

delve

SEPTEMBER 2021 V18

**Delving Into the
Public Sector**

**Working Well at
Home + the Office**

**5 Tips for Social
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**THE INDUSTRY
PREPARES FOR
NEOCON**

Product Features & Industry Perspectives



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The Resi ® Collection by Safco helps you plan for performance.



Introducing Surface+™ by OFGO STUDIO. A revolutionary new material aimed at stopping virus spread.

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editor's note

Dear Reader,

The last 18 months have been a whirlwind to say the least! BUT as we celebrate the biggest industry event of the year (NeoCon), we are thrilled to see manufacturers working hard to push out new and exciting lines that represent their commitment to excellence and their capacity to be adaptable.

In this issue we cover a wide range of new product releases and focus on topics that range from memories of NeoCons gone by to what's next in Contract Design.

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**



What makes someone a visionary? How do we recognize them? Usually, visionaries are people who we consider extraordinary in their field of expertise. Of course, one of the most famous of all visionaries was Albert Einstein. He was a bit eccentric, obsessive about his ideas, and maybe a little bit crazy. Although we tend to view them differently but with high regard, visionaries are all around us including in the world of design.

Architects such as Frank Lloyd Wright, Ludwig Mies Van de Rohe, Polao Soleri and I.M. Pei all have buildings and other works that are still relevant in today's world of design. If you have ever taken a course in modern architectural history and design you should recognize these men who were well ahead of their time. They had a vision that went beyond what their contemporaries were seeing at the same moment in history.

I happen to live in Arizona, there are two examples of works done by Frank Lloyd Wright and his student Polao Soleri that are right here in my home state. Both are visited by millions of people from around the world every year and are still considered "visionary". I am of course talking about Taliesin West and Arcosanti. Both are considered design laboratories where people come to learn about a particular design philosophy that encompasses our built world into our daily lives.

Polao Soleri visionary insight was to create a whole community that was based on using materials that are part of the earth and creating with our hands simple but elegant structures. Soleri rejected the idea of urbanism and consumerism that was shaping the 20th century. He wanted his work to reflect his vision



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:
DESIGN VISIONARIES**

of architecture that included the ecology of the environment that he was using as his building materials. He devised the theory of arcology- the idea of blending architecture and ecology. He practiced what some view as experimental architecture that he believed would prove his theory that the built environment needs to be socially and environmentally conscientious. Since 1970 architectural students and those who were interested in being a part of this visionary movement have been coming to Arcosanti to live, work and immerse themselves in this experiment. This new idea that began fifty one years ago is still very much on the minds of all of us who work in this profession. Climate change and scarcity of building materials are all converging now more than ever. Soleri's ideas are relevant and to some extent are truly being embraced by those who believe that this maybe our only hope for the future.

Soleri took what he learned from Wright which was how to incorporate the natural world into our built environment one step further-this is how members of a particular field of study become visionaries-they see what others have created and move the needle just a little bit further. New ideas building on top of other new ideas.

But what about interior designers? Who are the visionaries who have been influencers and thought provokers for this part of the built environment? Are ideas of interior design just as revolutionary?

Well, if you have read my articles in the past I have talked about the importance of women like Elise de Wolfe, Dorothy Draper and Florence Knoll. All have had a direct impact on our interior spaces; from furniture to décor to defining the actual use of a room or space. They were visionaries who saw our that our interior environments played an important part in the quality of our daily life. But there is one designer I haven't talked about until now, one who truly revolutionized the interior environment for women.

Her name is Margarete (Grete) Schütte-Lihotzky. A German architect who envisioned the modern world to be more efficient than just functional. Her "Frankfurt Kitchen" came to her as she was visiting a factory. She saw how factories take raw materials and through a series of prescribed steps performed in an orderly sequence made the work of making a new product easier and faster. Her theory was that if work that was done in the most labor intense part of a household was designed more like a factory with the same precise arrangement of functions then

there would be more freedom for other things.....Her vision for a modern kitchen came to be and was showcased in 1926. Her ideas for a modern home were definitely before their time but because they were, this became the foundation for the next generation of designers to add modern home appliances that suddenly were available after WWII and beyond. Her vision was the beginning and that allowed other visionaries to build on that foundation, creating more visionary ideas.

Our world of work also started to be reimagined and visionaries like Robert Propst who was president of the Herman Miller Research Corporation in 1960 began to question what and why we work in such uninspiring places. He believed that there could be a better more interconnected way to work. He took his idea and with designer Jack Kelley and created the ACTION OFFICE. This idea of the workstation which of course became the gold standard of all modern office spaces starting 1968 are still being used in some form today.

The evolution of the office space panel system was designed and engineered to accommodate the modern worker who would be using machines like computers. This took office space planning to a new level. Now it was a kit of parts that created an office and the components that were part of that kit could change with the needs of the worker. Each individual worker needed a workspace that accommodated their work tasks so that their jobs could be more efficient and productive.

Before COVID there was the great Recession of 2007/2008-many offices needed to downsize and reduce the number of employees- hence the number of cubical spaces. The endless maze of panels began to come down and a new more open office plan began to form. As mobile technology continues to allow us to work from anywhere we don't need to be confined to one place or space. New ideas on how a modern office should look started to emerge with the creation of planking desks together, collaboration areas or break out spaces for people to gather in smaller groups to generate new ideas. Workers are now free to move about the office without being confined to a maze of cubed panels. This office design concept was slowly making its way into a new generation of workers who viewed the office panel system to be so outdated that it prohibited real productivity.....then of course the pandemic of 2020 changed all of that. What will happen next is anyone's guess but there are visionaries who since the pandemic started the process of imagining what that will be.

So, who are these visionaries of the future? And are you one of them?? One way to tell is if you see the world differently than everyone else around you. Another way is if you like to daydream about infinite possibilities or materials that have yet to be created or discovered. Ordinary people become visionaries. Although

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there may be an argument to the contrary. In my opinion the definition of a true visionary is someone who is fearless and isn't afraid to think of new or unrealistic ideas. This is what separates the ordinary from the visionary. If you are contemplating an idea that doesn't seem to fit with what others are thinking don't give it up! Test it, work on it until you have something you believe in. Because that is the only way you will be able to convince others to believe in it too. Visionaries are not superhuman or possess any special abilities. What they are, are people who know how to use their imagination fearlessly. They understand that the best discoveries and new ideas that provoke real change in our world start with just a thought that becomes a belief and then...who knows?

We all have the capacity to be visionary! The sooner we believe in our own abilities to create, to be fearless, to ask questions and actively look for answers to those questions, then the work we do will become visionary to the next generation who can move the needle even further. Our lives are better because visionaries are everywhere and are willing to take on new ideas. My challenge to you is to embrace your wild thoughts and begin to imagine a new world...be a little eccentric in your ideas, become a visionary.





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Canvas Casegoods, height adjustable desk

LIVE THE PLUSH LIFE WITH INDIANA FURNITURE

Let's face it, not all office furniture is made the same. That's where Indiana Furniture comes in. You can always count on them to take it to the next level.

From their award-winning customer service to the ease of specification, their all-encompassing portfolio to the ready-to-assist website, they've thoughtfully considered every detail to maximize your overall experience.

And their latest introductions are no exception. They've taken height adjustability to new elevations, comfort to new degrees of relaxation, traditional styling to modern sensibility, and personalization options to an entirely new form of luxe...just the way you deserve to have it.

Indiana Furniture proudly introduces Plush Lounge, Polka Modular Seating, Cush Pillows, and enhancements to Canvas, Gesso, and Jefferson Casegoods. "We're taking our products to another

level of design," says Mike Blessinger, VP of Sales & Marketing for Indiana Furniture. "Expanding our portfolio to include more models and options with premium details allows us to better meet the needs of our clients and their diverse levels of style, all while seamlessly working with our current offering."

New additions to the ever-popular and cohesive Canvas Laminate and Gesso Veneer casegoods expand the lines' design flexibility and amplify functionality within a broad range of working environments to better support personalization and overall productivity. From an expansion of height adjustable units to new glass door and marker board options to a broader scope of black finishes and gold pulls, Canvas and Gesso provide opportunities for more elegant and clean styling.

