

delve

JULY 2023 **V40**



COVER PHOTO: The Voom series by Via Seating

Via Seating Delivers **Best of NeoCon**

Revolutionizing Office Furniture
with Innovation and Sustainability

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JULY 2023 V40

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CRAFTING SOMETHING KNÚ

La-Z-Boy Healthcare | Knú Comfort launches recliner series launch, the Durable® Power Series.



BEST OF NEOCON: VIA

COVER STORY: Via Seating brings home two 'Best of NeoCon Awards' for Voom.



SIGNIFICANCE OF CRAFTSMANSHIP

Tayco discusses the significance of craftsmanship and how it has become a centerpiece of their values as a company.

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editor's note

Dear reader,

Prepare to be captivated as we embark on a journey into the world of craftsmanship, where skill, passion, and artistry intertwine.

In this special issue of Delve Magazine, we invite you to explore the remarkable stories and exquisite creations crafted by master artisans.

Discover the meticulous attention to detail, the precision techniques, and the unwavering dedication that define the essence of true craftsmanship.

Join us as we celebrate the rich heritage and timeless traditions of craftsmanship, honoring those who devote their lives to honing their skills and pushing the boundaries of possibility.

Let's dive in!

- The Delve Magazine Team

Have a story for Delve? Let us know at:

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MAYERFABRICS

6 OF MRL'S FAVORITE PRODUCTS FROM ACROSS THE LIBRARY

The following represent 6 of our favorite INNOVATIVE products currently on My Resource Library. The products are listed in no particular order.

TUXEDO™ COVE

NIENKAMPER

Tuxedo Cove is composed of two high back sofas with an interconnecting panel and table to form an enclosed booth for meetings, collaborative tasks or to be used as a touchdown base for the day. The high sides and back provide total seclusion from the surrounding environment.



HOME

FROVI

With its gentle flowing curves, soft lumbar support and deep webbed seating, the Home sofa range has been designed to bring a level of comfort that is unsurpassed within an office sofa. Whether you're looking to gently relax into the sumptuous low back option, or sink into the increased privacy and added seclusion of the high backed sofa, the Home range has the ideal solution that your employees will love.



SOFA, K-SHAPED END PANELS

HPFI

Eve Harbor provides a contemporary solution to collaborative workspaces when more privacy is needed. Harbor offers private areas that fall between "open" and "closed" space. Brushed aluminum cylinder legs are standard, wood legs available at the same price.



METRUM

STYLEX

Metrum offers traditional lounge functionality based on its well-considered proportions. Seat width and depth provide ample seating space, yet maintain an overall footprint suitable for contract. Metrum stands out for its potential to create endless, linear runs by offering a variety of sensible components.

VILLA™ HEALTH SLEEP SOFA

INTERWOVEN

The Villa Health Sleep Sofa is the perfect sleepover solution for family and guests. A spring seat delivers superior comfort while a folding back cushion provides an antimicrobial sleep surface. The optional drawer front allows ample storage for overnight stays.



CALLISTO

BOSS DESIGN

The Callisto collection offers crisp contemporary lines and reassuring comfort, with a respectful hint of 1950's retro cool. These versatile designs possess a timeless appeal that will complement any interior.





AV Lectern Technology Support

Reinventing the AV Lectern

By Doug Gregory

Twelve colleges and universities agreed to engage in the design process for the new Heckler AV Lectern because they shared similar problems:

- Too many lecterns have had AV equipment shoe-horned into them, creating a user experience as clunky as the lecterns.
- Tech-friendly lecterns looked like someone glued laminate surfaces onto AV rack systems.
- Too many lecterns were not height-adjustable, so presenters either got lost behind them or might tower over them.

Heckler's designers and engineers are devoted to saving the world from boring hardware while rethinking designs to improve their utility. A new AV lectern design was needed to support the school's AV teams, to feel like a great working space for the presenter, and then to look good while doing it. A big design challenge. Lots of requirements. Just right for Heckler

As a result of multiple rounds of insight, reviews, and open critique from the university AV teams (who were honest about what they wanted), the Heckler team delivered a true design innovation that resulted in multiple pre-orders before production.



AV Lectern Front

When we think about post-pandemic higher education, instructors need a lot of design variables to come together and function to maintain user focus on their presentations:

- They need the presentation surface to adjust to them instead of the other way around.
- Room for their laptop or tablet needs to be included, along with document cameras, microphones, and power outlets.
- A "Confidence Monitor" mounted on either side of the lectern gives presenters immediate feedback that what the audience sees on the screen reflects what the presenter wants them to see.
- Easy access to wireless microphones can be critical when moving away from the lectern.
- A control panel for sound, displays, and other technology should be readily available.
- How about a place to hang a backpack, bag, or coat?
- Or a secure place for a coffee cup?

