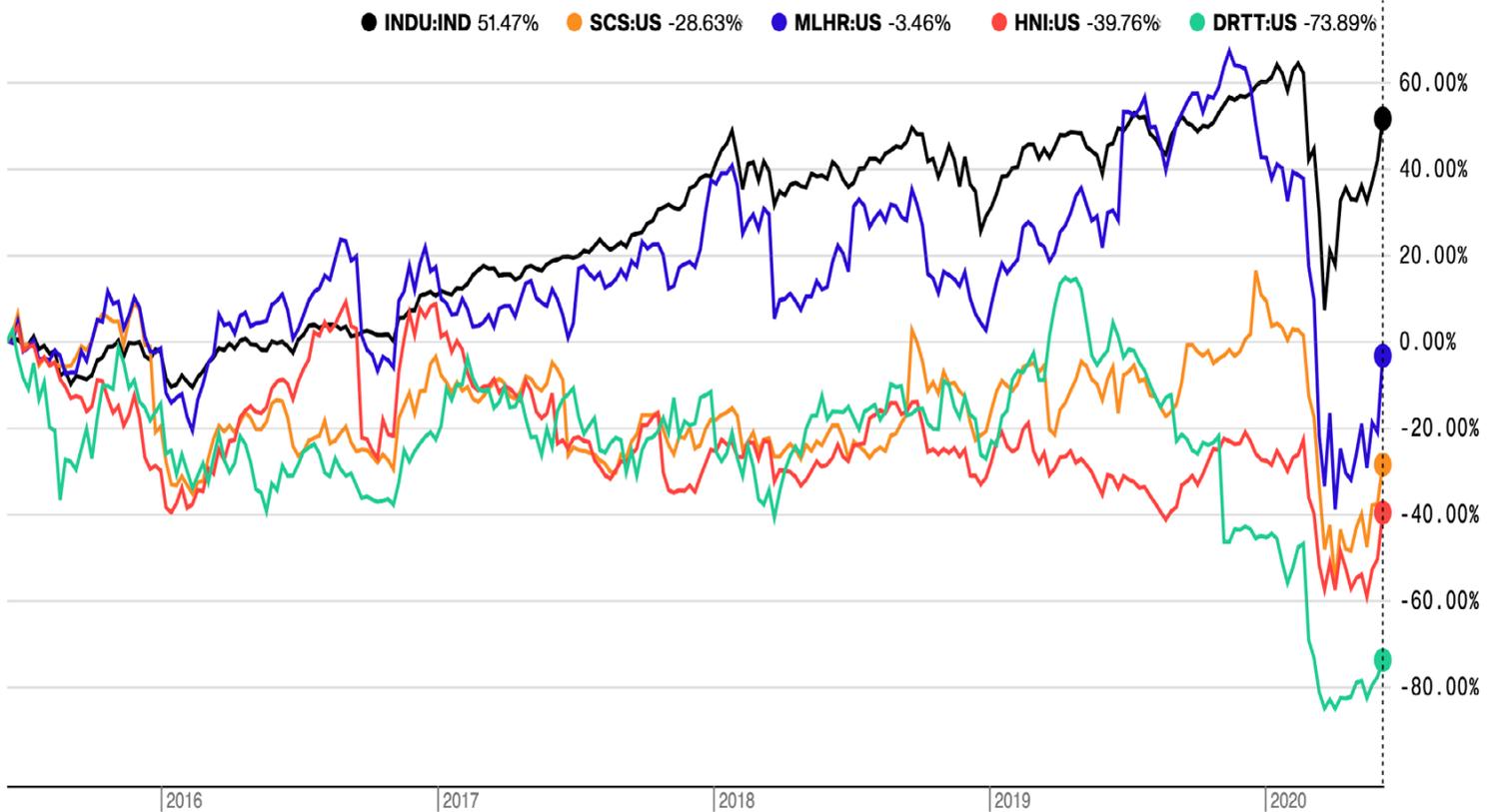


# STOCK GRAPHS

## BoF Industry Index - Since Jan 1, 2016



## Five Years - Major Industry Stocks



# My Boss is a Micromanager! What Should I Do?



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

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

*Dear Stephen,*

*I really like the company I work for, and I like my boss but she is a micromanager. She's constantly calling me for updates on the status of projects even though I am careful about keeping my salesforce CRM up-to-date. She seems to want to be involved in every detail, and this is even more frustrating because I like her as a person*

*and have a history of always making my sales goal.*

*I respect my boss, who I have worked for three years, but it seems worse lately because of everything happening in the country. We are in a state that is mainly open for business as usual, so it is not really that. I guess the situ-*

*ation is just bothering me more, and I am hoping you have a solution on how I can deal with it without affecting my relationship with her. All my performance reviews have been great. I think she is just a nervous person. What do you suggest?*

*I'm Good, Let Me Do My job!*

---

Dear I'm Good,

Micromanagers tend to be anxious people by nature, or like you said, "nervous," so don't amplify the problem and make her more nervous by uttering the term "micromanager" in her presence. And for heaven's sake don't use that accusatory word about her when you're talking with your colleagues or with company executives. It's a "kiss of death" — for you — because other's opinions will default to "she's just doing her job and you're a whiner."