The culmination of these additions provides customers with simple yet elevated go-to options, offering unexpected details at the right price point. These lines build upon simplicity and flexi

INDIANA FURNITURE FEATURE

bility while allowing you to create eye-catching spaces. Whether you are looking to outfit an executive office, team space, collaborative area, or anything in between, Canvas and Gesso provide what's desired for today's facilities.

Now more than ever, design for commercial and home spaces is blending. The new Plush Lounge seamlessly brings together the endurance needed for commercial spaces with the relaxed comforts of home. Introducing a smart range of freestanding and modular seating components, along with coordinating tables, that provide the flexibility and comfort needed in today's ever-changing environments. Whether you're looking to exude relaxed casual or simple sophistication, Plush has your seat.

Jefferson is time-honored elegance with today's flexibility. The line allows you to capture classic details with a variety of state-of-the-art pieces to showcase a rich and distinguished history, while meeting the functional needs of modern working spaces. And with the new enhancements, which include the addition of integrated height adjustable units and reception units, creating cohesive and productive working environments has never been easier...even in traditional-styled spaces. Add new down lighting, glass shelving, or premium veneer—which meets the specifications required by the U.S. Army Corps of Engineers, as well as other government entities, national contracts, and purchase agreements—to take your designs to the next level.

We're excited to have Polka dance into the marketplace. Designed by our UK partner, Edge Design, Polka is a flexible and fun modular seating range with soft curves and gentle waterfall seat edges. Its low, wide stance and asymmetric shapes provide a striking alternative for sitting, relaxing, and touchdown working. Perfect for atriums, lobbies, and collaboration areas in a wide variety of facilities and environments, like learning and corporate, among others.

The perfect pillow can help to make any lounge a little more stylish, a private nook a little cozier, and the overall room a little brighter. Enhance your space with new Cush Pillows. Available in multiple shapes and sizes, and with or without piping, to bring the comforts of home or add sophistication to any space.



"We encourage you to live the plush life with Indiana Furniture," added Blessinger. "Our broadened portfolio effortlessly integrates to flex the style, function, and comfort of working spaces. Whether you're looking to get the most out of shared environments, make a statement in a private office, or anything in between, our designs fluidly blend into any interior concept."

These introductions in addition to other recent launches, like Rockstar Task Seating, Iconic Casegoods, Strut Table Legs, Fifteen Pods, and Runna Pouffes, come together to create a richly luxurious, beyond comfortable experience. See it for yourself in their Chicago showroom, space #1054A, at The Mart during NeoCon, October 4 - 6, 2021 or contact Indiana Furniture directly for additional information.

Indiana Furniture's products are manufactured in the USA, they consider the environment by using renewable and recyclable materials, allowing them to achieve indoor air and BIFMA level® certifications, and meet or exceed the standards set forth by BIFMA Compliance®, giving you confidence in the construction and durability of the offerings.

To learn more about these new launches and other ways Indiana Furniture is bringing style, function, and ease to office furniture, go to www.IndianaFurniture.com.

Indiana FURNITURE

ABOUT INDIANA FURNITURE

Indiana Furniture, headquartered in Jasper, Indiana for over a century, is committed to providing office furnishings of the highest standards in quality, craftsmanship and backed by industry best customer service. Through a culture of continuous improvement, flexibility and state-of-the-art technology, our company delivers a wide range of environmentally conscious products at competitive prices. To learn more, visit www.IndianaFurniture.com.



Getting to Know e tu Interiors

WITH ERIN ENEBOE

e tu Interiors is an Upper Midwest independent manufacturer's rep firm supporting multiple markets through a unique collection of lines. We are here to support our friends in the architectural/design community, and the contract furniture industry. e tu Interiors Principal, Erin Eneboe celebrates over 15 years of industry experience. With a passion for finding the perfect FIT when it comes to design and usability, she loves to partner with like-minded professionals to see a project through completion. A positive attitude is a key element to anything done well, so Erin refuels by entertaining, traveling, and making it a priority to "find the fun." MRL recently had a chance to chat with Erin about her passion for the industry. We hope you enjoy getting to know e tu Interiors!

Q: How has the company changed over the years?

A: Well the last two years have been character builders that's for sure.. It is simple, the goal everyday is to do business well. Whether that is finding enjoyment of the little gifts our industry offers us, or that we place emphasize communication, and transparency. These values have only become more of who we are with each passing year.

e tu Interiors opened a showroom 3 years ago in the historic Cathedral Hill Neighborhood in St. Paul MN.

We have a line package that supports not only the workplace market, but healthcare, hospitality, senior living, and education in the MN, ND, and SD markets. It is exceptionally rewarding that every day is different.

Q: What do you think is the secret to your rep groups longevity and success?

A: I often get asked who is "we", when I refer to them as I present, communicate, or post. "We" is the secret to everything e tu. The team that bolsters my efforts everyday is critical, and very behind the scenes. Whether it is our dedicated warehouse and demo delivery team, our incredibly talented graphic designer, my professional coach, our social media muse, the team of stellar service-oriented manufacturer partners, or our Marketing Coordinator (my mom's retirement gig).

We collectively strive to support the customer, through clear, kind, and sometimes clever communication. I am so lucky to have this level of talent, and support on my team.

Q: What makes you most excited about working in the contract design industry?

A: It is all about the people. We make spaces that support people at work, play, beginning of their life, and the end. In our little part of the world, we supply the physical backdrop of people's lives. Anyway, we can make someone's moments a little bit brighter, is a gift.

Q: How do you think your group will evolve over the next 5-10 years?

A: Ok let me dust off my crystal ball! All joking aside I really love being part of a variety of vertical markets, so I see that continuing to be a focus. We have a real connection with our manufacture partners, and I know that will only continue to strengthen in the years to follow. I assume there will be a couple of line additions in the future, but the right fit is always key.

In addition, e tu Interiors will grow through additional internal support, and sales throughout the years. Whether it be additional "we" members and/or internal team members. The future is bright, albeit unknown.

Q: If you could use just one word to describe your rep group what would it be?

A: FUN. I refuse to lose sight of the individual in the "sales process". What we do isn't simple, but it certainly doesn't have to be 100% stress and deadlines. e tu strives to be the rep group that supports our customers with the resources needed to make their job just a bit easier, and ideally more fulfilling. Being a part of this creative community comes with a certain level of responsibility. The past two years have had us presenting in parking lots, parks, driveways and loading docks. The goal is connecting anyway we can, remembering to give back, and placing the focus on that little element of fun in everything we do.

To learn more about e tu Interiors, visit their website at etuinterior.com.





Custom is the new standard.

Forming spaces that shape the future and creating possibilities that change the way we work & live, is our day mission.

Please stop by our new permanent showroom at the Merchandise Mart during NeoCon, space 11-124.





Safco® Resi® Collection Helps Plan for Performance

As the role of office furniture continues to evolve, Safco's Resi® Collection rises to the challenge to deliver a wide range of elegantly designed solutions for modern environments. The Resi Collection is based on simple design language that seamlessly unifies casual and professional settings, while complimenting a myriad of architectural themes.

The Resi Collection includes Seating, Tables, Desking, Storage, Personal Lockers, Lighting and Power options, designed to draw people in and give them what they need to be comfortable and productive when working or relaxing. Resi meets the needs of users by delivering solutions that are ideal for focus areas, maker spaces and interaction zones, while balancing the individual needs of today's agile workforce.

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- Resi Seating options include lounge chairs, seated and standing height stools, ottomans, and sofas - perfect for informal gatherings.
- Resi Tables are available in seated and standing heights. End tables and ottomans are also available. Unifying design elements include angled legs and hidden adjustable glides that offer ease of movement and floor protection.
- Resi Desks provide convenient access to power and cable management, helping you to stay organized and productive. Increase utility and functionality with personal pedestals, open storage, wardrobes, and wall hutches.
- Resi Storage Lockers offer configurations that define application zones and foster interaction or help establish boundaries between spaces to create privacy.
- Resi LED Lamps and universal power options complete the collection.



**SAFCO
FEATURE**



Fast
Delivering at the speed of
business.



Curated
See it. Love it. Order
as shown.



Complete
Holistic solution for the
new workday.

**All This,
With Unique
Solutions
At The
Right Price**

We are passionate about delivering intelligent, well designed solutions that are approachable and relevant to the markets we serve. SAFCO's portfolio of products includes a broad landscape of workspace furnishings and ancillary products for virtually any space. SAFCO is a customer focused, service-oriented brand that makes ordering easy, seamless, and fast.

