

delve

DEC 2022 V33

VERSTEEL

INTRODUCES VERSATILE LOUNGE SEATING SOLUTION: CATWALK

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EMBRACING AV

Doug Gregory discusses how we can approach the work process with fresh eyes to meet the challenges of the new year.



**THEN + NOW:
LOUNGE CHAIRS**

Martin Brattrud takes us back in time and compares lounge seating of yesteryear with the trends of today.



VERSTEEL'S 'CATWALK'

COVER STORY: Versteel launches their verstile lounge seating solution: Catwalk.

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editor's note

Dear Reader,

This year has been a wonderful whirlwind of innovation, progress and growth! We celebrate all areas of the industry in this month's issue.

We are highlighting some of the most popular product categories as well as many of the new innovative solutions that are just now emerging on the market.

Before we dive into the next year, we take a look back to appreciate where we've been and the progress we've made.

We invite you to dive in, and reach out to those whose stories inspire you!

Enjoy!

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



**THE
MY RESOURCE LIBRARY
FAMILY**



EMBRACING THE AV

BY DOUG GREGORY

49% of contract furniture dealers in Solomon Coyle dealer peer groups don't sell any kind of technology or AV equipment. While there are no firm numbers available, probably no more than 10% of aligned dealers sell AV technology. Independent dealers are likely at less than 10%. Many dealers seem to fear the very idea of AV technology. As we peer into the near future of our industry, the market is practically begging for this to change.

Why Look into AV Technology?

BIFMA is forecasting a 9% drop in office furniture sales in 2023. While numbers will vary from market to market, this reality must impact business planning. Some dealers are buying, some are selling, and some are hunkering down. What will your dealership do to survive? What will you do to thrive? Interactive displays offer a complementary growth strategy that can help dealers thrive.

As Jeff Carlson told me: "The contract furniture market is not DEAD, however it is going thru an adjustment. One such adjustment is the need for technology. Technology in the office has been proven to increase efficiency and productivity at a rapid pace. Dealerships need to understand that it goes well beyond furniture providing electrical solutions, and then jump into the deep end as it pertains to serving their clients with full solutions like digital tools, applications and systems."

The architecture – furniture – technology story first came to light in the late 1990s. Three realities about this story:

1. It is more valid and relevant today than ever
2. Our industry rarely offers integrated solutions to clients
3. Clients have had to figure it out by themselves

Why not tell the whole AFT story? Why not define and deliver a package almost no one else can touch?

The world of work has never been so chaotic, making it hard to discern a path. What we do know is AV technology is a key component to making hybrid work work. It supports good work process design, enables equitable communication, and empowers collaboration and creativity from wherever people are working. It drives customer productivity. In this role, AV technology can actually pull through office furniture sales. First, we determine the work to be done in a space; second, what technology will be used; third, how do we design the space around the technology; finally, what furniture is required?

Office furniture is not front of mind for our customers. They're worried about how to hold their teams together, make employees happy and improve productivity. Office furniture can help, but will not drive, results in these areas.

INDUSTRY HOT TOPICS

AV technology can help drive business results, and when we lead with it, it can then act as a great lead-in product for office furniture. Our customers' worlds have changed. We had best change with them. It is no longer 2019.

Paul Friedman recently reminded me of a truth: Our clients are less resistant to buying technology products than office furniture. In fact, they have been shifting funds from furniture to technology for over 20 years as they believe they get a better ROI with tech. It seems obvious AV tech is easier to sell than office furniture.

We are thinking about AV technology in 2019 complex meeting rooms terms. Conventional AV in conference rooms can be very complex, but 80% of all applications in 2023 will be very simple. 2023 applications will be less complex and the products have become much less complex. 80% of applications won't require traditional AV integrator skills.

Differentiate from the competition. Most contract furniture dealers don't actively sell AV technology. No matter how sound a strategic argument might be for doing so, the majority of contract dealers won't make the move. Stand out from the competition and deliver on a story they can't even tell, let alone deliver on.

What are the Obstacles?

First, AV technology is a new product category for the vast majority of contract furniture dealers. It's difficult enough when new product categories like phone booths come along; AV tech seems like a foreign language. Once you begin looking at inter-

active displays through the lens of work process, you can get more comfortable with the idea. With the right partners, this obstacle can be dealt with.

Don't yet understand why interactive displays can make such a difference for your clients? Most end customers don't understand its full potential either. AV integrators don't understand the work process story; contract dealers don't understand how the technology works. Your clients need you to help them understand how to apply AV technology to support their teams.

Not every member of your sales team is going to be comfortable talking technology with their clients – no one wants to look like they don't understand something. First, this is true of a lot of things. Not everyone is going to get it. Second, they don't need to understand it. They need to talk about work process and connect their client with someone who does understand it.

"I'm going to have to add a manager, tech people, and support staff." That is one option. Given new solutions and new business support models, it's not always necessary. There are more efficient and less risky ways to get into AV in 2023.

Without deep expertise in a product area, selecting products and shaping an offering can be difficult. An internal resource to support this points back to the previous issue.

Business Model Options

How can contract furniture dealers incorporate AV technology into their business models? In a simplified format, three options present themselves:



1. Buy an AV integrator. The traditional route has been to create a strategic business relationship with a local AV integrator, buying their leadership, sales and technical skills as well as product lines and business models. The task then presents itself to get your existing sales and design teams to integrate well with the new product category.

2. Start from scratch. It takes time to build a new business category from scratch, but it can be done. What is required is a vision, a key leader and a plan for integration into the main business.

3. Outsource. Have your cake and eat it too. A new dealer service business focused on non-complex AV technology applications will be available early in 2023. This business will work in concert with select contract furniture dealers to manage the customer process from application definition through installation all from initial client leads. Featuring best-in-class interactive displays from www.i3-technologies.com and a range of mounting solutions from design leader www.hecklerdesign.com, InterActive Spaces will empower dealers to profit from AV technology sales and client satisfaction without the risk of the other options.

In Conclusion...

