

# delve

AUGUST 2021 **V17**

**Contract Design  
'Gives Back': Stories  
From Across The Industry**

**Raising Awareness  
And Funds With  
Koncept**

**Unika Vaev Releases  
New 'Jazzy Collection'**

# Humanscale's 'Net Positive' Initiative

**Humanscale is Making a Positive Impact on  
the Planet, One Product At a Time.**

*Cover Photo:  
Liberty Task + Ballo by Humanscale,  
Certified Net Positive Products*



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**COVER STORY:** Humanscale is making a positive impact one product at a time.

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## editor's note

Dear Reader,

When we first decided to do an issue centered around the idea that "The Contract Design Industry Gives Back", we had no idea just how many inspiring stories we would come across.

It is an understatement to say that the people of this industry are some of the most generous, caring and involved people on the planet!

In this issue you will read perspectives on 'Giving Back' that span the industry and will hopefully inspire you to give back like it has done for us!

It's an exciting time to be a part of the Contract Design Industry. We invite you to dive into this issue of Delve Magazine!

Enjoy!

*Do you have an idea for an article in Delve? We want to hear from you! Send us and email at...*

*industrynews@myresourcelibrary.com.*



**THE  
MY RESOURCE LIBRARY  
FAMILY**



# VOLUNTEERING YOUR TALENTS

## Putting the Power of Design to Work to Make a Difference

We have all heard that volunteering is good for your soul. It helps us create a connection that is outside of our selves. Volunteering is all about sharing our gifts. If our gift is being an interior designer, why not share it with others who may not realize that what we do isn't just for those who have deep pocket-books. Our talents go way beyond picking paint colors and accessories. Our knowledge of interior materials as well as space planning and furniture can make a big impact on the lives of others.

Just as in the for-profit world, the non-profit world needs to be educated on how we do our work. To many people what we do seems like magic, and maybe it is. What better way to make someone's life better than to share that magic! No one should work, live, or play in buildings or interior spaces that are not well designed. Some of the best projects I have had the privilege to be a part of with the most appreciated clients, are design project for non-profits.

For the past eleven years, I have been a member of volunteer project teams that are comprised mainly of commercial general contractors and subcontractors. With a few architects and engineers sprinkled in the mix. These projects become a great example of how the design/build process works. As the only interior designer in the group, I can demonstrate why good interior design is important and why having interior designers on construction teams are good for successful project outcomes. Some of the projects I have been involved in



### **By Susan Mulholland**

*Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. [Connect with Susan Mulholland on her website.](#)*

**HOT TOPICS:  
CONTRACT DESIGN  
GIVES BACK**

have included: a preschool, an elementary school, low income senior housing and community centers.

My job as the interiors expert is to evaluate and recommend changes that influence the interior space. Along with an architect, engineer, and general contractor, we make recommendations on the overall scope of work that includes exterior fixes, making bathrooms ADA compliant, updating commercial kitchens to meet current fire codes, providing adequate lighting, and replacing unsafe flooring. We also make recommendations and sometimes are able to provide millwork and furnishings. By securing other industry partner's participation and donations, these non-profits receive a completed project from start to finish.

Most non-profits are used to receiving donations, whether it is monetary or material items. What they are not used to receiving is the gift of good design. When design professionals and skilled craftspeople donate their billable hours to projects, recipients become aware of just how valuable that expertise is, especially during the pre-design process. When designers ask important questions about what the organization does during its day to day operations, the activities it provides and the people using the space, this interaction not only shows that we as professionals care, but that we are using our knowledge to create spaces where the form really does follow the function. This is where members of these nonprofits start seeing the relationships between a well-designed space and the functions of their organization. They start seeing how those changes to their physical space can make a difference for those they serve.

When manufacturers provide grants or donate high quality finishes and appropriate furnishings to pro-bono projects they help in ways that go beyond the costs. Quality materials that for-profit organizations take for granted are usually out of reach for non-profits. Their fundraising efforts are directed solely to gain funding for the people and programs they support. When manufacturers step up and donate materials, equipment, and furniture the process of good design goes much farther, and the impact is far greater.

When you put good quality furniture into any interior space the return on investment is seen immediately, not only in reduced maintenance and usability but in the life cycle costs of replace-

ment. We as design professionals work hard to educate our for-profit clients on these values; it is in our best interest to do the same to educate our non-profits on these benefits too. Asking for support for these projects from manufactures helps our design partners to see how good design and well-made materials that are sustainable and environmentally responsible can be used to support the greater good. Non-profits fill a very valuable need and by showing support and participating in these projects, companies are creating goodwill that lasts long after the project is completed.

These wonderful non-profit organizations are working hard to serve the community we all share. When it is brought to their attention that they could increase their services if the building they are operating in functions well, they begin to see the value of the improvements we make. When non-profits forget that investing in their facility is just as important as investing in the programs they offer, they become less likely to have successful outcomes. They are hesitant to believe that there is power in good design, until they experience it.

Like magic the finished building with new paint, new flooring, accessible bathrooms, and lighting suddenly gives an organization a fresh vibrancy. When you get letters from executive directors of these non-profits telling your group how your improvements have helped them be more successful you are motivated to do it again. Because volunteering is such a powerful thing, just like great design.

Here is something we can all do, no matter what else is going on in the world; take some time and volunteer your talents. There are many non-profits who are just waiting for someone to help them make their space reflect their mission. Involve your design partners, material suppliers and furniture manufacturers in a project. Ask them to help you by donating their time or products for a pro bono project with a non-profit in your community. Sending this message that the design industry cares about everyone regardless of who they are is a powerful message that we all can be a part of. The more we use our design talents as a tool to better our community and ultimately the world, the stronger our profession becomes.

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# 6 MRL FAVORITE PRODUCTS FROM ACROSS THE LIBRARY

The following products represent 6 of our favorite products currently on My Resource Library. The products are listed in no particular order. Can you guess the theme?

## APCO SIGNS

### ASPIRE

Aspire™ is a two-part extruded aluminum capture rail sign system with clean lines and soft radius edges. Its flexibility allows for display panels from 1/8" (3mm) to 1/4" (6mm) thickness, including satin anodized aluminum and frosted, clear or painted acrylic, in a rectangular or virtually any custom shape.

Although panel capture is minimal, Aspire's unique design offers a high degree of tamper resistance, without the use of any exposed fasteners.



## IRON AGE OFFICE

### EDWIN COOLER CREDENZA - 84 INCHES

Want storage space, with the convenience of cooled snacks and beverages? Our Refrigerator Credenza will fix that and look amazing in any commercial or residential space.



## GREENMOOD

### GEOMETRIC

Geometric arched shapes give a sense of an opening towards an undescribed exterior view, like a patio, an external gallery, or the windows of a house on the Italian Riviera. They are indeed inspired by personal holiday photos taken in Italy by the designer himself.



## HUMANSCALE

### LIBERTY OCEAN

Liberty Ocean is our latest product to build on Humanscale's commitment to sustainable manufacturing with nearly 2 pounds of recycled fishing net in each chair. Liberty Ocean adheres to our design philosophies, featuring seamless functionality that allows the chair to instantly adjust to each unique user in every position, without the need for knobs, locks, or levers.

## KIMBALL

### MELORA

ANY PLACE IN THE FAMILY Whatever seating application you need, the fully coordinated offering of Melora has you covered. From task chairs to side chairs to stools, this innovative collection covers a wide range of environments that supports health and well-being while facilitating performance.