SAFCO offers a 100 years of core values inherited by our parent company LDI, including a focus on Caring, Innovation, Trust, and Excellence. We work hard to understand all the factors that drive your success because knowing that is what is important to us.

"We are truly excited to offer the market the Resi® Collection", said Shawn Green, VP Product and Marketing at Safco. "Our vision is a product platform that spans a wide range of planning and behavioral based applications, with a modern, yet neutral design aesthetic. In keeping with our approach to design, Resi is approachable, relevant, and appropriately scaled to convey a residential design language. We are looking forward to building on Resi as a core product platform that will expand over time."

Learn more about the Resi® Collection here - <https://www.safcoproducts.com/product/resi-collection>.

Other resource links to include, if possible:

- Website - <https://www.safcoproducts.com/>
- Contact Us - <https://www.safcoproducts.com/about-us/contact-us>
- Subscribe to Our Perspectives Blog - <https://www.safcoproducts.com/perspectives/articles>
- Safco Virtual Showroom Tour - <https://www.safcoproducts.com/virtual-showroom>

If questions, please contact:

Lori Lockwood
lorilockwood@safcoproducts.com
Ph: 920-476-9683

SAFCO®

*Halifax Collection
by Tayco*



Reimagine Casegoods with Tayco's Halifax Collection

Designed with high functionality, Tayco's Halifax Collection provides flexible casegoods and table solutions for any multipurpose workspace. The collection is both functional and artistic, creating a unique, light feel that will establish the perfect office atmosphere.

This inviting line was built for the every day, evolving office. The demand for adaptable office furniture continues to grow. Private offices are becoming more dynamic, needing to fit into smaller spaces, be lighter in appearance and feel more like home. This changing trend allowed Tayco and Fig40 to reimagine what casegoods look like and what they can do, allowing them to straddle existing and evolving planning styles to develop something completely new.

"The Halifax Collection was a very engaging project to work on. Workplace design is in a state of flux with many interpretations of what a "private office" is and how it can be used. Our challenge was to design a product that can respond to the evolving and uncertain requirements of clients and designers. But we had to do this while remaining relevant to more conventional applications, with a product that can be made efficiently by Tayco at a competitive cost point," says Lee Fletcher, Partner at Fig40. "Halifax is a system that reinterprets casegoods: it is flexible, with a clear identity and wide scope of application."

Private offices are becoming more dynamic, shared in use, lighter in detail and with lower storage requirements. Incorporating adaptable furniture encourages productivity and flexibility, al

**TAYCO
FEATURE**

lowing offices to tailor spaces to individual preferences and business needs. Every element has been well considered to ensure optimal functionality and comfort, allowing us to evolve from the constraints of traditional casegoods to create a lighter feel and unique design you truly want to be part of the office.

This new private office collection, with industrial flair, is highly customizable to the user with dynamic configurations for tables, legs, storage and cabinets, as well as the opportunity to add personality with metal components available in 20 different colours.

"Halifax is a strong testament to Tayco's leadership in setting market trends," says Kevin Philips, CEO of Tayco. "It demonstrates our passion to enable everyone who works at a Tayco station to be their most productive, in a stylish and comfortable setting."

Halifax truly validates Tayco raising the bar through progressive design and providing the ultimate product experience.

In addition to the Halifax collection, Tayco offers a wide variety of systems and case goods office solutions including their extremely sought after Switch line. Learn more about Tayco at [Tayco.com](https://www.tayco.com).



Halifax Collection by Tayco

tayco®

Configura Announces Acquisition of ProjectMatrix

Configura, the maker of CET, today announced the completion of its acquisition of ProjectMatrix to become part of the Configura Group. ProjectMatrix is the leading software creator for pricing and specification solutions in North America's commercial interiors industry.

"Configura and ProjectMatrix have worked together as partners for 14 years, helping designers do what they do best – design beautiful spaces that make a difference," Configura's CEO Stefan Persson said. "The joining of Configura and ProjectMatrix is a natural fit because our customers are at the heart of what we do and we aim to make the design of spaces and specification of products easy, efficient and intelligent. We are happy to welcome ProjectMatrix to the Configura family."

Configura is the world leader in intelligent software development for space planning and ProjectMatrix leads the way in product pricing and specification. With more than 60 years of combined experience in the commercial interiors industry, Configura and ProjectMatrix are experts in selling and specifying configurable products and offer solutions that are intuitive, user-friendly and efficient.

Together, Configura and ProjectMatrix will deliver a complete space planning solution for the entire sales and design process, from content creation to specification to installation. Additionally, Configura and ProjectMatrix will offer an expanded dealer and manufacturer network that gives users access to thousands of products from manufacturers in the commercial interiors industry, making it even easier to design spaces and sell configurable products.

"We have enjoyed a long partnership with Configura and we are thrilled about the many opportunities we see by combining our software offerings," ProjectMatrix's President Mark Herrin said. "As partners, we have shaped the way people design spaces and specify products, and as one company we can make an even bigger impact. The ProjectMatrix team looks forward to a successful journey together."

Configura's software is used worldwide by designers, salespeo-

ple, engineers, kitchen specialists, dealerships and manufacturers. Configura has revolutionized the way office furniture is sold in North America and is gaining momentum in Europe's and APAC's commercial interiors industry as well as the kitchen and bath and material handling industries. More than 100 manufacturers around the world – including Steelcase, Herman Miller, Haworth, Sunon, Kvik, NEDCON and Dematic – use CET to sell their products. Learn more at www.configura.com.

About Configura

Founded in 1990, Configura Sverige AB creates software solutions that help businesses and people around the globe design spaces and sell configurable products in the commercial interiors, material handling and kitchen and bath industries. Configura's software products include CET Commercial Interiors, CET Material Handling, CET Kitchen & Bath, Design Studio and Stage. Configura also has a growing user community of thousands of designers, salespeople, dealerships and manufacturers around the globe that use Configura's products. Headquartered in Linköping, Sweden, Configura has grown to six offices with commercial operations in Grand Rapids, Michigan, United States; Kuala Lumpur, Malaysia; Shenzhen, China; Tokyo, Japan; and Berlin, Germany. Configura is privately owned with over 250 employees worldwide and annual sales of \$23 million USD. Learn about Configura and its products at www.configura.com.

About ProjectMatrix

ProjectMatrix was founded in 1987 by a team of professionals from within the contract furniture industry. For nearly 35 years, their goal has been to deliver best-in-class specification and design software and up-to-date catalogs and graphics on multiple platforms for the contract furniture professional. All ProjectMatrix tools are designed by industry professionals, for industry professionals. www.projectmatrix.com.

Eklund™ offers everything from individual nooks to multi-seat solutions.

View the Eklund Collection at nationalofficefurniture.com/eklund



Working Well at Home and at the Office:

The INDEAL Cares Survey Report 2021

Our Vision: To transform the health and well-being of employees within the commercial furniture industry in North America – and globally – through a commitment to workplace wellness and holistic health.

[INDEAL Cares](#) is a charity that was launched in early 2020 with a mission to support healthy workplaces in the commercial furniture industry in North America and in under-served communities around the world. The average employee spends 90,000 hours – or one third of their lifetime – at work. We believe that healthy employees – physically and mentally – are happier, more productive employees.

Our Work

Through [partnerships with charitable healthcare leaders](#) and engaged industry experts, we empower/champion healthy workplace communities by providing resources and tools to support the industry in four pillars of health: Active Living, Mental Health, Disease Prevention, and Spine Health,

We launched our second annual Employee Wellness Survey in June 2021 with a goal to leverage industry insights to build on our knowledge, provide a better understanding about employee wishes for returning to the workplace safely, identify new product needs, and clarify how we can move forward most productively and profitably as an industry. Thousands of individuals from a variety of roles and positions within our industry were represented.

- 32% of respondents were distributors and manufacturers
- 28% of respondents were dealers
- 11% of respondents from A&D firms
- 14% of respondents were independent reps
- 4% of respondents were made up of other positions in the industry, including HR, administration, and designers.

The results of the Survey Report, *Working Well at Home and at the Office: Understanding Health and Well-being in the Commercial Furniture Industry*, are available to download [here](#).