- Our industry is forecast to decline by 9% in 2023
- The architecture-furniture-technology story is more relevant than ever
- Only 10% or so of contract furniture dealers sell AV technology
- Clients are more open to technology solutions than to furniture
- 80% of all AV technology applications in 2023 will not require

AV integrator skills

- A new dealer service business – InterActive Spaces – will help dealers support client AV technology needs, pulling in office furniture business

Doug Gregory, Syntigrations principal, is focused on creating integrated InterActive Spaces. A consultant and entrepreneur in the office furniture industry for over 20 years after stints at both HON and Steelcase, the novelty of learning how best to meet customer needs never gets old. The journey of these articles is to help identify how interactive technology supports contract dealer growth through meeting the complex needs of our mutual clients. Doug can be reached at dgregory@syntigrations.com.



About Doug Gregory

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6 OF MRL'S FAVORITE PRODUCTS FROM ACROSS THE LIBRARY

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

AIRE MEDIA STAN

SCHIAVELLO

Weighted to hold virtually any screen up to 100kg, the Aire Media Stand is robust, strong and provides all the portable audiovisual capabilities of the modern workplace. All while embodying the elegant and lightweight design language that has become synonymous with the Aire collection.



VOYAGER MANUAL HEIGHT ADJUSTABLE AV CART

CHIEF / LEGRAND

The Voyager is a compact mobile display solution to support flexible conferencing and collaboration in workspaces and digital signage. Built-in cable management and small device storage create quick and attractive AV installations.



CLASSROOM CREDENZA

HECKLER

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GATEWAY™ HEIGHT ADJUSTABLE MEDIA WALL

NIENKAMPER

Gateway™ Height Adjustable Media Wall Table provides an adaptive platform that incorporates an upholstered screen for space division, auditory and visual privacy and multi-media connectivity.



PAIRINGS®

KIMBALL INTERNATIONAL

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COMPASS CABINET MAXI H1

MOORECO

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DESIGN - ATLAS

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for interior designers

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You'll be invited to join us in live workshops, jam sessions, and office hours.

Personalize your learning with specialized topics, timely insights, and Q&A opportunities.

Want a free study
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Move beyond passively watching videos online and get engaged in your own learning.

Every program includes free access to a digital learning library with the workbooks and tools you need to move from idea to action.

Need extra
support?



Our private online community spaces are where you can talk it out with others and avoid the overwhelm of going it alone.

Get real support from our human helpdesk for content and tech issues so you can move past roadblocks quickly.

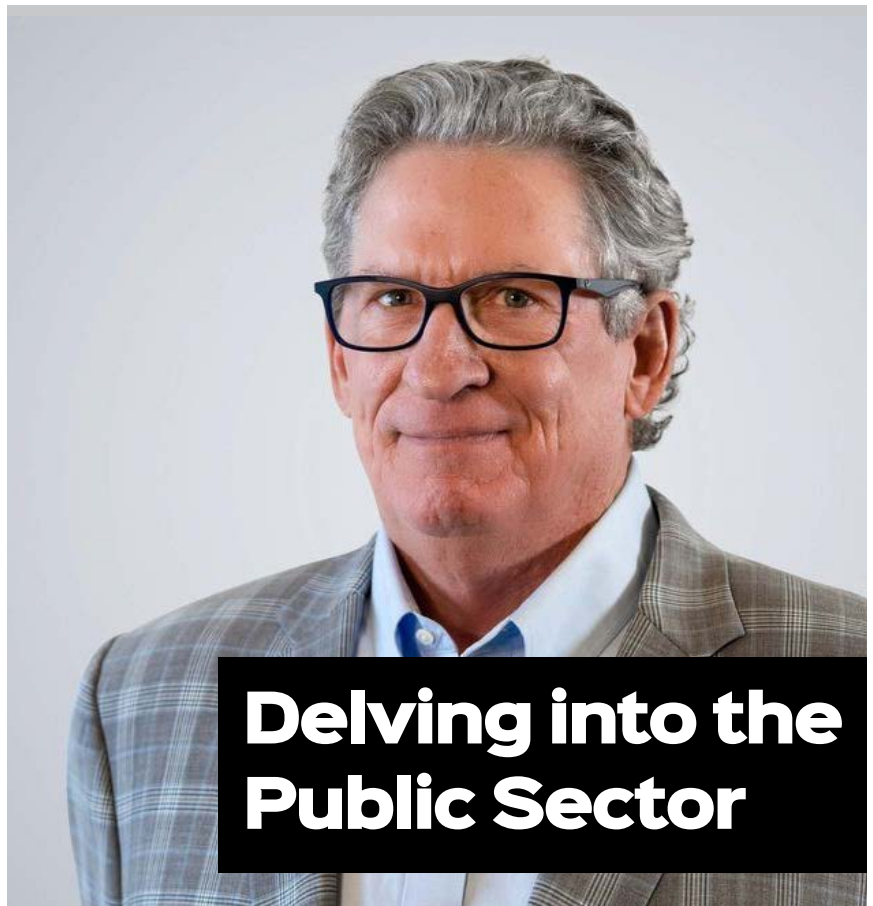


By Michelle Warren

Michelle Warren is President of Catalyst Consulting Group, a firm specializing in providing strategic solutions to the commercial furniture industry to enhance their sales, positioning, and distribution.

With 25 years of industry experience on the dealer and manufacturer side of the industry, Michelle has been recognized as an innovator in selling to the Federal Government, State/ Local Government, Higher Education and Cooperative Purchasing. Her expertise includes: sales strategies, strategic planning, 3-5 year road mapping, targeted marketing plans, distribution development, hiring reps, and training for reps and/or dealers.

Michelle is known as a “serial networker” in the furniture industry and enjoys meeting people and making connections happen. If you’re interested in connecting - reach out at: Michelle@strategic-catalyst.com, connect on LinkedIn or visit www.strategic-catalyst.com to learn more about her work.



Delving into the Public Sector

This month, Pat Morrison, Senior Consultant for Catalyst, is our guest writer. Enjoy!