## DURACARE

### KITTLE

Lightweight aluminum frames, leg detail available in Brass, and Brushed Chrome. 18 different wood grain finishes. An extensive selection of graded in Crypton fabrics, and vinyls, or COM. 12 year warranty. High density molded foam cushions. Meets Cal T.B. 117 Fire Rating.





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# Unika Vaev

## Gets its Groove on With The Jazzy Collection!

Unika Vaev, provider of fresh solutions for contract textile and acoustical needs, is pleased to announce the Jazzy Textile Collection.

Unika Vaev's Design Director, Courtney Brooks, draws inspiration from music and fashion of the Roaring 20s with the new Jazzy Collection. His approach to design is inspired by his innate flair for

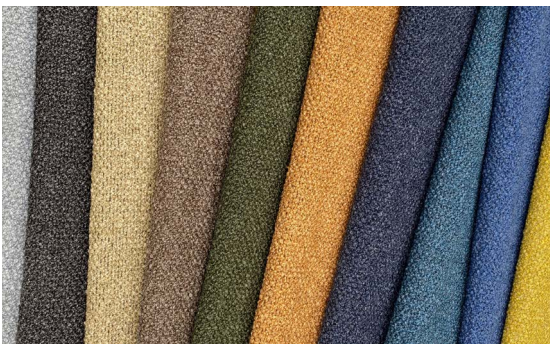
modern design, fused with a natty aesthetic.

"This collection is all about the ease of blending bold pattern, texture, and color, to create a mixed palette that is both modern and timeless". "The namesake of the collection celebrates a crisp graphic signature, harmonized by melodic organic textures that embody warmth and synergy".



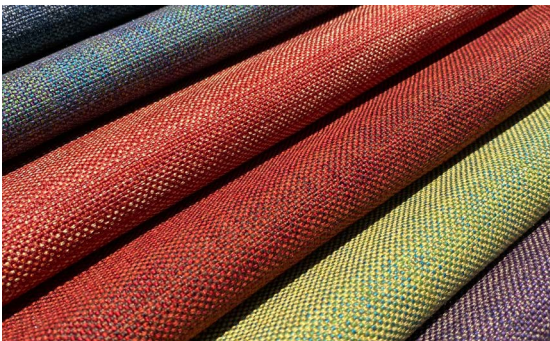
### **732 | JAZZY**

Available in five colorways, and bleach-cleanable, Jazzy marches to the beat of its own drum. This bold, medium-scale geometric, celebrates a concentric circular motif, highlighted by lively contrast colors and anchored by the balance of soft luminous luster. 60,000 Wyzenbeek double rubs.



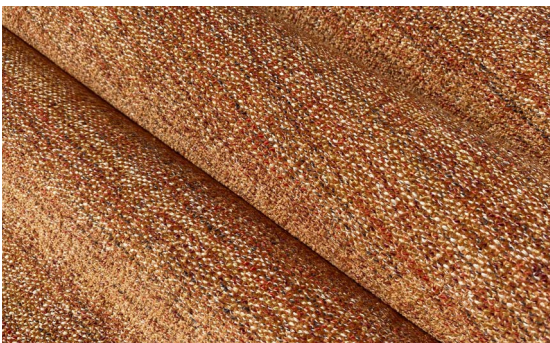
### **734 | BAND**

A strong and stylish surface, this rich boucle' structure, uses refined techniques in yarn twisting and dyeing, to create bold layers of color while providing lofty tactile hand. Available in 12 timeless colors +80,000 Martindale cycles.



### **733 | RAGTIME**

Crisp and Vibrant, Ragtime is an organic linen-like texture with rugged structure, offering cool upbeat multi-colors that are both vibrant, yet subtle. Available for both upholstery and panel applications. Offered in 12 colorways while boasting 100,000 Wyzenbeek double rubs.



### **735 | FUSION**

With the subtle brushstroke colors in Fusion, novelty twisted yarns play well with chenille to create a subtle linear aesthetic with a soft velvety texture. Available in 8 colorways +100,000 Wyzenbeek double rubs.

**JAZZY**



### **COURTNEY BROOKS DESIGNER SPOTLIGHT**

A graduate of New York City's Fashion Institute of Technology, Courtney practiced as an Interior Designer for 18 years, transitioning to sales for the last 15 years. Courtney joined Unika Vaev as the New York Metro Region Sales Associate in 2017. With more than 30 years of extensive experience in commercial design and sales in the A+D market, along with his keen sense of style, Courtney is a welcome addition to Unika Vaev

*My Resource Library recently had a chance to ask Courtney some questions about his process and his recent work with Unika Vaev. We hope you enjoy this inside look!*

**Q. How did you get started in your design career?**

**A.** I studied Interior Design at The Fashion Institute of Technology in New York City. After graduating, I went on to have a successful career as an Interior Designer, specializing in Contract Interiors. I've always had a passion for Textile and Surface Design, and in 2017 I began my career with Unika Vaev, and was promoted to Design Director the following year.

**Q. What do you love most about the design process?**

**A.** I draw inspiration from fashion, interior design, food, architecture, and music. The design process begins with a concept, that is driven by color, texture, and scale.

What I love most about the design process is being able to "visualize" the complete collection and then working passionately, and closely, with textile mills to bring the collection to life.

**Q. What was your inspiration for Unika Vaev's Jazzy Collection?**

**A.** The Jazzy Collection was inspired by The Jazz Age and fashions of the Roaring 20's.

**Q. Do you typically design acoustic pieces exclusively?**

**A.** My textile designs always include a "signature" pattern, which is exclusive to the Unika Vaev Brand, combined with coordinating textures that provide balance and unity to the complete collection.

**Q. What do you hope people feel when they experience the Jazzy Collection?**

**A.** I hope people feel a sense of excitement and rhythm- very much like vocals or musical instruments that are blended to create a song.

# unika vaev

Unika Vaev was founded in 1975 and currently provides a wide range of solutions for Contract Textile applications. Unika Vaev's extensive Acoustic Product Collection provides multiple functional and aesthetically pleasing sound absorption and diffusion solutions for ceiling, wall, floor, stationary and movable screens.

[unikavaev.com](http://unikavaev.com)

# BADEN

Round tapered legs with an essence from years past. Baden is offered in different shapes and design options.



**jasper chair**

# Humanscale's 'Net Positive' Initiative



*Liberty Task + Ballo by Humanscale,  
Certified Net Positive Products*

**By My Resource Library**

On the surface, it's difficult to not be impressed by the sheer size of Humanscale. The company – a leading designer and manufacturer of high-performance ergonomic office products – boasts 4 manufacturing facilities and 37 offices and showrooms in 18 countries. They work with 153 suppliers worldwide and have sold over 7 million products. With a company of this size and quality, it's almost impossible to see how they might be able to create a 'Net Positive' line of products that actually help the environment each time they're made. But, that is exactly the task they set for themselves, and their new 'Net Positive' Initiative is making a positive impact on the environment one product at a time.

Environmental sustainability is a heavy feat for any company to accomplish even on a small scale, let alone a company the size of Humanscale. Humanscale has not only made sustainability a primary focus of its products and manufacturing facilities, but has committed its sustainability goals to achieving a 'Net Positive' impact – an intention realized through its **26 products cer-**

**tified climate, energy, and water positive by** *The International Living Future Institute* under their *Living Product Challenge*.