Insights from the INDEAL Cares Employee Wellness Survey Report – 2021

We asked individuals from the industry questions related to their mental and physical well-being, how they feel about returning to the office, their preference in terms of working environment, and what they are looking for from their employers in terms of enhanced wellness at work. In some cases, the results were quite surprising. Here's what we found:

Survey Participants

A variety of roles and positions within the industry were represented in the survey:



Question: How would you describe your mental health over the past 12 months, on average?



59%

**'Excellent' or 'Very Good',
up slightly from last year (58%).**

Mental Health: A Key Consideration for Employees and Leaders.

We asked the question: "How would you describe your mental health over the past 12 months, on average?"

59% of respondents said 'Excellent' or 'Very Good'.

However, when we asked the question, "What areas of your health would you like to improve?"

- 37% said: *my emotional health. I worry about the impact of the pandemic on my children's well-being.*
- 33% said: *my emotional health: Sometimes I feel stressed out or anxious.*
- 22% said: *my emotional health: Sometimes I feel depressed.*

Physical Activity: An Important Priority for the Industry

When we asked the question: "How would you describe your physical health over the past 12 months, on average?"

79% of respondents said "Excellent' or 'Good', up from 63% last year.

When we asked the question: "What areas of your health would you like to improve?"

- 40% said - my physical health: I would like to become more physically active and/or exercise more regularly.
- 34% said - my physical health: I would like to improve my diet

to improve my health and/or lose weight.

Back Pain Continues to be a Health Concern

53% of survey respondents said they are currently experiencing back or neck pain, a significant increase over last year (31%). When asked the question, 'Has your spine pain gotten worse since the pandemic began?', 67% of respondents said yes.

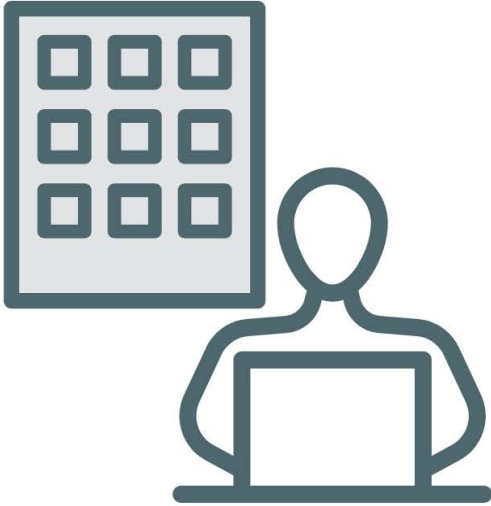
The survey results also indicate that spine health was better for those who were working in the office:

- 44% of individuals who were working in the office said they had back or neck pain, vs. 51% of individuals who had always worked from home.
- 61% of individuals who had only been working from home since the pandemic began had spine pain, vs. 51% of individuals who had always worked from home.



53%

**of survey respondents
said they are currently
experiencing back or neck
pain, a significant increase
over last year (31%).**



59%

**of survey respondents
said they would prefer to
work in the office.**

The Way We Work

When asked the question: "What would be your preference in terms of how you would like to be working?" 59% said in the office, 21% said hybrid and 20% said work from home

Here's What Leadership Can Do to Improve Health and Wellness in the Workplace Today:

Support Employees at Home and at Work: Acknowledging that your employees have full lives outside of work is an important way for you to demonstrate your commitment to their well-being, impacting health both at the office and home. By understanding that stress and anxiety comes from a variety of places and working to support your people in all aspects of life, you can have a positive influence on their overall wellness and contentment.

Flexibility and Autonomy is Critical for Engaged Employees People appreciate being heard and seen. Providing flexibility in terms of working hours, working spaces, and customization based on their needs will empower your employees, preventing burnout and encouraging productivity.

What You Do Matters Individuals working in this industry trust and appreciate their leaders. 97% of survey respondents describe their organizations as being supportive of wellness at work. They are listening and receptive to what management has to share but are also still struggling with different aspects of their health.

Your Opportunity

As leaders and influencers of health at work, not only in the commercial furniture industry, but all industries who rely on and utilize the products and services developed and brought to market, we all have a powerful and unique opportunity: We can design, implement, and support a healthy workplace for employees in the industry and outside of it.

Reach out to Executive Director Stefanie Ince to learn about the tools, resources and engagement opportunities that are available through INDEAL Cares – and what you can do to support health and well-being in your workplace today.

www.indealcares.org



Sit Test Via Seating's Onda All-Mesh Chair.

ONDA—Italian for “Wave”—is Via Seating’s first all-mesh chair designed by Studio V. This multi award-winning chair delivers incredible comfort, ergonomics, function, durability all in a stunning design. It is offered in a range of styles including mid back, high back, and stool options in forms in a monochromatic matte black or light grey frame color with a wide range of beautiful mesh colors. ONDA won a 2021 Platinum Award for Design Excellence (ADEX) and was featured in Design Journal’s Best of 2020 Products.

This chair has new innovations throughout. From the single rotation ergonomic synchro control, the 6D 360 degree rotating arm cap, the reverse locking safety casters, to even the unique “fabric feel” 4-way elastomeric mesh ONDA also offers Via Seating’s Patented Proprietary Copper-Infused Mesh available in black or natural striped patterns. This award-winning mesh solution is naturally biocidal, anti-viral & anti-bacterial. Using 0 additives, Via Seating’s Copper-Infused mesh, destroys harmful microorganisms upon contact, delivering a truly sustainable, self-sanitizing mesh seating solution.

ONDA is the next generation chair that is taking the industry by storm.

COVER STORY:
ONDA ALL MESH CHAIR
WITH VIA



Proprietary Synchro Technology

ONDA comes standard with the newest technology proprietary ergonomic synchro control with seat slide and forward tilt options available. We worked closely with our Italian control supplier to develop a quick tension adjustment for proper support and comfort that is easily achieved. This is the most advanced ergonomic control you can buy with an incredibly smooth and comfortable ride. This high-performance mechanism offers a perfect synchronization between the back and seat at a 2:1 ratio, which reduces pressure points, allows for healthy blood circulation and keeps the feet firmly on the ground when tilting back. It is unique in that the adjustments for back tension & 5-position back tilt lock deliver the full range of adjustment capability all within a single rotation of the knob. This eliminates endless cranking required on most chairs for this adjustment, which is painful on the wrist. The technology also offers seat height and seat depth adjustment and long with forward tilt with paddles that are easily accessed and intuitive. All of these adjustments work in harmony to create a sit customized to the individual. ONDA also offers auto-adjust body balance technology options available for chair & task stool models.

Dynamic Adjustable Arm

These arms have a full range of adjustments to support multiple postures, different body types and the way you work. Our inhouse development team, Studio V, equipped this chair with 6D height adjustable arms allowing for a 360 degree armrest pivot with 6 locking positions, forward and backward arm pad movement, and 9 height adjustment with 4 inch travel. The armrest under palm can be either wider or narrower depending on preference. So, no matter what device you use—phones, laptops, tablets and traditional desk tops—you are supported in any position you choose to work. These optional arms are only available on the ONDA chair and integrate beautifully with the design lines of this stunning chair.

Intuitive & Adjustable Lumbar

The ONDA vertically repositionable lumbar mechanism is integrated into the beautiful sweeping lines of the chair design adding ergonomic back support for increased comfort and healthy sitting for multiple body types. The unique wave shape of the back intuitively supports the natural lower lumbar, the middle thoracic and the upper cervical curves of the human spine utilizing the advanced 4 way elastomeric comfort mesh. The added adjustable lumbar feature allows for fine tuning for any additional needed support.



via™ SEATING



5 Tips for Using Social Media During Events: NeoCon 2021 Edition

by Brandi Hoffman of B.Digital

Trade shows are back! Well, kind of. Given our current circumstances, it's no surprise that NeoCon's attendance is predicted to be half of what it was in 2019. For those of you that are planning to attend, social media gives you the opportunity to share your event experience in a way that builds personal or brand awareness and connect with customers, colleagues, and fellow attendees.

Not sure where to start? Here are five quick tips for using social media at your next IRL event:

1. Prioritize your platforms

You don't have to be everywhere all the time. Instead of trying to keep up with all the platforms on the fly during a busy show, prioritize which platforms you pay attention to. Generally speaking, Instagram and LinkedIn are the main players in our industry. From an event perspective, Instagram offers more ways to easily share your experience in engaging ways (like #4 below!).