SELLING TO THE FEDERAL GOV MARKET DURING A CONTINUING RESOLUTION

Currently, the Federal Government operates under a Continuing Resolution (CR) that expires on December 16, 2022. A CR allows the Federal Government to stay open, keeping agencies funded and allowing employees to continue to get paid. This is an intermediate step between having an annual budget negotiated and signed by the President before September 30 and the alternative of shutting the government down due to lack of a funding agreement.

The Federal Government fiscal year starts on October 1 and ends on September 30. For 40 of the last 43 years, an appropriations measure has not been negotiated before the start of the fiscal year on October 1. One impediment to getting a budget passed on time is the Congressional voting calendar, specifically the House of Representatives. For the calendar year 2022, reviewing the House Majority Leaders calendar (majorityleader.gov), from July 1 to October 31, members are not in session as they are out of Washington, DC, for a “District Work Period” of 61 days. Conversely, they are in session for “Votes” for 16 days. It is hard to pass a budget on time under these circumstances. In this situation, a CR is negotiated in Congress and signed by the President to keep the government open. In many years, to

allow for negotiation, a series of CRs can extend into the following calendar year before there is a resolution. It is likely that this will be the case for the FY2023 budget under the current political situation.

Six Action Items for Sales During a CR

- 1.** A CR funds agencies at the prior fiscal year budget level; ostensibly, no new project starts are allowed due to the funding stipulations. Be aware that if the project was funded last year with a two-year funding commitment, there might still be buying activity available.
- 2.** There still may be small dollar purchases under the Micro Purchase Threshold of \$10,000.
- 3.** It is a good time to get in to see your primary agency contacts to identify and provide budgetary support for projects “in the pipeline” for FY 2023 rather than simply waiting for the budget to be passed.
- 4.** Specifically, DoD, DHS, and VA are looked upon more favorably for expedited budget-related approvals and increases over prior year funding.
- 5.** Suppose you deliver and install furniture during a CR; confirm access to the install area. In that case, that security requirements for your install team are in place, and, as usual, ensure you are on time, accurate, and complete.

- 6.** As stated earlier, do not be surprised if there are a series of CRs to allow for more negotiations that may not resolve the budget issue until sometime in the early calendar year 2023

In many instances, there may be a minimal number of issues holding up an approved budget; in the minds of many, they are primarily political and passionately debated on both sides of the aisle. Best to steer clear of taking sides in the debate and concentrate on staying positive and moving forward once the budget is passed.

The bottom line, based on historical budget activity over the last 40 years or so, selling to the Federal Government during a CR should be something that all Federal Government salespeople should embrace. It has been a reasonably predictable ritual. At some point over the next couple of months, there will be a final appropriations measure approved and signed by the President. Here is the good news, with a compressed fiscal year between budget approval and September 30, 2023, in most cases, there will be a significantly increased level of contracting in a much shorter period. Stay close to your crucial agency customers, have a sense of urgency for any inquiries or requirements, build a folder for quotes and proposals awaiting FY2023 budget approval and be patient.



About [Pat Morrison](#)

Pat is a Seasoned government sales and marketing executive with successful career building long term and productive relationships in the Federal, State & Local government markets. He has successfully negotiated many government contracts over his career with a concentration in the GSA Schedules program. He is passionate about assisting commercial furniture dealerships intent on increasing revenue and profitability through new market entry into government.

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Kimball International Receives Multiple Best of Year Product Awards from Interior Design Magazine

Kimball International announces that Interior Design Magazine has awarded three of its products with Best of Year distinctions. In its 17th year, the Best of Year (BoY) Awards honor the most innovative and noteworthy design achievements from around the globe. Interior Design Editor in Chief Cindy Allen announced the BoY Winners and Finalists to a sold out crowd during an awards ceremony held in-person at Penn1 in Manhattan, New York, and virtually through DesignTV by SANDOW .

BoY Awards are given to projects and products that showcase the most significant work of the year. By recognizing designers, architects, and manufacturers from around the globe the BoY Award has become the ultimate measure of

excellence. This award showcases what's happening today in every category of design while simultaneously setting the bar even higher for the future.

Kimball International received the follow accolades:

The highest distinction goes to Paradolia as a BoY Award Winner in Contract Partitions and Wall Systems. Paradolia, by Kimball, is a collection of floor screens and suspension panels. These contemporary solutions create privacy and reduce acoustical distractions. Its soft contours contribute to a warm atmosphere while providing a tackable surface. Options with magnetic markerboards, mobility, and shelves add even more utility and versatility.



Ezzeri, by the Interwoven brand

Ezzeri was recognized as a BoY Award Honoree in Health and Wellness Furniture. Ezzeri, by Interwoven, is a patient chair and lounge collection that was designed around patient comfort, well-being, and the enhancement of caregiver efficiency. Beautifully crafted and insightfully intuitive, Ezzeri utilizes an innovative self-weighting recline mechanism that removes the need for multiple handles and controls. Creating a neutral balance for the patient, this unique feature provides maximum ergonomic benefit with

minimal effort for the patient and caregiver.

“It’s an honor for two of our products to be recognized by Interior Design Magazine,” said Angie Schuch, Vice President of Product Marketing for Kimball International. “Receiving these BoY awards validates that our design and development process is not only meeting needs, but exceeding industry standards. These awards are unique because they take into account functionality, innovation, and aesthetics.”

About Kimball International

Kimball International is a leading omnichannel commercial furnishings company with deep expertise in the Workplace, Health, and Hospitality markets. We combine our bold entrepreneurial spirit, a history of craftsmanship, and today’s design driven thinking alongside a commitment to our culture of caring and lasting connections with our customers, shareholders, employees, and communities. For over 70 years, our brands have seized opportunities to customize solutions into personalized experiences, turning ordinary spaces into meaningful places. Our family of brands includes [Kimball](#), [National](#), [Etc.](#), [Interwoven](#), [Kimball Hospitality](#), [D’sstyle](#), and [Poppin](#). Kimball International is based in Jasper, Indiana.