Humanscale is the first company to offer any product – let alone 26 – that is certified net positive. *The Living Product Challenge* (LPC) is considered the most advanced sustainability standard for products. The LPC certification verified that the manufacturing processes for each of Humanscale's certified products has a positive environmental effect – taking the concepts of footprints and handprints and translating them into a net positive impact.

This concept of footprints and handprints is at the core of Humanscale's sustainability philosophy. Footprints represent damage we create by consuming resources and emitting pollution – even the smallest of footprints still have a negative impact. In comparison, handprints are positive impacts. Combined together, footprints and handprints tell a story of whether more good is being done than harm, and Humanscale is committed to being a changemaker in this arena.

**COVER STORY:  
HUMANSCALE'S  
NET POSITIVE INITIATIVE**



Freedom Headrest



Freedom Task



Liberty Task



Liberty Conference



Liberty Ocean



Smart



Smart Ocean



World



coming soon



Occasional Liberty



Occasional Smart



Occasional World



Smart Plus



Trea



Liberty Side



Cinto



Freedom Saddle



Freedom Pony Saddle



Float



Ballo



M2.1



M8.1



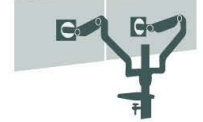
M10



M/Flex for M2.1



M/Flex for M8.1



M/Flex for M10

Humanscale®  Certified by the Living Product Challenge

**Humanscale's Sustainability + Net Positive story**

With sustainability as a core value from its inception, a new Corporate Social Responsibility Report (CSR) Report from Humanscale underscores the company's commitment to achieving a net positive impact and lays out a corporate sustainability roadmap raising the bar for the manufacturing industry. The new CSR report reveals several areas of focus, including material transparency, responsible manufacturing and handprinting and highlights Humanscale's progress as it works toward its own ambitious goals. Continuing a decade-long trend of reduction, in the past year alone, the company reduced normalized energy by 10% and reduced greenhouse gasses by 12% over the baseline year.

Chairs, sit-stand desks, and monitor arms, specifically. Products that improve the health and comfort of work life.

**Humanscale's Size**

- 28% of Material Sourced from Recycled Sources

**Humanscale's Impact**

Humanscale has taken an active role in finding innovative ways to source materials that would otherwise become damaging waste in the environment. One prime example is the sourcing of used fishing nets from the ocean. These fishing nets are collected from the ocean and recycled into pellets, then formed into chair parts. One chair is equivalent to nearly 2 lbs of fishing nets.

Humanscale, along with global corporations Dell, General Motors, Interface, Trek, and Van de Sant, is a founding company of Next Wave Initiative – a collaboration to keep plastic out of the ocean.



*Freedom Chairs by  
Humanscale,  
Net Positive Product*

### **Humanscale's Impact (continued)**

Next Wave Initiative – a collaboration to keep plastic out of the ocean.

- BIFMA LEVEL 3 (highest level of furniture sustainability)
- Humanscale's BEAM program will divert product from landfill when the customer no longer needs it

### **About Piscataway Facility**

- 91% of the electricity required for production at this facility is supplied by 2,585 solar panels.
- Captured rainwater provides 100% of the water Piscataway uses in manufacturing. The rainwater capture system at this facility is part of Humanscale's commitment to becoming a net positive organization. Precipitation rates in New Jersey suggest that captured rainwater alone should be enough for production.
- The Piscataway facility produced 255% of the energy (980,010 kWh) used to manufacture different Smart Chairs and Float Tables.
- Over 90% of waste from factories is diverted from landfill by recycling or reusing

### **Material Transparency**

Consideration of material ingredients going into our products – most material is manufactured vs. natural which impacts our health as the materials degrade over time.

- Health Product Declarations (HPDs): Transparency is important to Humanscale – the company includes at least 99% of ingredients in HPDs and Declare labels. To date, they have published more hpds than any other manufacturer in the industry.
- Free of harmful toxins and 'Red List' ingredients, including Chrome 6, PVC, Formaldehyde, and HFR flame retardants
- SCS Indoor Air Quality Gold certified (highest level—showing no off-gassing)





# **AIS WRAPS UP PHILANTHROPIC PROGRAM**

*Homegrown Sew the Masks program delivered high-quality masks to recipients in 31 states*

AIS, a leading national manufacturer of commercial office furniture and seating, announced today it has **donated and delivered 600,000 high-quality facemasks to over 500 organizations in 31 states across the U.S. through the company's Sew the Masks program.**

AIS began making high-quality facemasks – using antimicrobial fabrics and other premium materials – when the COVID-19 pandemic intensified last spring. In May 2020, after seeing the demand for masks would continue, AIS established a nationwide Sew the Masks initiative based on Rosie the Riveter, the WWII icon, and partnered with the United Way of North Central Massachusetts (UWNCM). The company activated internal production lines and close to 1,000 volunteer ‘Rosies’ in 45 states to create masks at their home sewing machines for donation and distribution to first responders, frontline workers and other people in need.

“Knowing how to react during challenging times is sometimes difficult. I am so proud of our employees, partners and the Rosies across the country who helped make a difference and fight the spread of COVID-19,” said AIS President and CEO Bruce Platzman. “We’ve provided support and protection for first responders, hundreds of organizations in need and high-risk communities from coast to coast.”

With the help of sponsors to augment the cost of materials, the Sew the Masks program, which ran from May 2020 through May 2021, included numerous small donations and several different large-scale initiatives which were intended to make a greater impact on struggling communities. AIS reached out to local schools, provided Election Day 2020 masks for poll workers and city officials in nearly 270 cities and towns in Massachusetts and 80 precincts in Washington, DC and partnered with the United Way for donations in Massachusetts and throughout the North

## AIS FEATURE STORY

east. Food banks were another focus of distribution and AIS donated thousands of masks to individuals and families in need. Additionally, AIS supported charities nominated by AIS employees and their nationwide team of Rosies.

"The AIS/UWNCM partnership has been a lifeline to many smaller, rural United Ways in our region. Their level of focus to get folks 'masked-up' is no different than what our major cities are experiencing," said John Emge, northeast regional engagement director for the United Way. "The AIS donation came at a great time to help maximize everyone's efforts."

Sew the Masks fulfilled 100% of all requests for masks and reached all corners of the country, from California to Massachusetts and from Texas to Minnesota. Additionally, AIS was recognized in September 2020 on the floor of the House of Representatives by Massachusetts Representative James McGovern for the Sew the Masks initiative. While the program is concluding, AIS acknowledges the unsung heroes of Sew the Masks. AIS's factory sewing team along with volunteers across the country worked meticulously to create these high-quality masks to donate.

"The heart of the Sew the Masks program is our Rosies," said Platzman. "We've had some volunteers sew over 1000 masks each - and ask when we can send them more materials. Many of the volunteers are older adults and have spent this past year stuck at home. They have shared that this program gave them hope and the ability to make a difference in the lives of others. Their selflessness is an inspiration to all of us," he shared.

Over 16 Rosies had a family member who worked as an actual "Rosie" during WWII. They felt a kinship to the program which made them want to help. Husbands and wives worked together to sew masks, a family with three generations of sewers collab-



orated and more. Sewing as a pastime became relevant again and a way to make an impact.