If your Instagram account is connected to Facebook, that's a gimme – you can push your Instagram posts and stories there with minimal effort.

2. If you have goals, have a plan

It's incredibly easy to get swept away in the moment during live events, so go in with a plan if you have specific goals around post content and frequency. For NeoCon specifically, that could be as simple as grouping your showroom visits by floor to make the most of your time (and ensure the minimum amount of elevator usage!). Just be prepared to accept that even the best laid plans can go awry though; try not to let that spoil your experience.

**SOCIAL MEDIA
TIPS FOR EVENTS**

3. Find and use the official hashtag(s)

Most events have at least one hashtag, like #NeoCon2021. Using these hashtags within your posts will enable your social content to be found by a much larger audience – not just those already following you – so you get the maximum amount of visibility, which in turn will lead to new followers. Also, sharing great content that you find using the hashtags is an excellent way to engage with your fellow attendees.

4. Tell your event story using Stories

Instagram and Facebook Stories are incredibly popular (to the tune of 500 million Instagram Stories users daily, according to Instagram) and perfect for events! Stories are all about in-the-moment experiences and offer fun and engaging ways to encourage interaction from your followers, like polls and quizzes. Story content is also more casual and makes it easy to inject personality into your posts by adding effects, stickers, music, and more. Remember to use the event hashtag here too!

Bonus tip: Stories are only visible for 24 hours, so if you want to make them last, be sure to save them to your profile as a highlight!

5. Take it to the next level by going live

The words “Instagram Live” are enough to strike fear in many hearts, even those that use social media on the regular. If you’re up for it though, going live is a great way to catch your followers’ attention. Invite others from the industry to join you for conversations about what’s going on at the show to provide relevant insights that make your followers feel like they’re part of your experience.

Above all else, have fun with it! Social media is a great way to connect and engage during events, but it’s important to be present in the moment and enjoy yourself! If you’re having fun, the experience will be even better for your followers. Perfectly polished posts aren’t the goal here – authenticity and perspective are much more valuable.

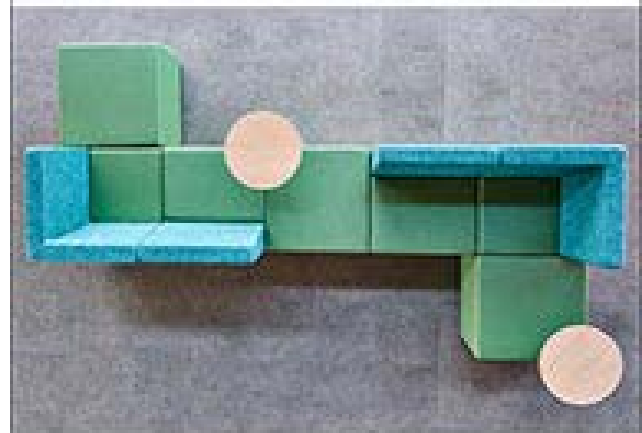
To get in touch with Brandi Hoffman from B. Digital, visit her website at www.letsbdigital.com

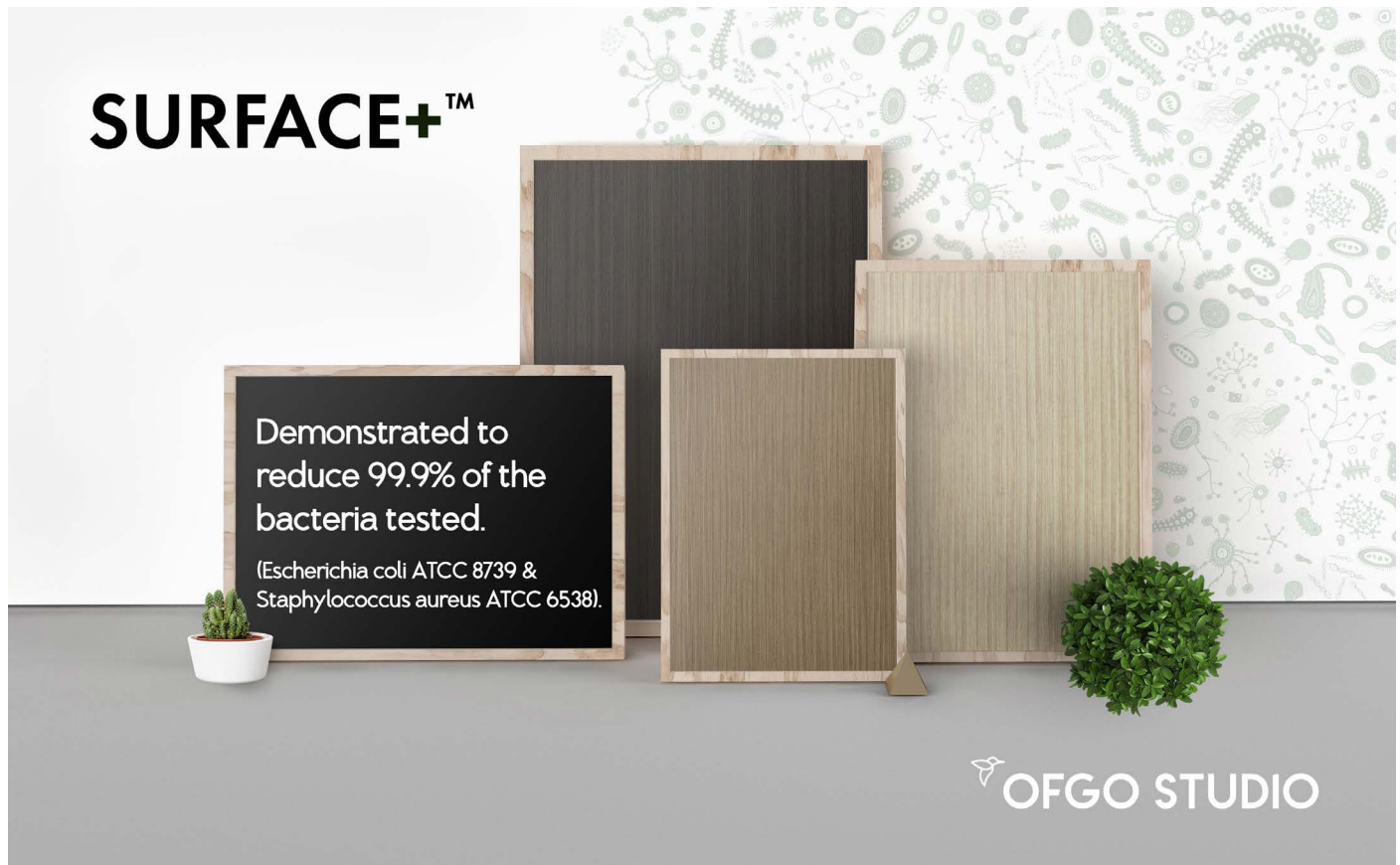


Reshape
learning spaces

With a robust variety of shapes, sizes and table options, MyPlace lounge furniture offers functional space division while supporting individual privacy or collaboration.

Learn more at
ki.com/myplace





Introducing SURFACE+™ By OFGO STUDIO

WHAT IS SURFACE+ ? SURFACE+ by OFGO STUDIO is a decorative thermofused surface panel which is non-porous, making it an inhospitable environment for microorganisms to grow and live. SURFACE+ decorative panels have been tested by a third-party laboratory according to ISO 22196: 2011 standards and were also proven to be compliant with the Japanese JIS Z2801: 2012 standard for antimicrobial activity and effectiveness in not promoting bacterial growth. SURFACE+ is available in 11 standard finishes.

THE TEST: JIS Z 2801

The JIS method Z 2801 is a quantitative test designed to assess the performance of antimicrobial finishes on hard, non-porous surfaces. A non-antimicrobial control surface is used as the baseline for calculations of microbial reduction. The method is versatile and can be used to determine the antimicrobial activity of a diverse array of surfaces including plastics, metals, and ceramics. A harmonized version of JIS Z 2801, ISO 22196 is nearly identical to JIS Z 2801.