Heckler thought of all of these things and integrated them so that each lectern surface could be quickly and inexpensively custom-designed to meet each application's design requirements. Great design makes using tools feel like an organic extension of the presenter. The focus becomes sharing knowledge rather than fighting to control the AV.

The AV team was included in the design process, too. Check this out:

- The rack unit is at surface height where it is easy to access.
- An ingenious system lifts the worksurface to enable open access to the AV rack area to use both hands for installation while in full light.
- The grid pattern of the rack floor makes securing equipment, power strips, etc., a breeze.
- While the rack area can be locked and secured, it is easy to reach under the front of the unit to power up/down each piece of equipment.

- For those times when more than six (6) units are needed in the generous standard rack, a side rack with six (6) additional rack spaces can be added.
- The fixed-top section of the surface has three punch-outs where interfaces can be placed to support mics, control panels, display arms, or other tools the presenter uses.
- All technology and power cables, including the main power supply cord, are easily managed.
- Another clever design in the worksurface routes spilled liquids away from the rack area to help protect the technology (not that such a thing would ever happen).
- Finally, cable pass-throughs and provisions for 80mm fans are hidden by the modesty panels on the front side of the rack. The rack itself breathes, and we know how much better technology operates when it operates without overheating.

Everyone who touches the Heckler AV Lectern is set up for success.

- The facilities team gets a great-looking, robust product at an exceptional value.
- The AV team gets to incorporate all the necessary technology, controls, access, and security.
- Presenters can focus on their audience instead of the technology.

The A&D group, the interior designer, or the contract interior dealer who recommends the Heckler AV Lectern?

- Instant cred along with repeat orders.



You may have noticed the modesty panels in these images.

Sold separately, these panels are frosted on both sides to block the air management holes. As part of their customization package, Heckler can print on the panels whatever the customer desires logo, image, or branding. Panels can also easily be changed out for special events or when moving from the business school to the science hall.

Speaking of moving the Heckler AV Lectern from one location to another, some applications will call for the lectern to remain in one location, while others may move the lectern within a defined space or between rooms or buildings. Optional locking casters are available for easy repositioning or transport for these applications.

Technology is critical to the education process in 2023.

Technology can be daunting enough without making it difficult to access, use, and control. It drives the interaction between the instructor and students, between those leading discussions and those participating. Adapting yesterday's designs to current technology requirements inevitably leads to compromise and suboptimal results.

The design of Heckler's AV Lectern makes integrating technology into education environments more natural and less intimidating.

Heckler never compromises in their design process.

They leave compromise to others. The Heckler AV Lectern was designed to perform, and it does well. True to their design-driven commitments, every requirement brought to the design team by the participating colleges and universities was addressed, included, and designed into the product.

As with all Heckler products (AV wall mounts, mobile AV mounts, and iPad display mounts), the AV Lectern ships flat in two cartons and is quickly assembled. The LINAK adjustable-height legs reflect the high quality of every product component.

Heckler builds everything in the AV Lectern in the Phoenix, AZ, area, so quality and reasonable shipping lead times are assured. The entire AV Lectern is made from cold-rolled steel and aluminum and then powder-coated with an anti-microbial white finish. The generous work surface is softened by furniture-grade linoleum, available in 21 colors.

While it is true multiple colleges and universities participated in the design of Heckler's innovative AV Lectern, there are additional applications for the solution, including:

- Hospitality markets
- Houses of worship
- Training centers
- First responder control rooms
- Corporate board rooms
- Universities, colleges, and community colleges

Heckler's AV Lectern is in production and ready to order. For an e-brochure or to set up a product review call, please get in touch with me at dgregory@syntigration.com or visit www.hecklerdesign.com.



About Doug Gregory

Doug Gregory, Syntigration's 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@syntigration.com.

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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 strategic-catalyst.com to learn more about her work.



Delving into the Public Sector

In May GSA held their first in person Quality Partnership Council (QPC) meeting since 2019. Per the GSA QPC website, “The Quality Partnership Council is the GSA Integrated Workplace Acquisition Center’s (IWAC) Supplier and Industry Engagement Forum. QPC exists to foster a common understanding between customer, contractor, and GSA. Council communication, education and collaborative efforts are focused on continuous improvement of processes, policies, and service to customers and each other.” The QPC was first created 30 years ago in the 1990s when Jack Williams was running the furniture center (for those who have been in the industry for awhile heard that name and thought “ah, the good ol’ days!!”)

I wanted to take the opportunity to share with everyone some of the highlights from this year’s QPC meeting as I think there was a lot of great information shared. Outside of the IWAC speakers, guest speakers included the Air Force, US Army Corps of Engineers (USACE), NAVY and Public Building Services (PBS.)

The meeting allowed us the opportunity to walk through the Innovation Lab (refer to my article in June for more information on that.) In June’s article I did not know about the technology aspect of the lab, and I will say that is the most impressive part of the lab. The Cisco technology was very impressive and worth the visit.