I understand your quandary, it can be an uncomfortable way to work when you like your boss as a person but you don't agree with the way they manage. For some, my advice would be the obvious solution of transferring within the company or just looking for a new job, but in this case I can tell you like your job so now the question becomes "How do I make it work?"

First, it is important to gain the micromanager's trust by giving them what they want and making them look good. Since you have worked

for her for three years, and you both get along, that trust may be there, but keep working on it.

---

**Do not try to fight it, you cannot change your boss, but like I said, you can always change your job.**

---

Try to learn what motivates her and what is making her anxious. Is it needing to make a sales goal? Is it fear of losing her job? Is it as simple as achieving a project deadline? Then you can work to meet those needs. When she sees you working on her concerns, it tends to relax the micromanager. Every boss likes to see you addressing the issues important to them — micromanager or not. It is important to give her detailed reports on the information you already know she wants even when you told her verbally or even though you already submitted all the info in your CRM. Detailed and timely reporting is key.

And again, whatever you do, do not tell them you think

they are a micromanager. Never say those words, even as idle gossip to your coworkers. No manager wants that label. Make your boss see how you can both achieve your goals and that will make her less nervous. Do not try to fight it, you cannot change your boss, but like I said, you can always change your job.

P.S.: I would be remiss if I didn't mention to everyone reading my column for advice, manager or not: There is a sales management philosophy and style that works a lot better than "micromanaging" but it's a lot harder to define. It's the manager that truly becomes part of her/his team rather than managing from above. I don't mean the manager should become friends with each person, I mean the manager that works with each salesperson so they are able to use their unique talents to become the best they can be. CRMs, spreadsheets and call reports will never be able to come close to what maximizing an individual's talents and the synergy of teamwork can achieve.

Stephen

GUANGZHOU, CHINA**CIFF**

July 27-30, 2020



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

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

KUALA LUMPUR, MALAYSIA**Export Furniture Exhibition**

August 27-29, 2020



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

[www.efe.my](http://www.efe.my)

COLOGNE, GERMANY**Orgatec 2020**

October 27-31, 2020



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

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

CHARLOTTE, NORTH CAROLINA**EDSPACES**

November 11-13, 2020



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

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

LONDON (NEW DATE)**Clerkenwell Design Week**

May 25-27, 2021

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

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

CHICAGO**NeoCon**

June 14-16, 2021



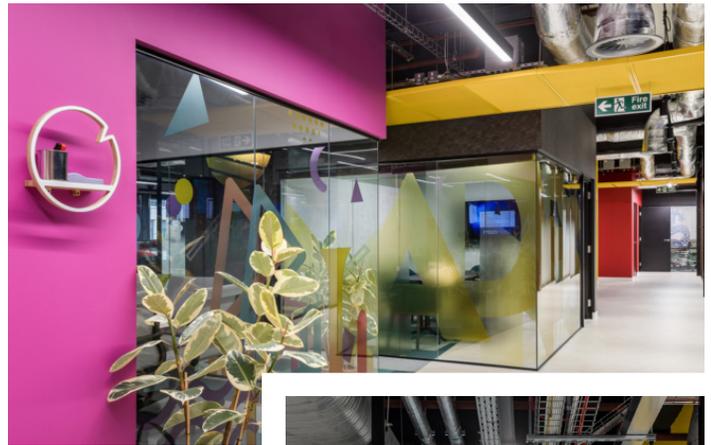
**NeoCon** is the world’s leading platform for commercial design and the annual gathering place for over 50,000 design professionals and end-users. Marking its 52nd edition, NeoCon continues to serve as the commercial design industry’s launch pad for innovation - showcasing game-changing products and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