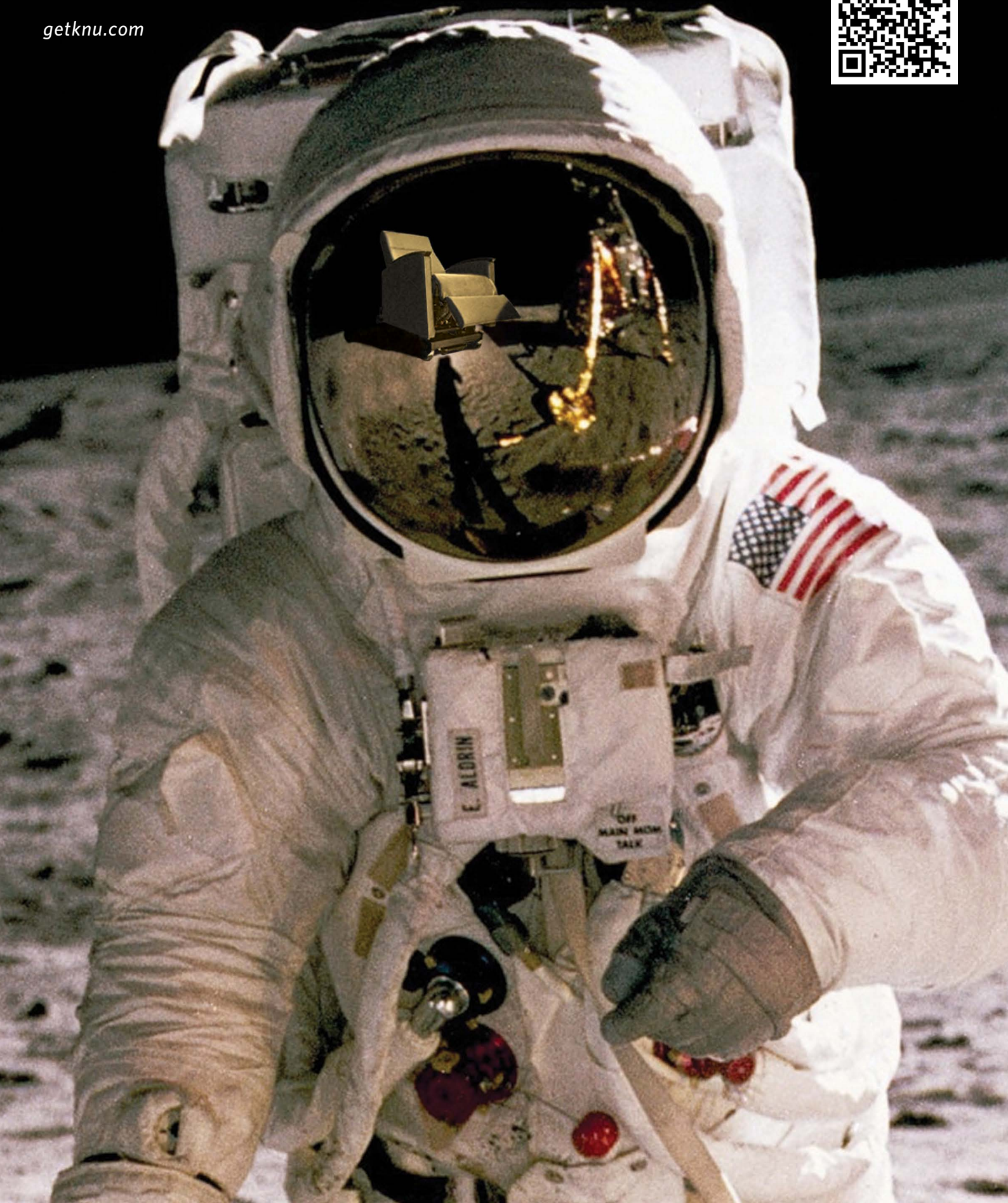
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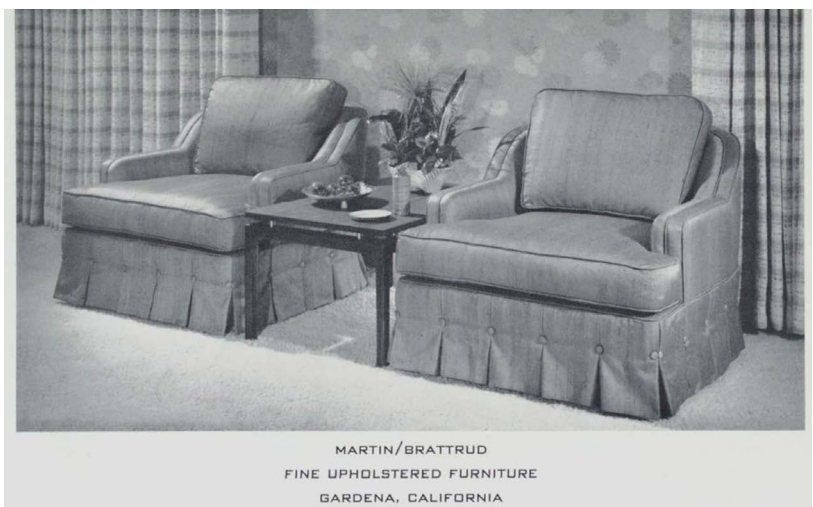
Then + Now: Lounge Chairs by Tim Penczar



Martin Brattrud lounge chairs and sofa on the set of "The People's Choice", circa 1957

The lounge chair is arguably the ultimate vehicle for artistic statement in the contract setting. It is highly variable, has a rich history to pull from, and is the perfect scale for expression. Le Corbusier famously once said, "Chairs are architecture. Sofas are bourgeois."

The lounge chair exists as many well-known archetypes including the armchair, the wingback chair, and the club chair. Martin Brattrud has a heritage in all of these with our earliest versions dating back to the 1940s, when we catered to a high-end residential market.