"This was a safe and easy way for me to feel that I could do something worthwhile to be helpful while our world struggles through this awful pandemic. If even one mask that I made and donated were to prevent someone from getting sick, then the hours I spend with my sewing machine being a Rosie will have been so worth it," said Rosie Lisa Willis of Massachusetts.

"I wanted to donate my time but knew going out of the house wasn't the way to do it. My mother-in-law was a real Rosie and I wanted to honor her as well. Plus, I got a new sewing machine last year and never got it out of the box!" said Rosie Doris Blackmon from Idaho.

**To learn more about the Sew the Masks program, visit [www.sewthemasks.com](http://www.sewthemasks.com). For information on AIS, please visit [www.ais-inc.com](http://www.ais-inc.com).**

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### About AIS

*AIS, headquartered in Leominster, Massachusetts, is a leading manufacturer of commercial office furniture and boasts one of the most impressive stories of growth and success in the furniture industry. Founded in 1989, the company is known for offering market-relevant, feature-rich product lines that entice designers and support the diverse needs of end-users while offering exceptional value. AIS is an innovator that leads the industry in sustainable, lean manufacturing, lead-time performance and manufacturing flexibility. The Boston Business Journal has twice recognized AIS - in 2019 and 2020 - with its Corporate Citizenship Award. AIS has permanent showrooms at its Leominster headquarters and in Chicago, New York City and Washington, D.C. With locations across the U.S., AIS has more than 800 employees and over 1 million square feet of office, showroom and factory space. For more information, visit [www.ais-inc.com](http://www.ais-inc.com).*

*“Since joining MRL we have forged many new relationships with the 80,000 plus MRL users and appreciate the many opportunities to build our brand awareness.”*

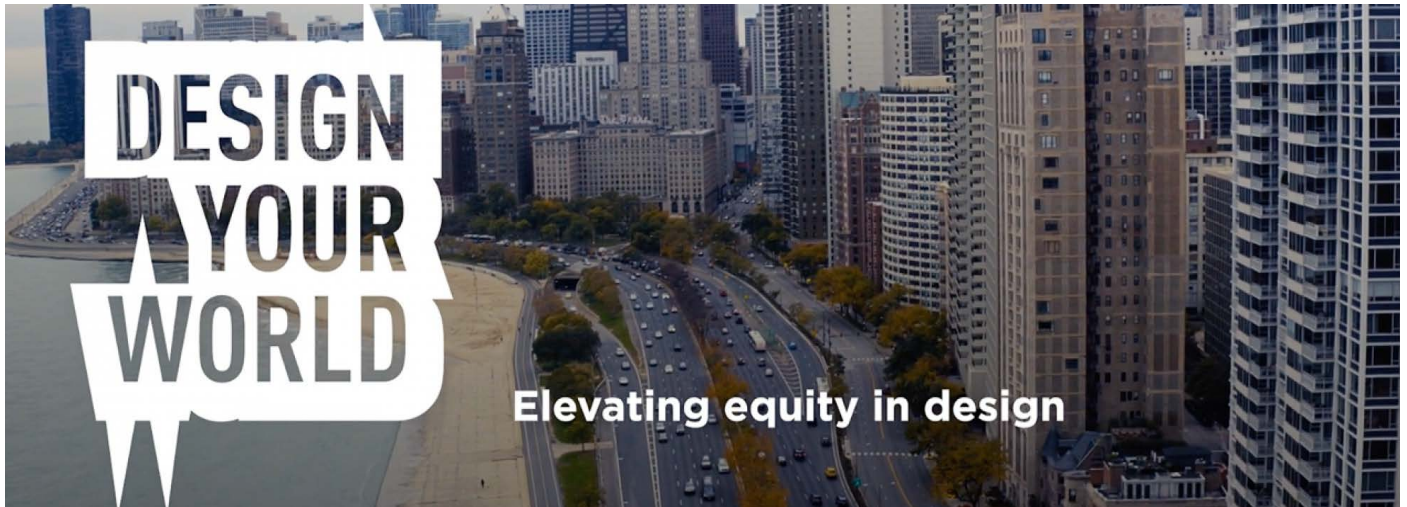
– Rob Mayer  
President, Mayer Fabrics



## High-Performance Crypton® Fabrics

Using classic weaves and constructions, the **Crypton® Structures Collection** expands Mayer’s strong foundation of performance textures with the addition of patterns **Channel, Form, Function and Gatsby**.

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- Crypton® Moisture Barrier
- Polyester
- Bleach Cleanable
- 100,000 Double Rubs
- GREENGUARD Gold Certified
- Exceeds ACT Standards
- Crypton’s Deodorizer and Disinfectant when used in conjunction with Crypton® Barrier Fabrics kills the virus that causes COVID-19



***With OFS***

The world we design for has many different facets. Yet the lens we design through is myopic when it comes to diversity within the profession. A new program geared toward high school students seeks to widen that lens and explore the possibilities that could exist in the future of the commercial design industry, and the world.

As part of a long-term commitment to expose a diverse community of students and emerging professionals to design through learning and engagement, IIDA in partnership with the non-profit After School Matters® (ASM) have launched a new 6-week, after school program for high school students known as “Design Your World.”

In alliance with ASM, presenting sponsor OFS, and supporting sponsors 3form, Mannington Commercial, and Configura, IIDA is producing a design program and framework for future replication and expansion in other cities that will grant educational design opportunities, while tackling diversity in design at the source.

***“We want to show these kids that they have the power over their condition, communities, and stereotypes.”***

**- Cheryl Durst, Hon. FIIDA,  
Executive Vice President and CEO, IIDA**

The Design Your World program offers a well-rounded curriculum that covers topics such as material selection, color theory, creating space plans, as well as working with various types of design firms and sectors.

According to IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, “The goal of the program is to demonstrate

that design is accessible to all, both as a career and as a necessary component of life.”

ASM has a long-standing record of success in the Chicago area, having served nearly 19,000 high school teens annually and over 350,000 since the program’s inception, with a focus on underserved communities. The partnership represents a paradigm shift in the predominantly homogenist design industry, focusing on students in the early stages of career exploration, with an aim to bring the possibilities and inspiration of a career in design within reach. ASM is pleased to welcome the Design Your World program to its repertoire and believes it is vital for teens to understand the impact an environment can have on how we interact, work, and thrive.



Watch the program unfold at **IIDA.org** and **OFS.com** or by following them on Instagram at **@IIDA\_HQ** and **@OFS**.

***“The profession of commercial interior design is designing for everybody, but the industry doesn’t look like everybody.”***

**- Ryan Ben, Director of Association Experience, IIDA**



## **FurnitureLab Will Donate \$50 to FEEDING AMERICA**

***For every dealer or A&D team webinar we host. These funds are sent directly to food banks throughout the US.***

Webinars are our way to stay connected to you and make a difference, plus you can attend from the comfort of your desk, wherever that may be these days. If our team can't physically visit and bring you lunch right now, let's buy some lunches for those in need, and support the members of our communities most affected by COVID-19.

AUGUST 2021 UPDATE: Thanks to our wonderful community of dealers and designers, we have been able to make more than \$13,000 in donations to this fantastic organization since last March.

For 2021, we are at \$6,650 so far and we are striving for a \$10K yearly goal.

So that is 262 webinars and counting, all in service to communities in need of essential food all over the country. We are really

proud we found a way to stay connected to our customers in a way that truly aids those who have been hardest hit by this pandemic.