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

EVENT	DATE & LOCATION
<p><b>CHINA INTERNATIONAL FURNITURE FAIR, CIFF (PHASE TWO) (NEW DATE)</b>            Founded in 1998, China International Furniture Fair (Guangzhou/Shanghai) ("CIFF") has been successfully held for 44 sessions. Phase two of CIFF is dedicated to office furniture and seating, hotel furnishings, accessories, metal furniture, and furnishings for public spaces and reception areas, as well as materials and machinery for the furniture industry. Without a doubt, excitement and innovation are the key words of the next edition of CIFF Guangzhou which is completely reinvented.  <a href="http://www.ciff.furniture">http://www.ciff.furniture</a></p>	<p>July 27-30, 2020            Guangzhou, China</p>
<p><b>EXPORT FURNITURE EXHIBITION (NEW DATE)</b>            Export Furniture Exhibition (EFE) is internationally known to global buyers from all over the world as one of the top furniture fairs in Southeast Asia and the fair continues to attract more and more trade visitors annually. The exhibition is the signature event of the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd., a wholly-owned company of MFC.  <a href="http://www.efe.my/">http://www.efe.my/</a></p>	<p>Aug 27-29 2020            Kuala Lumpur, Malaysia</p>
<p><b>DOMOTEX ASIA (NEW DATE)</b>            DOMOTEX asia/CHINAFLOOR is the leading flooring trade exhibition in Asian Pacific and the second largest flooring trade exhibition worldwide. As part of the DOMOTEX shows' group, DOMOTEX asia/CHINAFLOOR is mainly targeting the emerging Asian markets. In 2019, the 21st edition of DOMOTEX asia/CHINAFLOOR covered over 175,000sqm of gross exhibition space filled by 1,560 exhibitors from 40 countries.  <a href="http://www.domotexasiachinafloor.com">http://www.domotexasiachinafloor.com</a></p>	<p>Aug 31 - Sept 2, 2020            Shanghai, China</p>
<p><b>ORGATEC 2020</b>            ORGATEC is a trade show that is dedicated to innovations and concepts in the working environment and work culture. ORGATEC will gather professionals from various fields that will explore the newest trends and novelties in the industry.  <a href="http://www.orgatec.com">http://www.orgatec.com</a></p>	<p>October 27-31, 2020            Cologne, Germany</p>
<p><b>INDEAL LEADERSHIP EVOLUTION</b>            INDEAL's 2020 Conference provides program members with an opportunity to gain critical knowledge focused on supporting business growth and profitability. This year's event offers perspective on developing teams that thrive, along with valuable insight into the state of the commercial furniture industry, economy and program at large. A varied agenda and numerous prospects for networking combine the benefit of multiple experiences into one, streamlined event.  <i>Event website coming soon</i></p>	<p>November 8-11, 2020            San Diego</p>
<p><b>CLERKENWELL DESIGN WEEK</b>            Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet, making it truly one of the most important design hubs in the world. To celebrate this rich and diverse community, Clerkenwell Design Week has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations that take place across the area.  <a href="http://www.clerkenwelldesignweek.com">http://www.clerkenwelldesignweek.com</a></p>	<p>May 25-27, 2021            London</p>
<p><b>NEOCON</b>            NeoCon is the world's leading platform for commercial design and the annual gathering place for over 50,000 design professionals and end-users. Marking its 52nd edition, NeoCon continues to serve as the commercial design industry's launch pad for innovation - showcasing game-changing products and services from leading companies and emerging talent, and providing unparalleled access to the most cutting-edge solutions.  <a href="http://www.neocon.com">http://www.neocon.com</a></p>	<p>June 14-16, 2021            Chicago</p>

## Cancelled / Postponed Notes:

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



Photography: Oliver Pohlmann



## Product Madness Offices – London

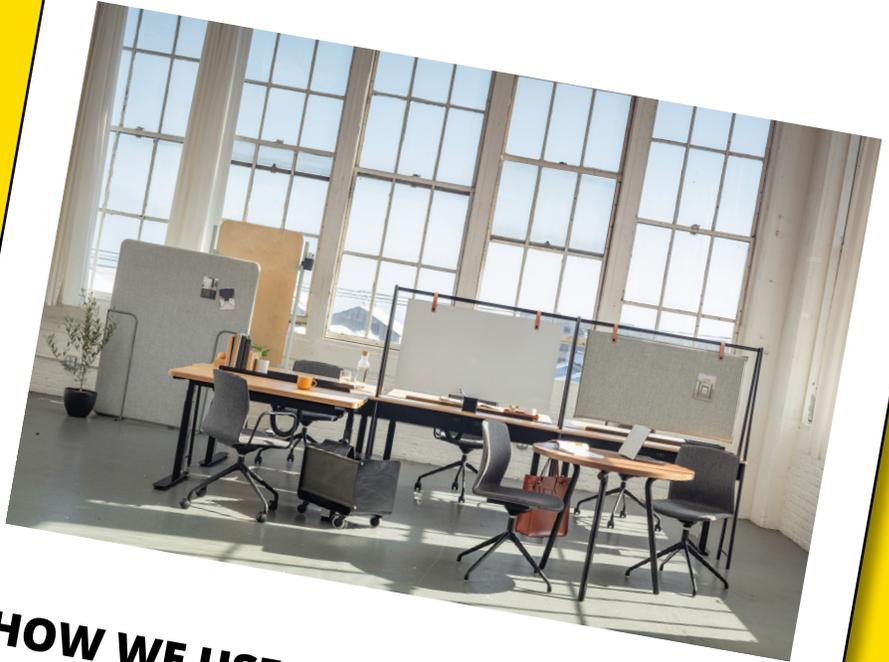
Oktra has accomplished the design of the Product Madness offices, a digital casino gaming company, located in London, England.