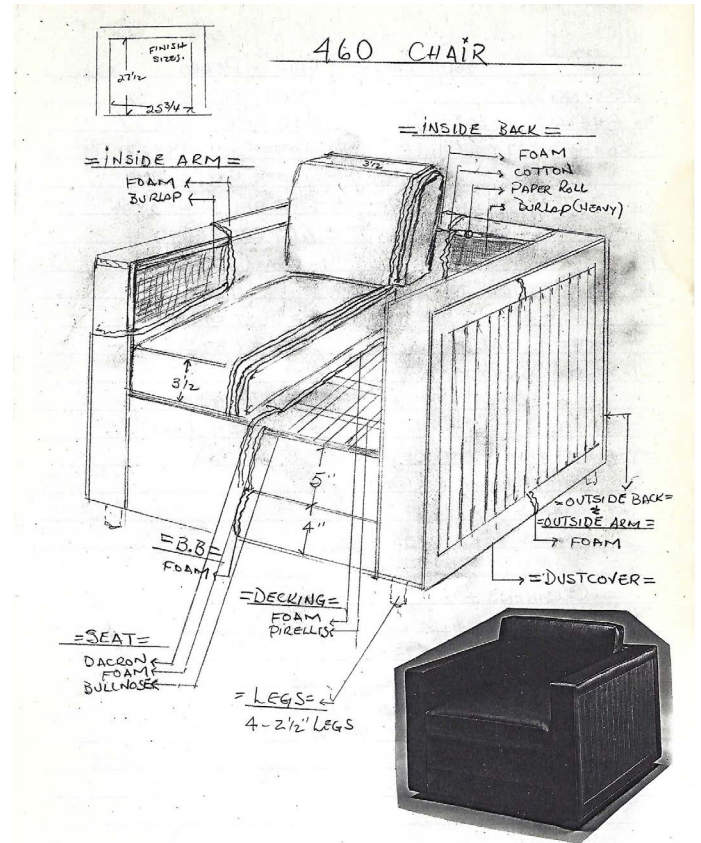


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Architectural Digest advertisement, 1961



Cutsheet cover for the 388 Wingback Chair



Shop drawing for the 460 Chair



Our lounge chair offering for our first showing at NeoCon in 2000

As a more modern aesthetic became desired in residential markets, Martin Brattrud took cues from the Bauhaus flavor of modernism, developing a range of strictly geometric lounge chairs without frills or ornamentation. This stout and robust form lent itself well to contract as well as residential settings, and many iterations were created as Martin Brattrud transitioned our business to serve the contract market. Our club chairs began to find their way into airport lounges, bars, public spaces, reception settings and more.



Toluca with metal base with Tulita sectional and Jetty coffee table

Today, lounge chairs are expected to be not only physically comfortable, but also provide a more creative level of tactile and visual sensory experience. The sculptural expression and material statement must operate at a high level while incorporating sustainable sourcing and responsible use of materials. Our latest offering, Toluca, meets all these expectations.

Toluca offers an inventive mix of wood, upholstery and metal, acting as a collage of independent moment that create a greater unified expression. With a sculptural shoulder rest made of solid wood, a base that can be either integrated solid wood or metal, and an upholstered seat and surround, the visual expressions are truly unlimited. [Explore Toluca.](#)

Though the design story of the lounge chair continues to evolve, some things remain unchanged.

"Then" we were residential.

"Now" we serve the demands of the contract market.

"Then" tools and techniques in our frame shop had pragmatic limitations.

"Now" cutting edge technology makes possible a more sculptural expression of wood.

"Then" we created furniture in a more conservative flavor.

"Now" we create a wider range of design-driven forms.

To learn more about our story, please visit our [history page](#).

**Martin
/ Brattrud**



ULTRAFABRICS X PANTONE

The world's finest performance fabric collaborates with the global leader in color trends and development

Ultrafabrics, the world's leading producer of high quality performance fabrics, announces its collaboration with color expert **PANTONE** to inspire the use of the new Pantone Color of the Year 2023, PANTONE 18-750 **Viva Magenta**.

"This year's PANTONE Color of the Year is powerful and empowering," says Laurie Pressman Vice-President of the Pantone Color Institute. "It is an animated crimson red that revels in pure joy, encouraging experimentation and self-expression without restraint, an electrifying, and boundless shade that is a stand-out statement. PANTONE 18-1750 Viva

Magenta welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a color that is audacious, full of wit and inclusive of all."

These two global authorities on color have joined forces to showcase how Viva Magenta can be activated to create transformative spaces.

"The Pantone Color of the Year is a critical driver of design. Together with Pantone, we're looking forward to helping designers bring cultural timeliness to timeless design," says Barry Silverman, Vice President of Marketing and Branding at Ultrafabrics. "The collaboration will help the design industry connect to the color zeitgeist in a sustainable and enduring way."

The first initiative will see Ultrafabrics Color of the Year Palette featured in Pantone Connect with a selection of complementary Ultrafabrics color swatches sitting seamlessly with Viva Magenta, serving as a flourish of



inspiration for any interior designer or specifier.

Throughout 2023 Ultrafabrics will deepen their collaboration with Pantone through a series of co-branded global, interactive events, sharing their expertise on how color can be implemented in almost any type of space and into Viva Magenta's application possibilities across the world of interiors

"Ultrafabrics will also launch special edition colors inspired by Viva Magenta throughout 2023," says Ultrafabrics color expert Kimberle Frost. "Our forthcoming palettes will power new visions around the Pantone Color of the Year across all areas of interior design."

"We are excited to work with Ultrafabrics to explore the application of the Pantone Color of the Year in interior design and beyond," says Elley Cheng, Vice President and General Manager of Pantone.

Ultrafabrics' special edition colors will be released within its collections UF Select Montage, Brisa and its bio-based fabric, Volar Bio.

ABOUT ULTRAFABRICS

All of the Ultrafabrics collections are crafted in its Japanese

mill using the proprietary production process, Takumi™ Technology. Ultrafabrics is passionate about creating unrivalled sensorial experiences and its investment in innovation, research and development has resulted in a range of polyurethanes suitable for both indoor and outdoor use. With an extensive client list of luxury brands spanning many industries, from residential and contract furniture, to upholstery for cars, yachts, airlines and private jets.

www.ultrafabricsinc.com

ABOUT THE PANTONE COLOR OF THE YEAR

The Pantone Color of the Year selection process requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences. This can include the entertainment industry and films in production, traveling art collections and new artists, fashion, all areas of design, popular travel destinations, as well as new lifestyles, playstyles, and socio-economic conditions. Influences may also stem from new technologies, materials, textures, and effects that impact color, relevant social media platforms and even up-coming sporting events that capture worldwide attention.