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## **SERVICE IS A PART OF THE CULTURE AT NEW DAY OFFICE**

At New Day our core values call us to honor God with our time, abilities, and profits. For more than 10 years now we have been putting words into action. One of the local non-profits that we have chosen to partner with is the Genieve Shelter. The shelter serves victims of domestic violence and human trafficking by providing a safe and secure location for them to escape those who may desire to bring them harm. We couldn't possibly think of anyone else more deserving of our love and attention than those who have been subjected to violence at the hands of someone who claimed to love them. Our support takes a multi-faceted approach with several employees volunteering on a reoccurring basis every month inside the office, the whole company spends our service day each year in dedication to beautification projects inside and out, our owner has served as an officer on their board of directors for several years, and we have partnered with a professional storyteller to bring evenings of encouragement while weaving the Gospel into story form for both the moms and kids. Our service day is truly the highlight of the year for our team. We get to do something completely different than our normal routine while loving on others in

our community and it always ends with a big meal served to the whole company. To be sure, we get just as much benefit from serving the shelter victims as they get from our efforts.





## Must-Have Products for the Hybrid Office By Brooke Sankey

*Stylex has created the ultimate product offering for adapting to a hybrid model that supports workers' new rhythms and realities, Free Address 2.0.*

With a whopping 9 out of 10 organizations switching to a hybrid work model, the office will not be going away, but rather evolving into a 'free address' environment in which employees can choose where, when, and how they want to work in (and outside) the office.

Responding to what's next, commercial furnishings expert Stylex has created the ultimate product offering for adapting to a hybrid model that supports workers' new rhythms and realities. From the newly launched (and aptly named) modular furniture system, Free Address 2.0 to Still Separation Screens, colorful Trim Laptop Tables and best-selling F4 Ergonomic Chairs, these multi-purpose pieces amplify possibilities.

While working from home has given us a new vantage point on the benefits of flexible schedules and reduced commute times,

it has also simultaneously magnified the importance of in-person interactions and culture building that take place in the office. The hybrid work model lends a new meaning to the purpose of the office and how it is utilized. Pre-pandemic, the goal of office work was productivity. Post-pandemic, this has become a secondary role, with building corporate culture as its primary focus. This social aspect of the workplace is important to maintain, as studies have long shown that frequent in-person interactions produce commitment, support, and cooperation amongst people on teams.

Reinventing the layout and design of the office to function as a socially engaging culture space, without reverting to the once-popular open plan office space or cubicle farm setup, is the basis for developing the "new" workplace. One foundational characteristic of a hybrid work model is greater choice and flexibility for the worker in where and when they work. That variety should be reflected in the layout of the office, by considering all work styles and potential uses of the space. To best leverage the physical office as a place for culture, connection, community-building, and innovation while still allowing for that flexibility, below is a checklist of hybrid workplace must-haves.



## **A GUIDE TO CREATING THE ULTIMATE HYBRID WORK ENVIRONMENT**

**1. SUPPORT AND PRIORITIZE WELL-BEING:** For many organizations, the office is no longer a mandate. To encourage those creative collaborations and innovations that take place when workers come together, the office must become a magnet. The first step in creating an environment where workers actually want to be is designing a space for well-being.

**a. Embrace Biophilic Design:** Bringing nature into the workplace through biophilic design not only has a positive effect on our health and well-being, it also affects our productivity and success in the office. It has been found that employees who work in environments with natural elements report a 15% higher level of well-being, are 6% more productive, and 15% more creative overall. Plus, the benefits of biophilic design go beyond enhancing well-being, extending to positive financial impacts for organizations. Built environments with strong biophilic design attributes result in reduced illness and absenteeism, improvement in staff retention, and even faster healing rates.

**b. Infuse Color:** In the office, skillful use of colors can boost your productivity, health, and even happiness. Tapping into color psychology can also improve your employees' productivity and job satisfaction, and positively impacts how your clients, visitors, and customers perceive your business. Stylex's plethora of color choices give you the ability to choose whichever colors best fit your industry and workplace goals.

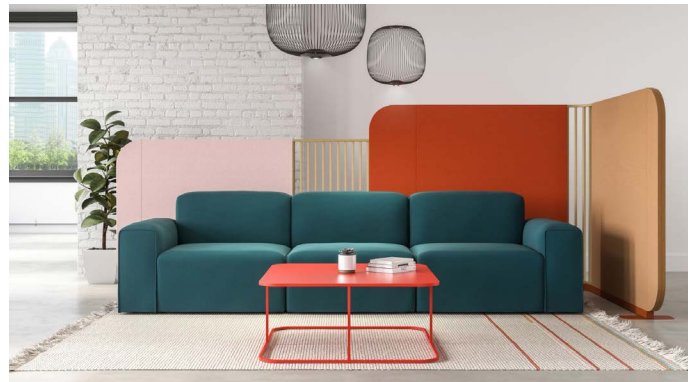
**2. ENSURE HEALTH & SAFETY:** Making sure employees feel safe when returning to work is paramount. Insufficient safety measures can severely undermine productivity and lead to an accumulation of stress amongst workers.

**3. PROVIDE STORAGE & ORGANIZATION FOR CLUTTER-FREE, PRODUCTIVE WORK AREAS:** Shifting away from personal office desks and towards the hot desking system means fewer personal items being left out in workspaces. To support this notion, it's important to have places where employees can store any miscellaneous supplies to avoid items being left out on desks and tables. Plus, research shows that there is a direct correlation between productivity and clutter.

**4. DESIGN FOR RESILIENCY:** If the past year has taught us anything, it's that change is the new normal, so when it comes to the office, flexibility and fluidity are paramount. Work



*Pictured above, Stylex's Free Address 2.0 can be specified with built-in planters, fully integrating plant life into the modern workspace.*



*Pictured above, Stylex's Still Screens, Yoom Lounge Collection, and Trim Tables all have a robust offering of energizing hues like red-orange and pale yellow; and a plethora of calming tones like soft blue, and meadow green.*



*Adopting a "together but apart" layout when outfitting your space can easily be accomplished by adding pieces like Stylex's upholstered Still Screens which create privacy and separation in open-plan environments.*



*Stylex's Free Address 2.0 collection fosters safety with sofa back heights up to 48", allowing occupants to maintain a safe distance and comfortably sit back-to-back without touching.*

## STYLEX FEATURE STORY

spaces should be designed to seamlessly pivot and adapt to new ways of working, so that when the next crisis happens, it doesn't feel like a catastrophe, but more like a speed bump.

**5 CREATE FLEXIBLE WORK ZONES:** While most people prefer a hybrid model, depending on an individual's family situation, where they live, work style, and overall lifestyle, their reasons often differ. It has been found that mostly-open environments with on-demand privacy — like phone rooms or focus rooms — are most desired by employees and return the highest effectiveness and satisfaction ratings.

**6. DON'T FORGET WFH ERGONOMICS:** Because your employees won't be in the office every day, you need to make sure they also are supported at home. This means saying goodbye to the dining room table and working from bed. Unsurprisingly, chiropractors have since reported a surge in patients with neck and back pain. Most injuries associated with remote working are preventable and can be addressed by confirming that employee workstations are set up for optimal comfort and ergonomics. As working from home becomes a part of the regular workweek, making sure your employees have an ergonomic workstation not only improves their health and safety, but boosts productivity as well. Below are a few of Stylex's ergonomic solutions for a safer home office.