Product Madness, an award-winning developer of social and mobile games, had outgrown their previous office and needed a bigger space to accommodate their future growth plans. The brief centred around Product Madness' manifesto – passion, creativity, collaboration – and the tagline: 'come and play in the Madness.' But the space didn't just need to look good, it needed to work. In fact, it needed to provide better facilities than any other office so it could help Product Madness attract the best talent in the industry.

[READ MORE](#)

**FIRM:** Oktra  
**CLIENT:** Product Madness  
**30,000 sqft**  
**SCOPE:** Office  
**LOCATION:** London, England  
**INDUSTRY:** Gaming

**Workplaces**



## **HOW WE USE THE OFFICE MAY CHANGE, THE WORKPLACE IS HERE TO STAY**

THE A+D COMMUNITY IS LOOKING FOR AN IMMEDIATE AND LOGICAL RESPONSE TO HELP CLIENTS SOLVE FOR THE NEAR TERM RETURN TO THE OFFICE.

BY BRIAN WILSON, CO-FOUNDER, PAIR

-22-

# **Workplaces | June 2020**

**Where I'm Working | Digital Tools Arrive to Get Frontline Employees Back to Work Safely | Survey Reveals Employee Attitudes on Remote Work and the Future of Office Space | The Contactless Office | How We Use the Office May Change, the Workplace is Here to Stay | The Workplace as a Social Organism | Furniture Industry Insights for the 'World of Work' Post COVID-19 | Embracing a New Reality. Workplace Strategy Insights for COVID and Beyond | Adjusting Office Spaces for A Post-Pandemic Workplace | Chicago's Fulton East Is Nation's First Office Building Designed To Deliver Health-Focused Operating Solutions For Post-COVID-19 Business Environment | IIDA's Collective D(esign) Series Focuses on Adaptability and Change in the Workplace | Product Matter**

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



INSIGHTS

## Blurring the Line Between the Home and Corporate Offices

MANY PEOPLE CONSIDER A SEPARATE HOME OFFICE TO BE A REAL LUXURY. IN LIEU OF A TRUE DEDICATED SPACE, INDIVIDUALS CHOOSE TO CONVERT AN EXTRA BEDROOM OR PERHAPS AN UNUSED CORNER IN THE LIVING ROOM INTO A SEMI FUNCTIONAL HOME OFFICE.

by Amanda Schneider

**Nearly a year ago**, ThinkLab wrote an article on the “[Four Takeaways from the Residential Furniture Rent Model](#),” highlighting lessons the interiors industry could learn from the residential furniture model demonstrated through [Fernish](#). Flash-forward to current times, and the same company, which originally set out to fuse the service component with flexible home furnishings, now reports a 300% increase in home office orders since the start of COVID-19-related quarantines.

When asked what this metric says about the future of the home office, Michael Barlow, co-founder and CEO of Fernish, put it best: “In terms of long-term implications, not only will the handshake go away, but we’re looking at a new definition of the word ‘office.’ How will it be defined? Will we see an ‘office’ model that consists of a fully furnished home and corporate office where employees spend two days in the office and three days at home?”

His statement comes at a time when companies like Accenture, Facebook, Twitter and Shopify all recently [announced](#) they will transition large portions of their workforce to permanent remote work facilities. So the question remains, how do these changes impact the future of the definition of “office”? More specifically, what are must-consider factors for building furniture that could fit in both the home office and the commercial space, and how do we make sure there’s equal opportunity for productivity in both places?

### **Home office becomes a necessity, not a nicety**

Many people consider a separate home office to be a real luxury. In lieu of a true dedicated space, individuals choose to convert an extra bedroom or perhaps an unused corner in the living room into a semi functional home office. But as our business circles now get a front-row seat to our living rooms via videoconferencing platforms, professionals are starting to recognize the value of a personalized home office.

As Dwayne MacEwen, [DMAC Architecture](#) principal and creative director explained, “As the tools to work from home get better, the next generation of buyers may start to look for homes where living spaces and working spaces are more defined or adaptable. Home offices will no longer be thought of as an occasional-use space. These spaces are now being broadcast to the world. How do I look at the Zoom meeting? What does the background look like? How do the room acoustics make me sound? Is the lighting flattering? You might not need to wear pants to a meeting any more, but you will need to ‘dress’ the room for prime-time viewing. First impressions still matter!”

This sentiment is reiterated by Fernish metrics that reported a 90% increase in accessories/decor and a 40% increase in lamps used to create mood lighting since COVID quarantines were implemented.

## **Design for home office cannot be inferior to corporate space**

As major corporations make the decision to transition their workforce to remote offices, it goes without saying productivity levels are expected to stay the same, if not rise, as employees work at home. But in terms of design, this also means offering a home office setup that mirrors the ergonomic and environmental benefits of the corporate space. And while many residential furnishing companies, including Fernish, admit to not having the same testing standards as commercial furniture dealers, this will be a core focus as buyers and designers look to merge the flexibility of a rental service from a company like Fernish with the rugged durability of commercial-grade furniture.