ULTRAFABRICS + PANTONE



For 24 years, Pantone Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product packaging and graphic design. For more information and to see past selections for Pantone Color of the Year, please visit:

www.pantone.com/articles/technical/what-is-color-of-the-year

ABOUT PANTONE

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization—leveraging

advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on [Instagram](#), [Facebook](#), and [LinkedIn](#).



Versteel Introduces Versatile Lounge Seating Solution: Catwalk

Influenced by the possibilities of social interactions and relationships, Versteel's newest modular lounge series, Catwalk, goes beyond functional design to provide a meaningful outlet for collaboration, creativity and comfort.

Designed by David Dahl, Catwalk is a multiple-height seating system with ledges deep enough to sit on. Mix and match omni-directional units to create your desired setting, whether it's privacy, comfort for relaxation, networking, or all the above.

"At Versteel, we believe in providing versatile furniture solutions, and Catwalk is yet another great example of this commitment. Through our collaboration with designer David Dahl, we've produced a simple, yet

effective lounge collection that evolves the potential of flexible seating."

- Versteel President Scott Schwinghammer.

With a concise offering of single, corner, end, ottoman, and connecting tables and bridge units, Catwalk can be configured to approach from any angle and accommodate a variety of postures. Low and mid ledges are positioned perfectly for relaxed leaning, sitting, or perching. High ledges offer back comfort and privacy, while laminate or veneer ledges provide a space to get work done. Bridges break up the traditional seating with either a table or padded ledge yet maintain continuity and offer storage. Catwalk invites users to kick their feet up and spread out.

VERSTEEL

Power options assist in maintaining connectivity during brainstorming sessions, and the design keeps everyone comfortable for extended periods of time. The patent pending Cat's Paw™ linking bracket provides easy, tool-free setup and reconfiguration. Ample space between the seat and ledge creates a free-floating appearance and allows for ease of cleaning.

Catwalk is available in all standard Versteel Powder Coat colors (excluding Transparents), plus Chrome and Nickel. The adaptable seating solution is simple to specify due to a curated selection of models. Catwalk units allow for the utilization of a variety of materials, including laminate, veneer, and coordinating textiles. Versteel's Catwalk is available at furniture dealerships across the U.S.

For more information visit www.versteel.com.



About Versteel

Through decades of innovation and dedication, Versteel has designed and manufactured highly functional, precision-engineered, durable contract furniture from its Jasper, Indiana-based facilities for its discerning clientele around the world. Consistently delivering product with a high level of quality and rigorous attention to detail, Versteel constantly evolves to operate at the highest possible level for its customers.

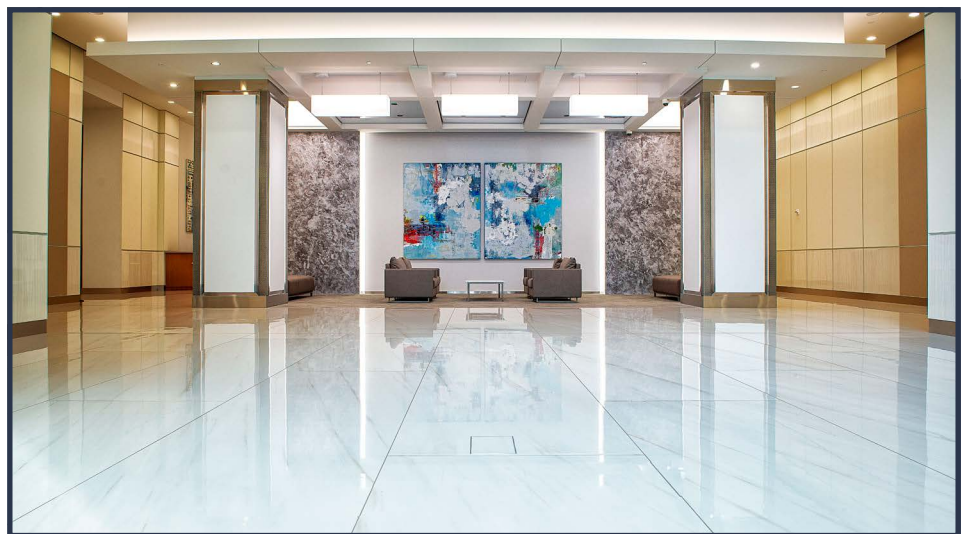
VERSTEEL

Tile Over Tile Installations With Porcelain Tile Panels

One of the biggest buzz phrases in the tile industry these days is porcelain tile panels. Why? Because designers and installers are learning more about the many benefits of porcelain tile panels, especially the ability for tile-over-tile installations.

Introduced to the U.S. market about a decade ago, gauged porcelain tile panels have experienced consistent growth in popularity. Thanks to ongoing education and training, architects, interior designers, and installers have come to understand the material and its many and varied applications available due to the large sizing in feet instead of inches. From installations with minimal grout lines to tile over tile installations, the benefits of porcelain tile panels are as expansive as the colors and styles offered.

With downtime and maintenance as top concerns, especially in hospitality, healthcare, commercial, and multi-family projects, porcelain tile panels can quickly transform a tired space into something eye-catching and fresh that will stand the test of time. The larger size of the tile combined with the thinner profile results in the possibility of tile-over-tile installations.



Bank of America Plaza at Las Olas City Centre

Searching for a product that would be large-scale and could be installed over the existing floor, the design team found that Crossville's gauged porcelain tile panels in Cava provided a stylish solution to an upscale office renovation.

“Crossville's porcelain panels are huge, a single 1 x 3-meter (39" x 118") panel can cover more than 32 square feet, resulting in a seamless look thanks to fewer grout lines.”

But the thickness, measured in mere millimeters, gives these tile panels the unique ability to be laid over existing tile or brick surfaces. This trait offers a big advantage for renovation projects as it

eliminates the need for demolition and removal of the old material, reduces the labor involved, keeps costs down, and minimizes construction waste. Another plus is that it gives businesses the ability to stay in business with less downtime. For these reasons, it's no surprise that this trend has really taken hold in commercial and residential projects.