*A versatile and adaptable solution, Stylex's Trim pull-up lounge and task tables reflect the fluid way we work today. With movable furnishings and multi-purpose areas replacing fixed design schemes, Trim allows you to transform your living space into a work area during office hours and offers a drink and popcorn spot for bingeing your favorite show after hours.*



*Designed for open-plan schemes, Stylex's Free Address 2.0 gives you virtually endless options for curating a layout that inspires creativity, encourages community, and delivers performance. Whether it's used for heads-down focus, team collaboration, quick touchdowns, or impromptu gatherings, Free Address 2.0 provides a dynamic, spontaneous environment that encourages teamwork and community while respecting privacy.*



*Stylex's Free Address 2.0 creatively incorporates organizational storage in a way that discourages individuals from "claiming" a single workspace. This versatile, flexible system can be specified to include a range of features including lockers, cubbies, shelving, and bag hooks to avoid clutter and keep things tidy.*

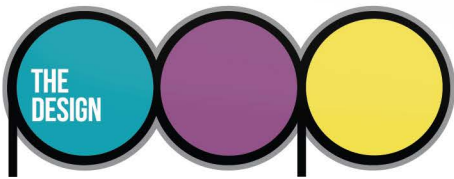


*Stylex's Free Address 2.0 Collection was designed for easy reconfigurations and mobility, allowing organizations to evolve and grow without disruption.*



*Stylex's F4 represents an evolution in user-responsive seating, a graceful, lightweight appearance, and timeless styling. Through thoughtful material selection and component design, F4 was created to comfortably and effortlessly move with its user and support a broad range of seated gestures without requiring manual adjustments.*

# CET PATH IS HERE!



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tangerine



## **RAISING AWARENESS & FUNDS FOR APPENDIX CANCER RESEARCH**

In early 2018, Koncept -- a contemporary LED lighting design company based in Southern California -- established their very first charitable program. Tangerine's mission is to raise awareness and funds for Appendix Cancer research. Appendix Cancer, in its different forms, is a relatively rare disease: fewer than 1,000 Americans are diagnosed annually. Due to lack of resources, Oncologists often treat the disease as Colon Cancer.

The Hillman Cancer Center at the University of Pittsburgh Medical Center contains the only site that has a comprehensive Appendix Cancer research and treatment program. Dr. David Bartlett, Chief of the Division of Surgical Oncology at UPMC Hillman Cancer Center, leads this research. Koncept are donating 5% of every orange lamp sold\* directly to Dr. Barlett's research. These efforts are in honor of team member Tony Quach, who passed away from this disease in October 2017.

**Participating lamps by Koncept  
(orange finishes only):**

**Splitty**

**Equo Desk Lamp**

**Equo Floor Lamp**

**Gravy Wall Sconce**

**Mr. GO!**

**Z-Bar Mini**

\* 5% of gross proceeds from every orange lamp sold at dealer NET

## **Tony Quach**

*Tony Quach started working at Koncept in October 2009 as a Warehouse Associate. With hard work, great spirit and dedication, Tony was promoted to Warehouse Manager.*

*“Tony has been our core team member, our companion, our friend, our brother and our go-to person for almost everything. He has provided great leadership and great help to others. He provided solutions to resolve issues for us many times, and not just in his official capacity as warehouse manager. Tony possessed great personal characters. He was reliable, kind-hearted, funny and honest. Tony has been the comedian of our team: he always had great stories and jokes that brought smily faces to our work.”*

**-Kenneth Ng, Koncept Designer & Co-Founder**

*In March 2016, Tony was diagnosed with Appendix Cancer. Even after multiple surgeries and rounds of chemotherapy, this aggressive form of cancer spread rapidly to other organs. Tony passed away peacefully at home, surrounded by his loved ones, on October 25, 2017. He was just 31 years old.*

*“Tony has been our friend and ally. He worked alongside us and many others to make Koncept a better place. He will forever be part of us, his memory will be remembered, and his love will never die.”*

**KONCEPT**

For more information, visit [www.koncept.com/tangerine](http://www.koncept.com/tangerine)



# Delving Into Vertical Markets

**by Michelle Warren**

I recently did a training I titled “Demystifying Public Sector” and as I reflect on everything in that training there were a couple of topics specific to GSA that have stayed with me that I want to share with you.

As with any vertical market, GSA has some unique aspects that are important to know when pursuing business with federal government agencies or others that can access GSA contract. The four big ones that stand out to me are acronyms, compliance, the federal budget process including the use of GSA contact, and access to data.

## **Acronyms:**

Working with federal agencies requires a completely different language. Everything has an acronym including the agency itself GSA (General Services Administration.) After some time in this vertical your mind automatically thinks everything is an acronym and not a word in itself. A great example of this is when a friend sent me an email titled SPA. I totally forgot that I had asked her about her hot tub, and I automatically thought

she wanted to talk about a Special Pricing Authorization (SPA), so for about 2 minutes I was trying to understand her email. I think this has become more common with the introduction of what Wikipedia calls SMS language, textspeak, or texting language, but in all honesty, this has the potential to make my world harder, as I am confident if I tried hard enough, I could find a GSA acronym that is the same as an SMS and would have trouble deciphering what you are trying to say to me in a text.

## **Compliance:**

This could be many articles or a presentation by itself! With a GSA contract comes compliance. Selling to the federal government is not the same as selling commercially. Somethings are honestly much easier - like access to data, but there are many more guidelines on what you can and cannot do, and the stakes are much higher. For instance, you should not offer, nor follow through on paying for a federal employee’s lunch, dinner, drinks etc. No food, no entertain

ment, no gifts. This obviously helps with your T&E budget but also takes some of the fun out of the sales process. Additionally, you have commercial sales practices (CSP) to worry about that could trigger your Price Reduction Clause (PRC.) You have probably heard of some major fines and even jail time that has been given to GSA contract holders for non-compliance (if you are not familiar with them go to justice.gov and type furniture in the search bar and prepare to be enlightened.)

### **Federal budgets:**

Did you realize that the federal budget that is approved by congress each year is a use it or lose it budget? For most agencies if they do not spend the money they are allocated in the fiscal year (which runs from October 1-September 30), they will most likely not get the same amount of money next fiscal. This is why you hear the GSA salespeople talking about year-end spend, drop money, etc. Now is the time to learn if all of your hard work in sales and marketing as a GSA contract holder will pay off. Depending on what you read and, in part, what you provide, the federal government spends upwards of 35% of their total budget in the 4th quarter (July-September.) This is also when you see a fair number of projects that do not even hit the street, as they are sole sourced to socio economic providers: 8a, HUBZone, WOSB, SDVOSB.

Over \$700M is spent annually on furniture through the furniture GSA contracts (33721 and 33721P), but did you know that only about 20% of what the federal government spends goes through

a GSA contract? Some of the other avenues they use besides GSA contract are IDIQ's, having the GC procure the furniture, or simply purchasing open market items. A lot of what they purchase is done on government procurement card (p-card) if it is under the \$10,000 threshold and is not always done through GSA contract.