Some interesting updates and data from the GSA QPC taken from the in-person meeting as well as the slides provided to attendees:

- The SIP program is on its way out. The new FAS catalog is in Beta test with 3 office supply companies so there is a light at the end of the tunnel.
- GSA thanked everyone for their efforts to support and elevate small businesses and partnership with them.

- They announced a new GSA SBA 8a program.
 - Fiscal 2023 (Oct 2022-April 2023) has already surpassed total fiscal 2022 sales.
 - Furniture & Furnishings sales on contract up \$121M (+20%)
 - Office Furniture +\$85.8M (+28%)
 - Packaged Furniture +\$33.6M (+25%)
 - Dorm & Quarter +\$7.5M (+17%)
 - The GSA NSN program has reached its highest revenue in over a decade up 84% over last year. Offices are returning to work and the Air Force and NAVY are utilizing it more.
 - Maximum Order Threshold (MOT) for packaged office decreased from \$5M to \$250k. This was done since the POC holders can only offer services on their contracts directly and now team with manufacturers versus letters of supply.
 - Upcoming projects to be watching EBUY for RFIs:
 - Veterans Benefit Administration (Several projects nationally)
 - Possible FBI BPA for Demountable Walls
 - IRS project in Baltimore under PBS 1-4BPA
 - Small Projects BPA Tracking Multiple Projects Opportunities
 - PBS Future of the office and path forward.
Driving to 5 outcomes:
 - 1. Shape the Future of Work
 - 2. Aim for Net Zero
 - 3. Maximize Economic Impact
 - 4. Enhance Mission Delivery
 - 5. Empower a Diverse Workforce
 - Workplace 2030 Guidelines:
 - Work can be done anywhere, at any time.
 - Distributed work is trusted work.
 - The office is necessary, and its purpose is shifting.
 - Agencies are willing to share space.
 - Talent recruitment and retention can benefit from distributed work.
 - NAVFAC, USACE and Air Force walked through how the process works when working with them.
 - The Air Force announced they were moving the Furniture program from 773 Enterprise Sourcing Squadron at Wright Patterson Air Force Base to 771st Enterprise Sourcing Squadron at Lackland Air Force Base. Over 3 years/7 categories of contracts they have shown a savings of \$3B to the Air Force.
- The QPC usually meets twice a year in May and November (no word yet on the next meeting date or whether it will be virtual or in person) and, if you sell GSA, I highly recommend that you attend in person if you can. There is so much networking and opportunity to build relationships as well as to ask questions on site that you do not get virtually. For more information on the QPC and to join so you receive the notifications for the next meeting go to www.gsa.gov. GSA requests input on the agency speakers you would like to see at these events so don't be shy when they ask!!
- For more detailed information on the 2023 QPC meeting, the recording is posted on the [GSA YouTube channel](#)





Durable® Power Series ZG Recliner

CRAFTING SOMETHING Knú

Everything begins with an idea. Whether it's the design of a new building, a plot point in the next best-selling novel, or the intricate knitting patterns of a new blanket. Ideas are what lead people to risk everything. Ideas inspire those brave enough to create and flourish. They are brought on by dreams, goals, ambitions. With ideas, one must hone their most innovative skills to produce something new and exciting. The very best ideas become tangible and take on an adventurous life of their own.

But ideas could not exist without the people behind them. The people who are able to breathe life into their projects and work diligently to make their dreams become realities. These people instill a beautiful form of craftsmanship in everything they do.

These people are the beating heart of La-Z-Boy® Healthcare | Knú Comfort®.

For decades, La-Z-Boy Healthcare | Knú Comfort has been showing the furnishing industry just the kind of skill and artistry they possess. They have made it their mission to provide the best comfort and durability in all of their products, while also showcasing the importance of sustainable healthcare furniture in all aspects of life. Their ability to incorporate creativity and practicality is what makes them incredibly unique in the workings of their craftsmanship.

A prime example of this is the company's latest recliner series launch, the Durable® Power Series. This idea alone has been many years in the making, perfected by the research



An engineer at the Knú Design Center adjusting a recliner motor.

and development team in order to ensure the well-being of each and every customer. This series includes the world's first zero gravity recliners designed specifically for healthcare, which allows every user the ability to maximize their comfort on their own terms. With the help of the intuitive remote wand, the zero gravity recliners eliminate common pressure points and give the user a weightless feel for an optimal experience in every healthcare setting.

At La-Z-Boy Healthcare | Knú Comfort, comfort is the key element to every project this organization brings to the table. Through intricate research and vast creative insight, the passionate minds behind these products are able to sharpen their skills and bring a whole new meaning to healthcare performance. The Durable Power Series is the incredible result of unique and high-quality craftsmanship brought on by the support and resilience of this long standing company.