Control Plate During Test

**SURFACE+ BY
OFGO STUDIO**

THE RESULTS

OFGO STUDIO's SURFACE+ demonstrated to reduce 99.9% of the bacteria tested (Escherichia coli ATCC 8739, Staphylococcus aureus ATCC 6538) and exhibited strong biocidal properties. SURFACE+ is ideal for high-touch applications where the surface is more likely to be exposed to microorganisms. SURFACE+ thermofused laminate panels have also been tested in accordance to BIFMA HCF 8.1 Health Care Furniture Design Guidelines for Cleanability.

INVISIBLE EDGE

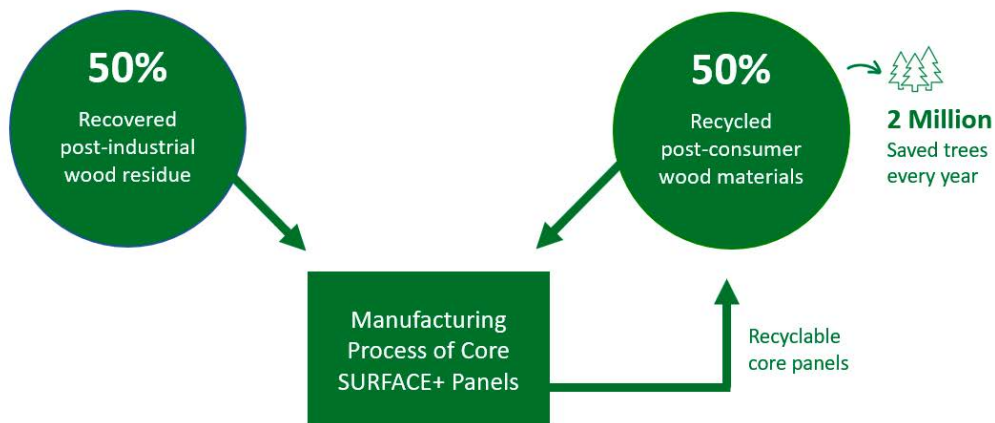
All rectilinear surfaces that are specified with SURFACE+ automatically are manufactured with OFGO STUDIO's INVISIBLE edgeband. INVISIBLE edge utilizes a high performance adhesive that forms a molecular crosslink when cooling that leads to a higher bond strength, in addition to solvent and water resistance. The INVISIBLE edge features outstanding heat and water resistance and performs well at both low and high temperatures. Traditional edgeband adhesive may lose its rigidity when exposed to higher temperatures. The INVISIBLE edge features a higher heat resistance of 284°F (140°C) versus the standard temperature of 158°F (70°C) on traditional edgebanding.



ENVIRONMENTAL PROPERTIES

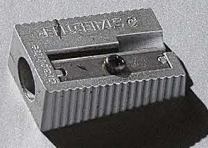
SURFACE+ panels are manufactured with a commitment to meeting wood-supply needs without compromising the environment for future generations. SURFACE+ uses wood materials recycled from the construction and demolition sector

in its composition as well as wood recycled throughout the production process. SURFACE+ thermofused laminate panels have been tested to pass IAQ certification for healthier interiors, is FSC®-certified, and Eco-certified Composite (ECC).



DISCLAIMER

SURFACE+ decorative surfaces are not anti-virus. The proven antimicrobial properties do not protect users from contamination of Covid-19 or other germs, bacteria or viruses. They do not serve as a substitute for disinfection with approved cleaning products.





Delving Into The Public Sector

By Michelle Warren

As September comes to a close, we see the end of yet another federal fiscal year) and the beginning of a new fiscal year (2022) that begins October 1, 2021. While I hope everyone had a prosperous year selling to the federal government unfortunately, we do not allow for time to celebrate (or mourn) the prior year as we need to start preparing our plan and strategy for the new year. So, what does that look like?

Focus: The first thing I want to remind you of is the need to focus when you are selling to the federal government. A shotgun approach is not the best practice in this vertical as it can quickly become too much or overwhelming. In order to do this, you will want to know what your capacity is for new business development. Additionally, you will want to define the geography that you are comfortable supporting. Lastly, you will want to know your market for federal government. Which agencies, bases, general contractors, design firms, etc. are in your defined geography? Will they have money going into the new fiscal year? Do they have plans to spend that money on the product or services

you offer? Are all very important questions to answer.

Research: One of my favorite things about selling to Public Sector is the access to information. With the federal government if you know how to find the information and put the time in to do the research you can identify who in your target area will have money and will be purchasing your goods/services. You can find out how they procure what you offer, who currently provides it to them and, if they procure on a contract, when that contract will be up for renewal. Additionally, you can identify the right people to contact to start the conversation for your company. Research is important on so many levels. You do not want to waste time calling on someone who can only buy off a contract you do not hold or an agency who has no money allotted for what you offer.

Create the Plan: Behind every good federal sales year for me has been a well thought out strategy that evolves throughout the fiscal year and, of course, some bluebirds from great partners!

First, identify who on your sales team will be pursuing Government business if you have not already

Then identify who the targets are. This can and should include such targets as: government agencies, military bases, socio-economic partners, design firms, GCs, lead sites, and BPAs and IDIQs you know will be coming out for bid this year.

For each target you need a plan on how you are going to pursue them, how often, who and the steps involved that lead to success with the target. This should be as detailed as possible, at this point in time, and should be a living document where you can update as you find out more information about the agency or as the landscape changes throughout the year. The plan cannot be static, especially in October, as budgets have not even been finalized for everyone yet. Make sure you include all aspects of what you need: marketing, inside sales, sales and clearly identify who is doing what in the plan. I recommend that the government team lead within your organization be responsible for the plan, and that they revisit it monthly to confirm that the team is working the plan and that the plan is still the direction you want to go. Don't be afraid to remove or add to the plan, just keep it focused and moving forward.

Set the goals: The plan should include what the goal is for each target to consider the initiative a win for your company. A sales number will not be the win for every target. It could be simply responding to the RFP or responding to bids on ebuy, or it may be getting a virtual or in person meeting with the general contractor or A&D firm to introduce your company and their capabilities. Remember you are building a program and there are many steps to be taken along the way to get to the ultimate goal of a sales number. Set realistic goals and celebrate the successes along the way that lead to the sale.

Track your success: Lastly, make sure you have the capability and the resources set up to track how you do against your goals. If you cannot track the outcome of the goal you need to rethink the goal.

Once you have determined your focus, done the research, created your plan, set your goals, and have your tracking in place you are ready to mobilize for success.

Happy New Year!! Best wishes for a successful FY2022!!



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.



NeoCon Announces The 2021 Best of NeoCon Jury

Close to 60 Industry Leaders Selected to Judge Innovation & Excellence in Exhibitor Products

NeoCon is proud to announce the 2021 Best of NeoCon jury. After an extensive nomination process, an exceptional group of interior designers, architects, facility managers, procurement professionals, design consultants, and enterprise clients has been carefully selected to judge the coveted competition. The 2021 jury brings together industry leaders, facility managers, and active specifiers from top firms and companies such as HOK, Amazon, and Perkins & Will, with expertise ranging from commercial, healthcare, education, and technology sectors. With about half returning and half new participants, the jury will be tasked with selecting the best of the best from 58 product categories across a range of verticals. Early indicators point to a record number of

submissions with entries up more than 20 percent over previous years at this time in the competition.

"As one of the founders, I've been managing the Best of NeoCon Competition for the entirety of the program's 31 years. The 2021 edition expands upon the competition's rich tradition of community and product excellence. In partnering with theMART, we've grown the jury and broadened the submission categories to be in line with the latest trends and shifts in the commercial interiors industry," notes Eileen McMorrow, director of the Best of NeoCon competition.

"Being a juror for Best of NeoCon gives an unparalleled access to the latest products and innovations within the commercial design world," comments veteran juror and Senior Workplace Strategist at Amazon, Khoo Koss. "Hearing the why's and how's are as important as seeing the actual product or solution itself. This is also an opportunity to provide valuable feedback and to hear from others with diverse expertise and backgrounds within the juror team. I am a firm believer that shared feedback can truly elevate the industry."

In the days leading up to the show, Best of NeoCon jurors will split up in teams and visit all participating showrooms and booths to conduct thorough product evaluations before deliberating and making their final determinations. Participating exhibitors will have the opportunity to present products created within the last 18 months to this group of highly vetted industry professionals.