### **Data:**

I love data!! If you know me, you have heard me say it is my love language. Ask me for my opinion on something or ask me to create a plan or strategy and I will ask for some sort of data to review. The great thing about this in the GSA world is that you can find pretty much anything you want if you know where to look or have access to some subscription services that make it easier to find. This is helpful, not just for people like me, but for anyone that wants to sell to the federal government. You can find which agencies have the money, what they plan to spend it on (you can get their actual budget), contact information for the agencies you are targeting, who is currently selling similar products to them, and sometimes you can get actual copies of POs to your competition. The information is limitless you just need to know where to find it and put the time aside to do the research. With data comes knowledge, with knowledge you can create a strategy to be successful in targeting the government.

I hope this has helped you in the process of demystifying GSA. Best of luck as we wrap up another fiscal year!



### **MICHELLE WARREN**

*Michelle Warren is President of [Catalyst Consulting Group](#), a firm specializing in providing strategic solutions to the commercial furniture industry to enhance companies' sales and positioning within their industry and distribution. Michelle has been in the commercial furniture industry for over 25 years with experience on both the dealer and manufacturer side of the industry. She has experience at the EVP, VP and National Sales Manager level for large and small manufacturers.*

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*SUE GORMAN, TRUSTED ADVISOR & FRIEND (B. RIGHT) RYAN STITES, OWNER (B. LEFT)  
FRANCES STITES, OWNER (L. LEFT) SHARI BEARD, PROJECT MANAGER (L. RIGHT) JAMIE MANCEAUX, SALES (CENTER)*

# Getting To Know Stites Gorman Associates

*We are a small group with a rich history. SGA was formed and led by Sue Gorman in 1994. Today, we are proud to be one of the "oldest", most experienced multi-line Rep Groups in Houston.*

## **We have grown!**

Just this week, Jim Ling has joined SGA as our Architectural Specialist.



**REP GROUP  
FEATURE**



A SHAW CONTRACT & STITES GORMAN ASSOCIATES COLLABORATION

**OH!  
HEADSHOTS &  
HAPPY HOUR**

Join us for a complimentary professional headshot session with our local favorite photog, Andy Phan.

**WHEN:**  
TUESDAY MARCH 30TH  
OR WEDNESDAY MARCH 31ST  
4:30-6:30PM

**TIME SLOTS  
ARE LIMITED  
TO 2 PER  
15 MINUTE  
SESSION.**

**WHERE:**  
STITES GORMAN ASSOCIATES  
AT THE HOUSTON DESIGN CENTER  
7026 OLD KATY RD, SUITE 260  
HOUSTON, TX 77024

**SGA-SHAW CONTRACT HEADSHOT EVENT**

We partnered with shaw contract to offer our A&D community free professional headshots at our SGA studio on two separate days.

We hosted more than 25 designers from 13 different Houston firms.



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Landfill  
Houston City Center**

**IIDA Zero Landfill**

Items Accepted  
Stone | Tile | LVT | Fabric | Memos | Solid Surface | Quartz  
Wood | Walkcovering | Paint Samples | Wall Base | Laminite  
Ceiling Tiles | Resin Panels | Chain Saws | Carpet Samples | Bamboo  
Textiles | Glass | Rubber | Metal | Terrazzo | Containers

Items Not Accepted  
Binders | Brochures | Catalogues | Marketing Material | Paper Goods

Compile Materials  
Drive-Thru Drop Off  
@ Quality Service  
Wednesday, April 14, 2021  
Drop Off @ QS (9am - 4pm)  
Thursday, April 15, 2021  
Drop Off @ QS (9am - 4pm)  
Friday, April 16, 2021 Drop  
Off @ QS (9am - 4pm)

Quality Service  
5000 Pinehill Ln, Suite 100  
Houston, TX 77041

**IIDA ZERO LANDFILL 2021**

SGA volunteered for the 2021 IIDA zero landfill event.

We spent two days sorting and loading materials into sections for artists, product innovate teams, & the general public.

**REP GROUP  
FEATURE**



**SPROUT IT OUT! AN OUTDOOR EVENT**

SGA partnered with McCoy-Rockford and several manufacturer friends to offer a fun event to our A&D community by providing lunch, plants, pots, & soil to take home. We set up furniture and other product displays in the parking lot.

# KEEPING CONNECTED

With the challenges that 2020 brought, it is more important than ever to "Keep Connected" to our clients, friends and colleagues. We have been simply inspired by all of the innovative ways our Rep Group friends have found to do just that! The pandemic hasn't slowed them down one bit, and relationships are still at the center of their strategy.

In the "Keeping Connected" section of Delve Magazine, we will highlight inspirational snapshots of what our Rep Group partners are up to, and how they are finding innovative ways to stay connected to their clients.

We hope you enjoy this new feature, and are inspired as much as we are!

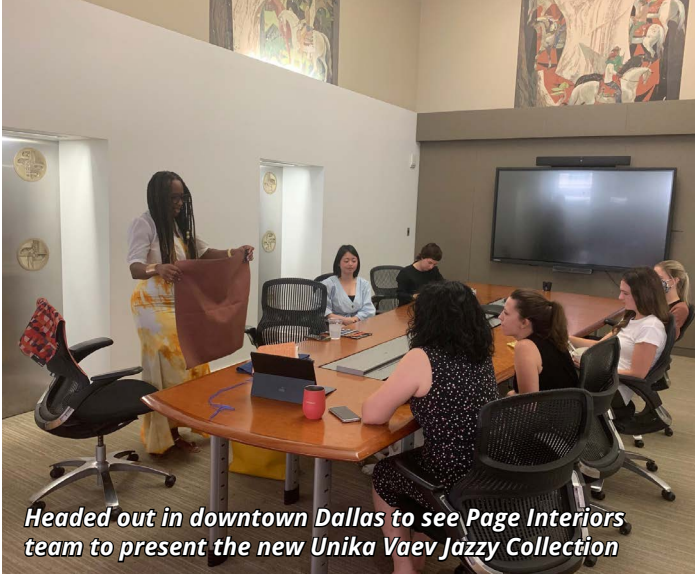


**Danika & Associates** – Designer and rep project site visit to review client project requirements and begin furniture specifications and budget

Danika Leeks - Danika & Co

Desiree Jordan - Desiree Design Co

**KEEPING  
CONNECTED**



*Headed out in downtown Dallas to see Page Interiors team to present the new Unika Vaev Jazzy Collection*