After all, many commercial-grade furniture companies are recognizing this new home office market will be a huge growth opportunity and are diving into the market. Independent research quoted by Sylvain Garneau, chairman and CEO of Lacasse Group, suggested 25 to 30% of the workforce will work from home multiple days a week in 2021. To Garneau, while commercial-grade standards set his company apart from the Fernish model, the Lacasse Group sentiment toward service aligns well with Fernish's.

He explained, "Service is a unique differentiator that commercial dealers deliver every single day. This includes delivery and installation service, always in a challenging delivery environment, leaving you with a complete and efficient workspace free from the clutter of wires that plague so many home offices. Commercial dealer sales and design professionals can help you choose the correct ergonomic tools and accessories to ensure a healthy and safe workspace. Many also have an AV integration service that can create a digital meeting space for you, easily connecting your computer and webcam software for a high-quality virtual collaboration environment — a must in today's remote work requirements."

Circling back to the rental model, this month Fernish announced it raised \$15 million for its Series A round of funding, which, according to Barlow, will be used to expand the company's staff and marketing efforts. Barlow also shares that in addition to physical growth, the company is looking to expand its skew offering to include products that conform to current ergonomic and commercial-grade standards as his company becomes a go-to for home office furnishings.

"Our current business model is built around the concept of modularity," he explained. "We simply cannot be profitable if we buy a piece that needs to be replaced after each circulation. So, while we have always purchased high-quality residential pieces that include sturdy legs and bases with refurbishable surfaces, we now will be expanding our skew offerings to include seat backs that meet office ergonomic requirements and an assortment of home office pieces that enable productivity."

## **What this means for future of the corporate office**

Many believe this transition to remote work will place an even higher priority on the functionality of the corporate office space. At the same time, Barlow predicts there may be a generational gap in the adaptation to remote work. As he explained from a personal perspective, "I'm a millennial, so for me, remote work is a simple

way of life. But I look at my 63-year-old father, and he cannot wait to get back to the office. For him, remote work is foreign, and he feels most productive in the office.”

As a balance to this statement, according to a [Cushman Wakefield](#) study on the future of work, “Millennials and Gen Z have the strongest desire for flexible working options. ... (Yet) overall, younger generations have lower experience scores — 70% of Gen Z and 69% of millennials report challenges in working from home compared to 55% of baby boomers. While subpar connectivity is a gripe for most, there are clear life stage challenges also at play. Gen Z are the most likely to encounter inadequate home workspace. Given these workers are under 24 years of age, they are likely living in shared accommodation or perhaps still living with their baby boomer parents. So it is unlikely that they will have access to a dedicated work environment.”

In keeping with that sentiment, Barlow suggests time spent in corporate offices needs to be more productive than ever. More specifically, corporate offices will need to function based on the people who feel most productive there. And while it's too soon to predict whether that indicator will be defined by generation, as seen in his example, or by function or even learning style, his way of thinking shines light on the fact that corporate offices, in addition to adhering to new antimicrobial standards, will now need to offer collaboration and functionality differentiators that simply cannot be experienced in a home office.

For those concerned about the future of the physical office, the Cushman Wakefield report raises a valid point, “If companies make no change in enabling flexible working, they could see footprint size increase by 15 to 20% as a result of social distancing measures and new types of collaborative environments. However, this is easily offset with increased flexible working practices. If 50% of respondents who indicated they would increase their flexible working followed through on this, there would be no net change in footprint.” So perhaps it's safe to suggest that the balancing of the home office and the corporate office is the very key to a successful future? It won't be an either/or scenario.

As we look to the home office for the balancing act of future productivity, we realize the necessity of quality pieces and design. In keeping with that notion, Garneau leaves us with this: “We can't recognize enough the importance of a dedicated and well-designed home office space, complete with work tools (including furniture) that promotes healthy working habits. Leave it to office design experts to help you with that. That is the best way to make sure people working from home will be productive, efficient and happy on a long-term basis.” **BoF**

*Amanda Schneider is President of ThinkLab, the research division of SANDOW. At ThinkLab, we combine SANDOW Media's incredible reach to the architecture and design community through brands like Interior Design Media, Metropolis, and Material Bank with proven market research techniques to uncover relevant trends and opportunities that connect back to brand and business goals in a thought-provoking, creative, and actionable way. Join in to know what's next at [thinklab.design/join-in](http://thinklab.design/join-in).*

## TABLES

## Scandinavian Spaces Adds a Twist to Classic Design

Together with partner brand Karl Andersson and Söner, Scandinavian Spaces has introduced Mopsy and Mill to the North American market. The durable and sustainable collections are handmade in Sweden with a focus on design and materials that will last a lifetime.