Offered in two thicknesses for different applications, Crossville's thicker panels are at 5.6 mm, about a quarter of an inch, and these can be installed on walls and floors, while the 3 mm tile panels are intended for vertical use only. The advanced design and durability of the panels enable the aesthetic and functional use of porcelain tile in

previously impossible applications, such as tile over tile installations.

Crossville's large format panels can be installed over existing tile with just a little preparation. Depending on the material already installed, installers should review the floor height or wall thickness for limitations and ensure the existing tile is well-bonded. In some cases, the tile should be mechanically abraded or primed to insure a good bond. For tile over tile installations with large format tiles, the most critical components are substrate preparation, including setting procedures, materials selection, and layout.

Providing seamless installations on walls and floors, porcelain tile panels **OVER EXISTING MATERIALS** are ideal for commercial and residential applications.

From hospitality to healthcare and office to education, porcelain tile panels can be installed for skinning walls in large spaces, elevator areas, restaurants, restrooms, exterior cladding, and even tiling a radius (with the 3+mm panel). The residential applications are endless and create stunning installations from kitchen floor updates to shower walls and backsplashes to fireplace surrounds.

Tile Over Tile Advantages with Porcelain Tile Panels

- For the business owner, being able to **STAY OPEN** with **LESS DOWNTIME** is critical.
- From a cost standpoint, **JOB COSTS DECREASE** without having to remove the old material, reducing the labor involved, and minimizing construction waste. With a 14% increase in construction costs in 2022, these labor and material savings could dramatically impact the project's bottom line.
- As an environmentally friendly option, tile over tile installations **REDUCE THE AMOUNT OF WASTE SENT TO LANDFILLS**. Construction waste is a tremendous problem throughout the United States at about 600 million tons in 2018.
- With various health benefits, tile over tile not only **MINIMIZES DIRT AND DUST** during installation but also **ELIMINATES SOUND CONTAMINATION**, especially important if a facility remains operational during the renovation. Downtime for a business not only includes lost production and lost revenue but also loss of reputation and recovery costs to get those customers back. Tile over tile installations **HELPS KEEP THE DOORS OPEN** during a renovation with as little disruption as possible.
- Designers continue to assess material specifications that ensure generally cleaner, safer physical environments. After installation, additional health benefits of porcelain tile panels include **EASY MAINTENANCE** as the panels do not require special cleaning products, which can cause other health irritations. With fewer grout joints, the installation will use up to 95% less grout, which means **LESS CHANCE FOR MOLD AND MILDEW**.

Technical Aspects of Tile Over Tile Installations

These gauged porcelain tile panels are produced with innovative tile technology. By pressing without the traditional die-mold commonly used throughout the tile industry, then firing with highly controlled kilns at a temperature of approximately 2200 degrees F, this breakthrough process successfully eliminates tension within the tile panel creating a uniformly large flat piece that can be cut or trimmed with precise accuracy. Both 3+ mm and 5.6 mm thicknesses comply with the ANSI 137.3 product standard for gauged porcelain tile and gauged porcelain tile panels/slabs. All direct bonded installation systems are to utilize the ANSI A108.19 standard for interior installations or ANSI A108.20 for exterior vertical installations, applicable TCNA Handbook detail, and the installation guidelines detailed by Crossville.

“ Due to the unique material characteristics and unconventional installation techniques required of gauged porcelain tile panels, this work requires installers who are equipped with the proper tools and have acquired sufficient product knowledge, training, and installation experience through the completion of an Installer Qualification Program. ”

In addition to the many resources offered by Crossville, we regularly support workshops around the country. We make it a priority to provide contractors with the knowledge and know-how to successfully install this increasingly popular material.



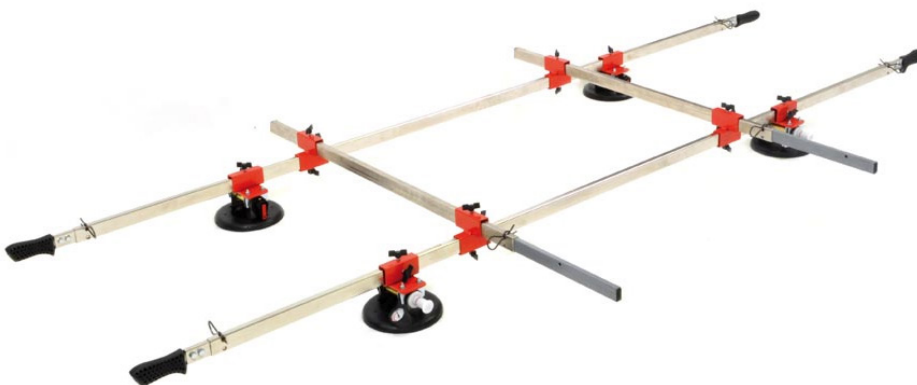
Because of the tile panel size, two installers are required to handle the tile panels, always keeping them perpendicular to the floor while protecting the corners from impact. Grip gloves are required when lifting and moving the tile panels to ensure a positive hold and to protect hands against fiberglass backing and tile edges. To aid in handling the 1 m x 3 m panels, especially those weakened by drilled holes or openings, a frame with suction cups should be used. Installers should double-check the adhesion of the suction cups on the porcelain tile panels prior to lifting.

When inspecting substrates for tile over tile installations, all substrates are to comply with deflection requirements called for by the International Building Code, the International Residential Code, or any applicable local building codes. Floors may require self-leveling underlayments or recessed slabs designed to accept a properly prepared mortar bed.

Maximum substrate variation should not exceed 1/8" in 10' (3mm in 3m) and 1/16" in 24" (1.5mm in 60 cm) when measured from surface high points with a straight edge.