Winners will be announced on-site at a live special awards ceremony on the first day of NeoCon, Monday, October 4, at theMART. The event will also be live streamed online. Dynamic industry veteran and publisher/editor in chief of officeinsight, Bob Beck, will serve as this year's Master of Ceremonies for the official awards celebration and will announce the winners in each category.

New this year, winners will receive a physical Best of NeoCon Award. The striking translucent blue sculptural object was conceived by award-winning design firm and NeoCon partner Mairelli Studio and produced by the material specialists at NeoCon exhibitor 3form.

Juror Mackenzie McCulloch, director of design/interiors at HOK, notes, "I have always found the material aspect of what we do as designers to be very fascinating, and I am excited to hear manufacturers speak in-depth about their product development process. NeoCon is so important because it serves as a 'watering hole' for many to gather and to experience products first-hand that would not otherwise be accessible."

To see the full list of 2021 Best of NeoCon jurors and for more information on Best of NeoCon submissions visit <https://neocon.com/programming/best-of-neocon> or explore NeoCon's "Meet the Jury" campaign on Instagram. Additional jurors will be added in the next few weeks to accommodate the volume of submissions.

Submissions from now until September 2 will be \$700, with a final round of submissions open through September 9 for \$775.

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon Shows on the following: Facebook (@NeoConShows), Twitter (@NeoCon_Shows), and Instagram (@NeoCon_Shows).

NeoCon will take place October 4-6 from 8am-5pm CDT. The show is open to trade, C-Suite executives, and other industry-related professionals at www.neocon.com/register. Credentialed members of the media can register for press passes here. Interviews with NeoCon leadership, exhibitors, and speakers are available. To set up an interview, or for more information and images please email alexandra@novitapr.com. Additional details for attending NeoCon can be found at www.neocon.com.

NeoCon®



Four Ways to Plan for Privacy with Architectural Walls

By KI

At KI, we understand the importance of privacy within a shared space. From hearing confidential conversations to seeing protected information, it is imperative to ensure acoustical and visual privacy needs are met within workplaces, healthcare facilities, education spaces, government centers and more.

At KI, we understand the importance of privacy within a shared space. From hearing confidential conversations to seeing protected information, it is imperative to ensure acoustical and visual privacy needs are met within workplaces, healthcare facilities, education spaces, government centers and more.

Architectural walls can help block sound and secure visual priva-

cy for sensitive environments. With the flexibility to complement a variety of aesthetics and ability to install incredibly quickly due to pre-assembled delivery, architectural walls prioritize design and function while satisfying the critical needs of privacy.

Consider the following factors when designing your space with architectural walls to achieve acoustical and visual privacy.

1. Evaluate Sound Performance

Many factors contribute to the overall noise level of a space. In fact, acoustics is a detailed science. Carpet, ceilings, light fixtures, wall treatments, HVAC and furniture affect how sound travels through a space.

Therefore, it's important to know how architectural walls can be measured for sound performance. According to industry standards, conventional interior wall construction has Sound Transmission Class (STC) ratings that typically range from 36 to 42.

KI's architectural wall products have been rigorously tested to verify STC ratings and have outstanding performance as follows:

- [Lightline](#): An STC rating of 36 to 39 blocks out speech at a normal volume and makes loud speech incoherent.
- [Genius](#): Loud speech is barely audible with an STC rating of 41 to 48.
- [Evoke](#): With an STC rating of 50, Evoke rates higher than traditional 4-inch drywall or 6-inch lightweight concrete block; shouting is barely audible.

2. Let the Sunshine In

Sound performance and natural light are not mutually exclusive. Glass architectural walls allow sunlight to flow through a space without sacrificing the division of space or speech privacy.

Specific finish options can also impact the sound performance of glass walls. For example, walls made with thicker glass, double-glazed glass or laminated glass offer superior noise control.

Our [Lightline](#) architectural walls are available with these glass options, offering acoustical privacy and maximizing the transfer of natural light, all with a sleek aesthetic.

3. Provide Visual Privacy

In places that require confidential conversations, visual privacy is often just as important as auditory privacy.

Architectural walls make it easy to create differing levels of visibility. Walls with floor-to-ceiling glass panels can be specified with frosted glass or partial film to create an open, spacious feel while maintaining visual privacy. Similarly, solid architectural walls with a clerestory provide a private space while allowing sunlight in.

Our [Genius](#) and [Evoke](#) architectural walls can be tailored to offer numerous levels of privacy. Genius is available in myriad surface materials, including finishes, colors and textures. Evoke solid panels can be specified with painted steel, steel markerboard or inkjet-printed shells. Magnetic accessories such as tackboards can easily be used with these steel sheels to further enhance the acoustics and function of your space.

4. Consider Your Entire Space

Sound travels along the path of least resistance, which accentuates the need to focus on the connections between architectural walls and the built environment. Connections at the ceiling, built walls, columns, curtain wall and floor require attention.

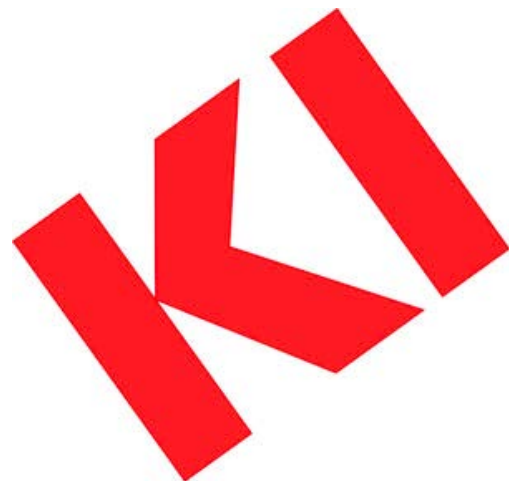
Door frames should include seals or full strikes to assist in mitigating sound transfer. Attention should also be paid to door undercuts. The use of mechanical drop seals on doors can reduce the amount of sound that transfers from space to space.

In addition, penetrations in the ceiling and the type of ceiling used play a major part in acoustic privacy. HVAC, light fixtures and fire suppression can also create a path for sound to travel and should be part of overall acoustic evaluations.

All-Purpose Privacy

Whether you're looking to create a quiet study spot, a one-on-one meeting room or a space for discreet doctor-patient discussions, architectural walls are a key component of planning for privacy.

For more details on KI's architectural walls, check out our [suite of solutions](#).





By Jeff Carlson

HD Expo + Conference is “Where legacy meets the future of design”. On August 24-25 after a two-year hiatus, the HD Expo + Conference celebrated its return to Mandalay Bay Convention Center in Las Vegas. I was introduced to the HD Expo + Conference, the largest U.S. based hospitality event of its kind, 7 years ago and it quickly became one of my favorite shows for the hospitality and contract industries – and no its not due to the legal gambling. **“Home to innovative product launches and leading-edge collections. Debuts and redux, Invention and re-invention, Stalwarts and upstarts, In one place, in one space.”**

“For many people, HD Expo + Conference was their first industry event in a long time. The feedback from attendees and manufacturers has been overwhelmingly positive, and it’s clear the industry was missing the face-to-face interaction and camaradery of live events,” says Kevin Gaffney, Group Show Director and Vice President, Emerald, HD Expo + Conference’s parent company.

The show has expanded to include, well everything for hospitality, hybrid spaces and so much more. **“The Expo is a great**

venue to continue educating the industry through inspirational design done with environmental responsible leadership. This Expo brings the entire Hospitality Family together to learn, collaborate, and to be inspired” – Kimball Hospitality, the leader in hospitality casegoods, trusted by the most prominent brands in the industry and bringing a best in class product and all inclusive experience to designers, buyers and owners, - Phil Englert.

According to the HD Expo + Conference website, they agree with Phil’s perspective, as the home for innovation launches and cutting-edge collections. Debuts and redux, Invention and reinvention, Stalwarts and upstarts, all in one space! Patrick Mueller with Norix & Tonik added, **“HD Expo is the one show we never miss. We’re excited each and every year to be surrounded and inspired by the talents of designers and varying innovative products and projects, of course showing off some of our very own.”**

“The hospitality industry is great at removing barriers / challenges of life outside of work & Home and when you can add that value you are giving your guests & employees the experi-

“For many people, HD Expo + Conference was their first industry event in a long time. The feedback from attendees and manufacturers has been overwhelmingly positive, and it’s clear the industry was missing the face-to-face interaction and comradery of live events.”