Mill



Mopsy

The classic, functional design feels a bit like home, and the occasional table Mopsy is a perfect statement piece. Its overlapped combination of round and square shaped tops, set at different heights on the same leg frame, provide plenty of surface area without sacrificing floor

space. A number of Mopsy tables can be grouped together in the same type of wood or color for a cohesive look or in a combination of different types of woods and colors to create a patchwork. Mopsy tables are available in a large and small size, allowing even more customization.

True to its name, Mill is a table created by milling down solid wood to create a modern classic with crisp, engaging lines that work in any room. Its solid wood surfaces can be sanded down and re-lacquered a number of times, making it suitable for use in settings where it is subjected to a lot of wear and tear. Its long term adaptability and functionality also makes it a sustainable piece that can grow and change with a space's needs over a lifetime. Round, square or rectangular tops are available and a number of different sizes and heights.

## SEATING

## Everwood From Source International

The Source International debuted Everwood — a modern take on a classical wooden chair.

Everwood's curved, clean lines highlight the marriage of organic and man-made materials. Each line is continuous, making the sculptural form visually appealing from all angles.

The solid ash frame gives stability to the lightweight poly seat and backrest.

The minimal form can be accredited to the chair's German designer, Andreas Ostwald. "The natural beauty of the wood plays against the plastic harmoniously," Ostwald said. "As the wood sings 'longevity,' the plastic speaks 'long-lasting.' Together, the materials echo Everwood."

Scandinavian sensibilities are evident not only through the chair's aesthetics but also through its resourceful use of materials. Everwood is minimal materially with the recyclability of its plastic seat and back making it a sustainable choice.

Everwood is a multi-use chair in the traditional sense. Across corporate, hospitality, education and health care spaces, the chair belongs, invites and delights.



## SEATING

## Okamura Introduces Finora

Okamura's Finora, a high-end task seating designed with ITALDESIGN, offers precision in design and functionality.

Every component of Finora combines style and functionality in one sleek form. The backrest sweeps into a simple curve with integrated armrests. Ergonomic adjustments provide full control to the chair, yet are tucked neatly at the side of the seat. Finora is equipped with various functions from seat depth adjustment and adjustable lumbar support to 4D armrests.

The chair provides a wide range of options, is intuitive and easy to use. It's offered in a black or white body, with or without polished details, and either upholstered or in 14 mesh colors. A headrest and jacket hanger, both adjustable, are available as options.



## SEATING

## Integra Seating Updates to its Alpine Collection

Integra Seating is announcing several updates to its Alpine Collection. The updates reflect the enhanced maintenance and personal safety requirements needed for today's commercial interior environments.

The Brighton, Solitude and Alta Series, all part of the Alpine Collection, now feature an all-sides clean-out option. With space between the seat, the back and the sides, this feature not only reduces the time needed to clean the seat, but enables more of the entire seat and surrounding surfaces to be thoroughly cleaned and sanitized as needed, since debris can easily fall to the ground without getting lodged within the seat.

The Brighton, Solitude and Alta chairs within the Alpine Collection are bariatric weight-rated at 1,000 pounds dynamic load and are certified Clean Air Gold. They are also compliant with the Healthier Hospitals Initiative of Safer Chemicals Challenge.

All chairs within the series are available with solid surface arm caps, which are easy to clean and sanitize. The steel bar or cylinder leg options are also durable and easy to clean and maintain.

Products within the Alpine Collection seamlessly coordinate and can be used in a variety of commercial settings, from health care waiting rooms to student areas to corporate lounges.



## PANELS

## Tayco Launches an Innovative Solution for the Return to the Office: The Panel Shield

Tayco has launched what it is describing as its “most exciting and unique product” in more than 20 years. The Panel Shield, designed by Toronto industrial design studio Fig40, is a patent-pending solution which uses slotted channels to increase the height of Tayco’s Cosmo and Switch panels without altering the structure.

With an impeccable fit and finish and a sleek look, the Panel Shield extends the height of the panels and is composed of easy-to-clean materials to help reduce the risk of spreading infection in the workplace.

“In this new climate of physical distancing due to COVID-19, returning to the office to work in a cubicle is of concern to many,” said Lee Fletcher, Fig40 partner. “Add to this the growing trend in recent years to lower panel heights, increasing natural light and collaboration, there is a challenge to make the modern workplace a safe and pleasant one to return to. The Panel Shield uses clear and opaque materials to discreetly increase panel heights by about 24 inches. We managed this by building on the inherent strength of the slot profile found at the end of almost all systems panels. The slots gave us an opportunity for enough depth of engagement to allow for a very stable and very tall screen.”



The Panel Shield offers substantial protection and is quick and easy to install with the option to both reconfigure in the future and remove if needed. It’s available in clear tempered glass and laminate.

Tayco is passionate about creating solutions for the safe return to work. The recently launched Shield Collection, which comprises a wide range of solutions for every requirement, is propelled by the Panel Shield.