To ensure a good bond to the existing tile, installers need to follow certain procedures described in the TCNA Handbook in detail TR712 and TR713. Not all thin-sets (nor polymer-modified thin-sets) are capable of bonding directly to tile. Installers should consult the grout and mortar manufacturers' instructions specified for their recommended thin-sets. Also, in some cases, depending on the tile already installed, the tile must be mechanically abraded or primed to ensure a good bond, and this is usually best determined with a "bond test."

In addition to reviewing the substrate, existing joints in the substrate need to be carried through the porcelain tile panels. Movement joints are required where the tile panels meet restraining surfaces, such as perimeter walls, curbs, columns, corners, and at all changes in-plane in the tile work. Joints are to be clean and free of all contaminants and thin-set mortar.



In addition to working with qualified trained installers, suitable substrates for walls and floors must be reviewed, and substrates can include existing ceramic tile or other surfacing materials. Depending on the substrate, installers must also review if the surface is on grade, below grade, or above grade to determine if additional bonding preparation is required.

Critical Points

With various installation requirements for tile over tile on floors and walls with porcelain tile panels, the following are some critical points:

- Installers should review the list of **NEEDED TOOLS THAT ARE DIFFERENT** from typical tile installations.
- Prior to applying mortar, make sure to **CLEAN THE BACK OF THE TILE** and the substrate to remove any dust or other contaminants.
- Coverage: use the mortar manufacturer's recommended mortar mix ratio, **DIRECTIONAL TROWELING** perpendicular to the long edge of the tile panel, and proper embedding techniques.
- Maximize edge coverage and minimize lippage: review various lippage control systems, and utilize a high-speed sander along the perimeter edge and between the lippage control straps.
- Using the tools and best practices to **MINIMIZE LIPPAGE BETWEEN TILES TO 1/64"** (0.4mm) or less will greatly increase the finished installation's ability to withstand the rolling loads used in most commercial applications.
- Using **GROUTING TECHNIQUES THAT ENSURE THE GROUT JOINT REMAINS FULL** and flush will also aid in the finished installation's ability to withstand edge impact. Particularly with epoxy grouts, use a new epoxy float with unworn sharp edges. Use steady pressure to overfill the joint and force epoxy grout into any remaining voids beneath the tile panel edge.



After the Crossville panels have been installed and the grout work is complete, the single most important step for future daily maintenance involves the complete removal of grout film/residue and construction dirt. Refer to the grout manufacturer's instructions for proper mixing, curing, and cleaning instructions. These are critical when working with epoxy grouts. In most cases, Crossville porcelain tile panels can be cleaned successfully by scrubbing the installation with hot water and a neutral detergent, followed by thorough rinsing.

For tile over tile installations, Crossville provides seamless solutions from design to installation to maintenance. Since the introduction of porcelain tile panels, Crossville has made it a priority to provide contractors with the knowledge and know-how to successfully install this increasingly popular material. In addition to the support from the Crossville, Tenn., headquarters, Crossville regularly supports and sponsors workshops around the country.

Learn more about tile over tile installations at [Crossvilleinc.com/tile-over-tile](https://crossvilleinc.com/tile-over-tile).



Getting to Know McLain Group

From a one-man band to an eight-person operation, the McLain Group has spent over 60 years building a reputation in the DMV as reliable representatives of just about every product category you can imagine for healthcare, education, government, and commercial projects. When in doubt, McLain has it!

www.mclaingroupreps.com

Q: Tell us a little bit about how your rep group got started?

A: Andy's father, Lonnie McLain, started the group way back in 1954 when reps worked for dealers and orders were snail mailed to the factories every Friday. Originally based in Philly, he covered six territories on his own for many years, repping powerful lines like United Chair and National.

Q: How has the company changed over the years? How hasn't it?

A: We started out as a small operation, pulling in about \$30k in gross annual sales, to a dream team doing \$35 million! Lonnie was a big believer in surrounding yourself with good people, so that's what we've done. Our growing team has made it possible to expand into more markets and build deeper relationships within the A&D community.

**REP FEATURE:
MCLAIN GROUP**

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

A: Lonnie always used to say, "Show up, be honest, get back to them." This ethos is instilled in every team member, and with a comprehensive package of solutions to outfit an entire space, we've become the most reliable rep group in our market.

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

A: It's constantly changing! Andy keeps his pulse on what's new and trending in the industry – especially within niche categories – staying a step ahead so we can ensure we're providing the best solutions for our customers.

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

A: We see ourselves becoming less transactional and more consultative, helping customers navigate the changes and complexities of commercial design as a true partner. And as technology continues to evolve, we will too, with useful digital tools like a virtual showroom experience so you can visit our space without leaving yours.

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

A: We couldn't choose just one, so we're going with our three Rs – reliable, responsive, reputable.



KEEPING CONNECTED

With the challenges that 2020 and 2021 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!



Gingerbread Party

XLR8 Commercial Interiors teamed up with Clarus to present the very first Gingerbread house and camper decorating party at Randall-Paulson Architecture in Roswell, GA.

Gingerbread Party (CONT)

Lauren Hagin with XLR8 Commercial Interiors teamed up with our partner, Clarus, to host a Gingerbread house and camper decorating party at Randall-Paulson Architecture in Roswell, GA.

Fun was had by all as the creative energies of the Randall-Paulson team was on full display as everyone enjoyed festive drinks and Christmas music well into the early evening.

www.xlr8reps.com





Contract Source Group

Contract Source Group partnered with several Southeast Michigan Contract Furniture Dealers again on their annual Toys-for-Tots toy drive. After a month of collecting toys at dealer locations, Contract Source Group travels with Santa (Mike Bramson) as they "Stuff the Trailer" with toys that are then delivered to the Oakland County Marines Toys-for-Tots. Toys are distributed to local families in Southeast Michigan. Thank you to all of the dealers that collected the toys and the people that donated them to this worthy cause that lets us spread Christmas joy together!

csgreps.com



**KEEPING
CONNECTED**



PSA

PSA hosted our 8th annual designer ornament exchange in Charlotte, North Carolina.

We host this special event every year with our friends from Milliken Floors, Momentum Textiles, & Crossville Tile to thank our design community.

The group enjoyed great conversations, good food, cranberry mules and exchanging cute and corky ornaments.

www.psareps.org



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