Kevin Gaffney, Group Show Director and Vice President, Emerald, HD Expo + Conference's parent company.

ence, they want to have every day. Therefore, Kimball Hospitality sees the influence of the Hospitality industry bleeding over into the workplace.” – Phil Englert with Kimball Hospitality.

Over the years, I have personally witnessed this cross over into the workplace and find it exciting to see the variety of influences while walking the Expo. This year was no exception. While the Expo was smaller in the number of manufacturers presenting, and I’m sure due to the current pandemic, lighter in attendees, I was impressed by the quality of manufacturers, their enthusiasm to be in front of their specifiers again, and the innovation

of the products presented to handle cleaning and antimicrobial properties to make the hospitality, and workplace environments safer and far more comfortable. Roy Sandler with Sandler Seating, a manufacturer that won three best of HD Expo awards, added, *“Sandler has been supplying design-led furniture to the hospitality industry since 1982 and despite the challenges of the Covid pandemic, we remain totally committed to our industry. We have closely observed how trends have changed over the past months in terms of cleanability and the requirements for more weatherproof furniture and we have adapted our designs to meet these needs.”*



Kimball Hospitality and D'Style

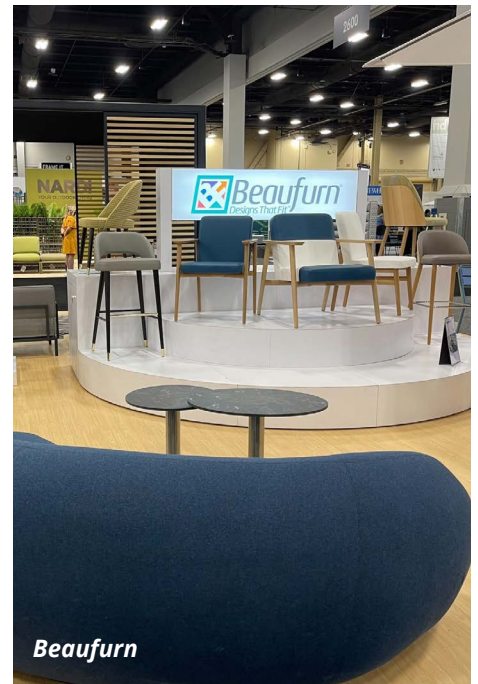


Sandler Seating

**HD EXPO +
CONFERENCE**



emu Americas



Beaufurn

Shows are also beyond products, beyond design, beyond functionality. Shows like the Expo are also a great time to reconnect with your friends, reps, colleagues and of course customers. Sara Beets with emuamericas, llc said that ***“their team was very fortunate to attend the HD Expo 2021 this year. They were excited to see their reps and clients again in person. Having their physical product out for present and future clients to touch, test, and experience is crucial in showcasing their furniture’s hallmark strength and durability. Their quality stands for itself and to have guest truly experience that at the HD Expo was very beneficial.”*** Sara added, ***“that it was a great show and their booth’s attendance was terrific”***

Roy Sandler agreed and added, ***“In our view there has never been a more important time to maintain our presence and engage with our customers. Through the power of social media and digital marketing we have doubled our efforts to remain a valuable resource for the design community.”***

HD Expo is the one show not to miss!! Mark your calendar for April 2022 and join us in Las Vegas.



Tonik



Func



National Lighting



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!



Hot Showroom Summer with Matter Contract

Matter Contract – Matter Contract is a team of independent representatives to the Pacific Northwest offering tailored support throughout the interior design process. We're committed to connecting designers and dealers with solutions whether we're virtual or in-person.

**KEEPING
CONNECTED**



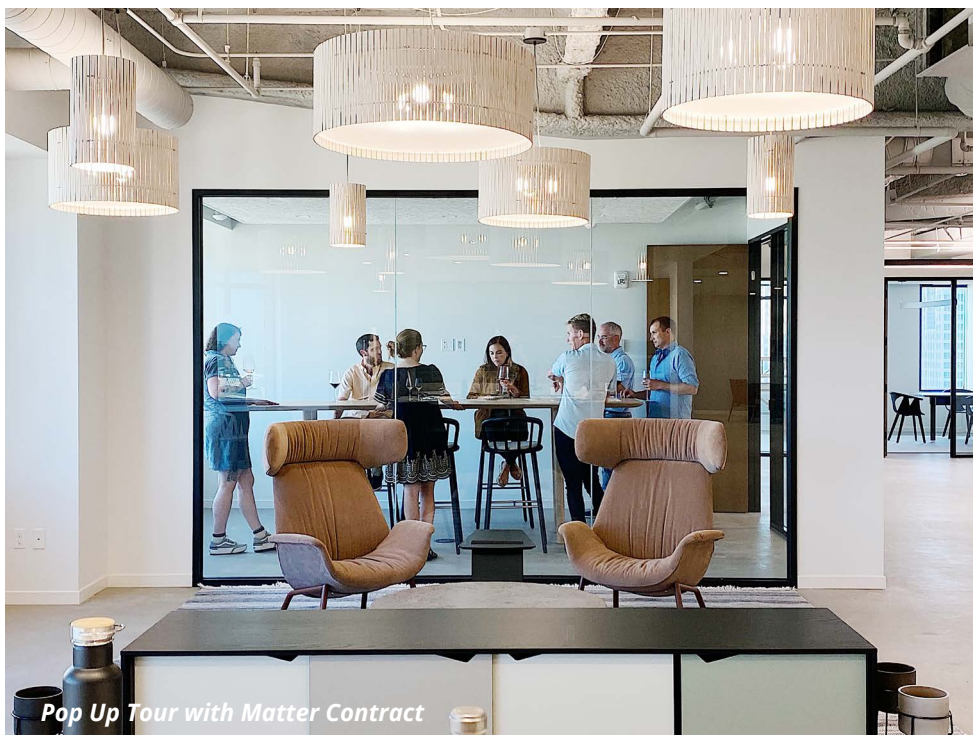
Matter Contract – Hot Showroom Summer- They hosted a progressive showroom tour with industry partners. Designers walked to three different showrooms where they were greeted with drinks and appetizers. Such a fun way to explore several great spaces in their area!

Matter Contract

WINE CLUB
with matter
CONTRACT



THURSDAY | MARCH 25TH | 4:30PM PST
a bottle of wine, a guest sommelier, and good company



Matter Contract – Wine Club - We mail a bottle of wine to enjoy during a virtual happy hour where we hear from the wine-maker and enjoy casual conversation.

Pop Up Showroom Tours - We partnered with a dealer to outfit a workspace in downtown Seattle where we've hosted breakfast, lunch, happy hour, and pop-by tours.

Matter Contract also hosted CEU courses and an event called "Take 20".



Marc Shore + Associatest – Marc Shore with Marc Shore + Associates sponsored the recent Professional Growth event by WIA Tampa, featuring a panel discussion on breaking through the glass ceiling in architecture. The panel included leading women in the Tampa AEC community, including Dawn Gunter, Rayane Plyler, Ana Rabelo Wallrapp, and Leigh Young. It was a great event with informative and lively conversation about this important subject.



Marc Shore + Associates

**KEEPING
CONNECTED**



Webb Contract Associates - Showcase Event



Webb Contract Associates Team



IIDA

Webb Contract Associates

In the midst of the pandemic, Webb Contract Associates sought out to cultivate a new product experience within the heart of the design community in Downtown Columbus, OH. What was considered one of the most challenging times for many industries, the team thought it was the optimal opportunity to invest in their territory. With the support of their Manufacturer Partners: Indiana Furniture, Logiflex, TableX, and Lesro, Webb Contract successfully opened its state-of-the-art showroom in October of 2020.

In addition, their team has invited select brands in the flooring and fabric category to include their material samples and library in the design center that was created to enhance the finish selection process. These brands include Mayer Fabrics, Tarkett, and Fashion Design Resource.

In June, Webb Contract partnered with Meyers + Associates Architecture to host the first in-person IIDA event, post-pandemic, for their local chapter, "Get Connected".

Later that month, the team opened their doors for their "Summer Solstice Showcase" event. Partnering with five other vendors, they hosted an open house format lunch & happy hour for the A&D Community.

"Our doors are always open as we continue to host events and share our product experience with as many as possible."



Design Center

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