*Product layout / leave behind at Rees*

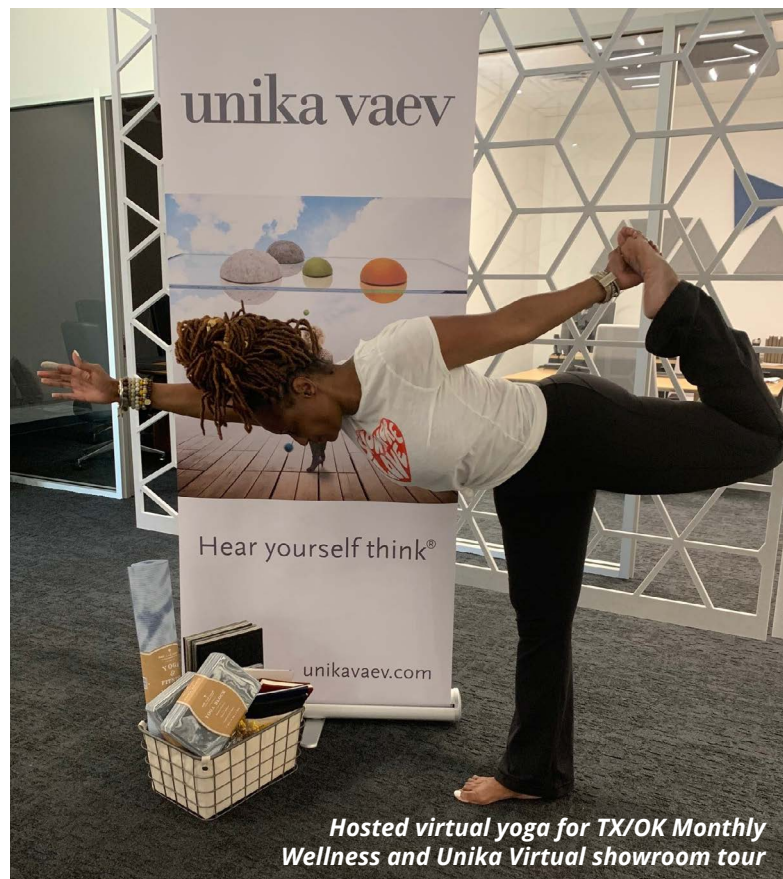


*Lead in person yoga practice at IA Dallas for interiors team*



*Joint presentation with Shaw Carpet rep featuring new Source International product Say-O and Mojo*

**Danika & Associates**

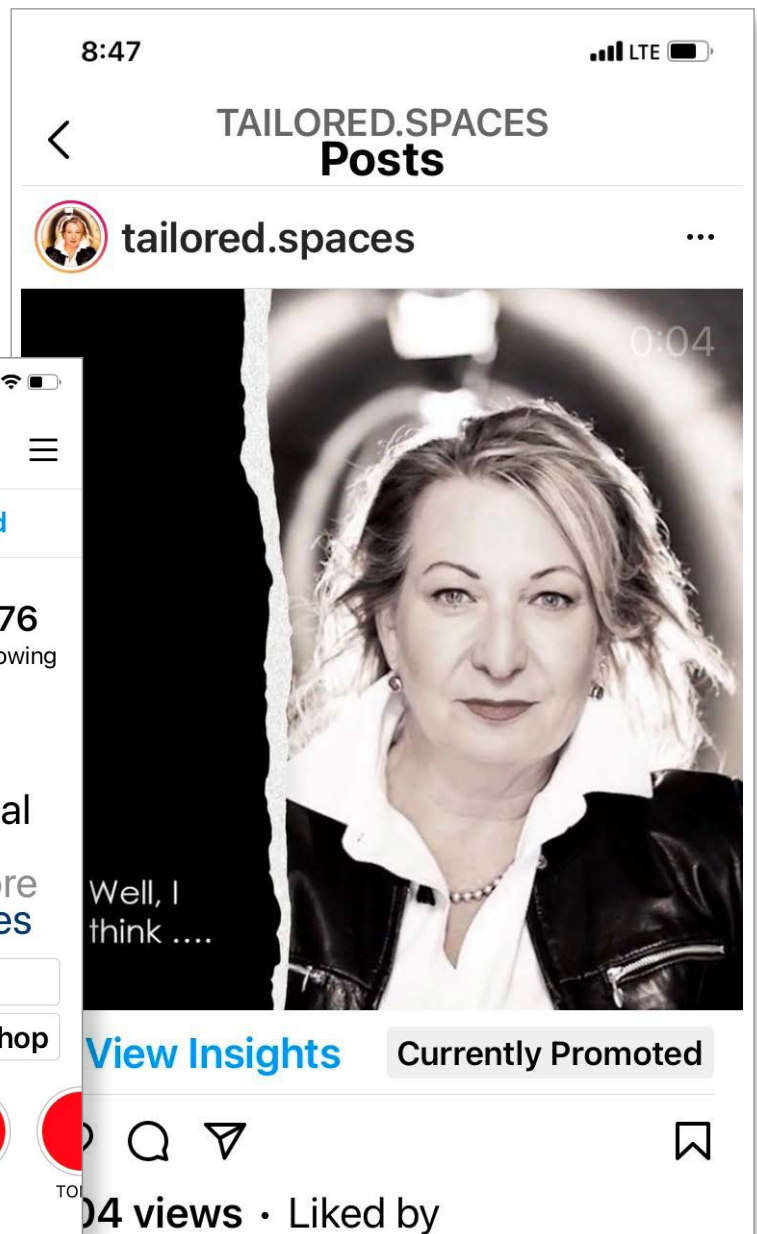
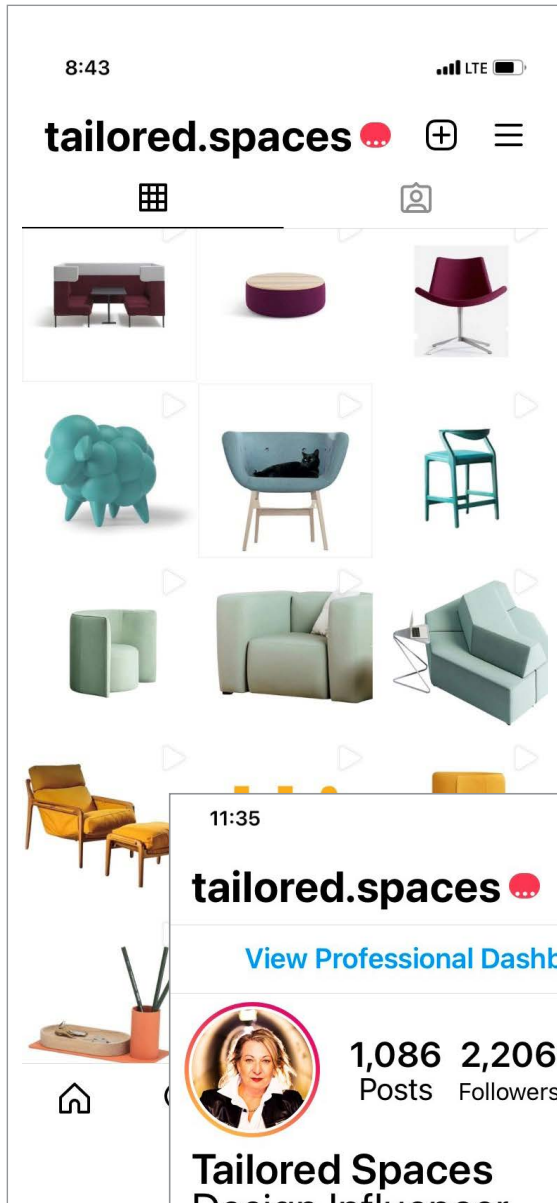


*Hosted virtual yoga for TX/OK Monthly Wellness and Unika Virtual showroom tour*

# Tailored Spaces

I acquired Tailored Spaces; a Toronto based rep group covering eastern Canada, in April 2019 so had exactly one year under my belt when the world came to a screeching halt. Something told me this was not a two-week thing, so I immediately came up with a plan to find a new way to do business. Having 32 years in this industry it was time to learn something new ... even if it was social media.

@Tailored.spaces has gone from 11 followers (9 were personal friends) to over 2000 and is creating buzz in the design community. I developed a marketing strategy to attract followers from A&D in my region and have been successful with new product launches in my bunny slippers. Toronto has been in the longest and restricted locked conditional in the world, including a 4 month STAY AT HOME ORDER ... social media has kept me in front of my design firms daily and kept my business alive.



**delve**<sup>MRU</sup>  
AUGUST 2021V17

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