“As soon as COVID 19 began picking up momentum in North America we at Tayco imagined what solutions would help aid people getting back to work,” said Kevin Philips,

Tayco CEO. “Our aim is to improve the health and safety of individuals and organizations across the continent. Making employees feel welcomed and secure in their work environment by providing add-on barriers that would reduce the risk of infection is incredibly motivating.”

## STORAGE

## Introducing the MP Series by ESI



Unused workspace can be maximized with the MP series storage pedestals. The series includes a standard and slim option, allowing the addition of efficient storage where it fits best while maximizing knee space. With two drawers and a repositionable pencil tray, storing work gear is easy and convenient. The MP series features anti-bacterial breakaway keys, recessed side pulls and locking casters.

## SHIELDS

## Sedia Systems' Solutions for Healthier Environments

Sedia's SD20 Collection features beautifully designed and multifaceted divider systems that increase space capacity while helping provide a safe and healthy environment. It comes in four styles in floor and tabletop versions.

M Shield provides a safe and healthy fixed seating environment. It can be added to Sedia's line of swing away seating and fixed lecture hall tables to provide a divider between users.



## SEATING

## Encore Launches Popover Poufs



Pull up a seat and join the party with Encore's new Popover Poufs. They can be mixed and matched for small and large sizes to create collaborative clusters, small group environments or simple standalone touchdown spots.

Whatever the purpose, these whimsical, lightweight poufs are effortlessly repositionable and provide all the building blocks for reimagining spaces again and again.

## WORKSTATION

## Unika Vaev Introduces My Hive

Unika Vaev's My Hive workstation keeps users safely separated but at the same time together in the office. It also serves as a nice addition to a home office.

My Hive is available as a rectangular- and a hexagon-shaped workstation. The hexagon is a shape often found in nature, from the structural patterns of turtle shells to honeycomb cells. The work surface is height-adjustable with a hidden zipper.



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## COMPONENTS

# LOGICDATA Announces Debut of LOGICxperience

➤ In today's virtual world of doing business, LOGICDATA today has announced the debut of LOGICxperience, the ultimate virtual showroom experience designed to bring the global market leader's innovations in mechatronics/motion-based furniture to customers and partners.



The LOGICxperience, which can be accessed at [logicx.logicdata.net](http://logicx.logicdata.net), leads users to a virtual living office space equipped with LOGICDATA components as part of the adjustable furniture.

The tour takes the visitors to different areas to introduce new technologies like the DYNAMIC MOTION system, that combines intelligence, modularity, simplicity and cost-efficiency in one system, and the LOGIClink IoT-solution, that is a connectivity hub for the human-centered workspace.

Furthermore, the virtual tour gives insights in the brand-new LOGICservice portfolio that includes various customization options for products, sound testing, EMV and performance checks.

“For us, the relationship with our customers is a top priority and the personal contact is very important. We want to send a clear message with the LOGICxperience: No matter if trade shows are cancelled this year, we remain nimble and will continue to bring innovative approaches to connect with customers, keep in touch and stay close to their needs,” said Johannes Gradwohl, CEO of LOGICDATA.

With this special online tour, LOGICDATA created a digital way to bring its innovative product portfolio and motion to anyone, at any time. Visit <https://www.logicdata.net/>

## SOFTWARE / MANUFACTURER

# Special-T launches CET Designer Extension

➤ Configura, the maker of CET Designer, has launched a CET Designer Extension for Special-T, the nation's largest, table-only manufacturer.

“We're thrilled to release our new CET Designer Extension because it makes table specification process simple, highly visual and error-free,” said Tatiana Rodoslavova, Special-T vice president of business development.

Special-T offers a full array of commercial grade tables, table bases and accessories for the office furniture industry designed to fit in any application at any price point. The initial launch features Special-T's most popular tables like AIM, LINK, Sienna, Patriot Electric and Liberty Electric, all with the PGC capability. The company will continue to expand its catalogue and CET Designer Extension to provide customers full access to its products and options.

Used by thousands of people globally, CET Designer helps manufacturers and their dealers by

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Suzanne Tron

providing a single software solution for space planning and product ordering. The solution is used in industries that manufacture office furniture, kitchen and bath, material handling, industrial machinery and laboratory/health care.

The CET Designer Extension adds to Special-T's collection of customer-centric tools, including ProjectMatrix and KISP, as well as Special-T's 100% accurate and complete Product Configurator.

Special-T's CET Designer Extension is free and available to all of its customers. It can be downloaded via Configura's Marketplace.

"We are excited to welcome Special-T to our community and now even more designers and dealers will be able to access their products through CET Designer," said Brooke Snow, Configura business development manager. "We're pleased we could help Special-T simplify its specification and sales process, and we're looking forward to seeing their CET Designer Extension grow."

**SOFTWARE / MANUFACTURER**

## Symbiote Launches CET Designer Extension

➊ Symbiote, a leading manufacturer of lab furniture, has launched a CET Designer Extension for dealers. The extension helps with space planning by incorporating a company's products, rules and pricing.

"With continued growth in technology, health care and life sciences, today's designers expect more," said Barrett Randolph, director of new business development. "We needed a solution

to streamline specification and pricing. CET Designer is a responsive visual tool; the Symbiote Extension simplifies the sales process and builds stronger partnerships with our dealers and sales representatives.”

Symbiote partnered with Configura Implementation Partner PlatinumEdge Solutions to program the extension. The initial designer extension release will include the full standard furniture catalog. Additional products, features and functionalities are in development.

CET Designer Extension is available to download on the marketplace at [MyConfigura.com](https://MyConfigura.com).

## SOFTWARE

# Winners Announced - 2020 Inspiration Contest for Office Designers



➔ 2020 Spaces has announced the winners of this year’s 2020 Inspiration contest for office designers. Participants submitted designs using 2020 Visual Impression, an advanced office design software for professional designers who are looking to provide their clients with realistic visualizations using actual products and finishes available through a wide selection of built-in manufacturer catalogs.

Designers were encouraged to submit their entry into one of six categories — educational spaces, wellness in design, collaborative designs, flexible plans, home office and Orange is the New Everything. A panel of judges determined the final winners in each main category, and an additional winner was selected by voters’ choice.

The winners are:

- Educational spaces: Marianne Box from Hertz Furniture
- Wellness in design: Anne Sullivan from drb Business Interiors
- Collaborative designs: Dave Loos from Concept 3 Business Interiors
- Flexible plans: Jennifer Ballantyne from Concept 3 Business Interiors
- Home office: Taylor Westrick from Transact Commercial Interiors
- Orange is the New Everything: Jenna Kurtz from Ethosource
- Voters' choice: Symone Heard from Cox Commercial Interiors

“We are so very pleased with all the wonderful designs we received this year for our 2020 Office Inspiration contest,” said Cindy Maple, 2020 Office Product Manager. “It’s so inspiring to see the amazing work that can be accomplished with our 2020 Office Solutions. These moments serve to showcase all the reasons why we strive to provide the best tools for our clients to succeed in bringing their creativity to life.”

#### COMPONENTS

## LOGICDATA Names Dexter Weber President, North America

➤ LOGICDATA, an Austrian-based manufacturer of adjustable furniture and intelligent mechatronic components for the home and office industries, has promoted Dexter Weber to president of LOGICDATA North America.



Weber

In his new role, which he began in March, Weber will implement the company’s global strategies as he directs the continued growth of LOGICDATA’s North American operations. His focus will be on creative, technological solutions for clients’ needs of mechatronic systems for adjustable furniture.

Weber assumed the leadership reins following Stefan Knappitsch’s successful guidance in moving and expanding LOGICDATA’s local footprint, which includes a new 50,000-square-foot headquarters in Kentwood, Michigan. Knappitsch returned to the company’s global headquarters in Deutschlandsberg, Austria, to continue supporting LOGICDATA’s growth.

Most recently, Weber served as sales and marketing manager of LOGICDATA North America, where he was instrumental in a series of successful “smart office” product launches. Additionally, he spearheaded LOGICDATA’s foray into the burgeoning adjustable bedding market with its SILVER series adjustable bed frames and most recently SILVERsensor, an innovative sleep wellness system.

“Dexter is a proven and effective leader who has garnered the trust and respect of LOGICDATA leadership, associates and customers,” said Johannes Gradwohl, LOGICDATA CEO. “I have every confidence that Dexter’s direction and drive will serve to strengthen and grow our strong partner relationships, and that he will continue to be a natural ambassador and resource for the office and bedding industries, including his many West Michigan relationships.”

Prior to joining LOGICDATA, Weber oversaw customer acquisition and account management for an electronics distribution company and held a lead sales position for a global beverage corporation.

A native of Michigan, Weber holds a bachelor’s degree from Grand Valley State University.

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Qualifications:

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

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

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

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MULTIPLE REGIONS



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### JOB DESCRIPTION

- Build relationships with contract furniture dealers in your territory
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**For more information, contact Pat Zerbe at:**

[patz@wyattseating.com](mailto:patz@wyattseating.com)

**Be sure to check out our website at:**

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

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## INVESTMENT OPPORTUNITY IN OFFICE FURNITURE MANUFACTURING AND SALE IN COLOMBIA

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

### Location: Colombia

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

### The Company:

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

### Inquiries

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

the opportunity please contact bicion investment banking in Colombia:

**Guillermo Alberto Isaza**  
+57 1 744 3429  
+57 315 363 3666  
[guillermo.isaza@bicion.co](mailto:guillermo.isaza@bicion.co)

**Martin Pradilla**  
+57 1 744 3429  
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