It is easy to look at any establishment as a machine, working tirelessly day and night to produce something new and exciting on a regular basis. It is an entirely different notion

to truly take in the depth and passion it takes to continue to grow and evolve as a team, as a company. To continue to shape and mold ideas in order to create new projects that will benefit others in so many different ways. La-Z-Boy Healthcare | Knú Comfort does not only pride themselves on their ability to share comfort with every individual. They also pride themselves on utilizing the creativity and insight prompted by all of those involved.

It is through the presence of innovative thinkers that this company has been able to progress so profoundly throughout the years. To improve performance and durability of their recliners, La-Z-Boy Healthcare | Knú Comfort works tirelessly with engineers, sales representatives, and customers to ensure all concerns and ideas are heard as well as received. They have enhanced the strength of the mechanisms found in their recliners, provided optimal cleanability for healthcare purposes, and created easy to use methods when it comes to preserving a product's lifetime usage. They do all of this while maintaining their integrity as well as prioritizing the safety of their products.



La-Z-Boy Healthcare | Knú Comfort has been trusted with providing customers with exceptional care, whether it comes to the high quality of their products or the dependability of their customer service. This company aspires to consistently grow and thrive in the wake of each new opportunity. They strive to put the customer first and will continuously work on making sure each individual is taken care of. They value satisfaction and hold it in the highest regard. Because of this, they take the time to learn and improve with every step they take.

By listening to new ideas and ways of thinking, La-Z-Boy Healthcare | Knú Comfort has developed the kind of craftsmanship that can only be found in the rarest of companies. The kind that promotes comfort and well-being above all else, because every individual deserves the very best care. This company celebrates the ability to partake in the type of craftsmanship that is timeless.

The ability to craft something Knú.



Durable® Power Series ZG Lift Assist Recliner

LA Z BOY
HEALTHCARE

KNÚ



Delving into Sensory Design: Why It Matters in the Built Environment

Revolutionizing How We Think About Interior Spaces

Human senses are essential for experiencing the built environment. Without them, we would not be able to appreciate the beauty of architecture, the comfort of furniture, the harmony of music, or the aroma of food. Imagine living in a world where everything is bland, dull, and silent. That would be boring and depressing, right? That's why we need to design spaces that stimulate our senses and make us feel alive. We need to consider factors such as lighting, color, texture, sound, and smell when creating places that people want to live, work, and play in. By doing so, we can enhance the quality of life for all. Sensory design is an approach to design that focuses on the senses.

Sensory design principles can enhance user experience, engagement, and satisfaction. A sensory design approach expands on the visual and suggests that by aligning what and how people see, hear, feel, and touch in the built environment, you can change how that space appeals to all their senses, not just sight, and that influences how that

space makes them feel. To do that, let's look at four influential sensory elements, lighting, temperature, tactility, and sound.



Lighting is an essential element of sensory design, as it influences how people perceive and experience all elements of a space. Lighting can create different moods, atmospheres, and impressions, depending on the intensity, color, direction, and distribution of light. Lighting can also affect the functionality and accessibility of a space, as well as the health and well-being of the users.

- Proper lighting is essential for workplace safety and well-being. It can help avoid occupational hazards and health issues caused by eye strain, headaches, and fatigue. A well-lit environment can improve productivity and comfort for workers.

- Users should be able to change or control the amount of light, the light temperature and intensity to suit the task, their mood and circadian rhythm.
- A study showed that work productivity increased by about 15% when users could adjust their lighting according to their preferences.

The color of lighting in a space also influences the perceived ambient temperature and thermal comfort of a space, and brings us to our next sensory principle, temperature.



Temperature and thermal comfort can heavily influence users. The ambient sense of temperature, humidity, and ventilation not only impacts the experience but also affects how the human body interacts with the room elements.

- The workplace climate can influence not only the productivity and comfort of the employees, but also their social interactions and attitudes. When the temperature is higher, people tend to be more relaxed and approachable, while lower temperatures can make them more reserved and distant.
- Avoid uncomfortable temperature extremes that can affect productivity negatively by causing physical discomfort, fatigue, and stress for workers.
- Providing user controls for temperature preferences Increase job satisfaction, morale, motivation, and engagement.

Personal autonomy is a key factor for enhancing the well-being and performance of employees. Allowing users to adjust the temperature and lighting of their individual spaces gives them more control over their work environment.

The link between temperature and texture is well-known and affects how we perceive tactile sensations of different materials.



Tactility is the way that something feels to you when you touch it. It's an important aspect of design, as it can create sensory stories and influence users' emotions and behaviors.

For example, designers can use different textures in the workspace to enhance productivity, creativity, or comfort. Tactility provides an experience that is palpable and helps users to make the connection between what they see and what they feel. Natural materials such as wood, stone, plants, and water, can stimulate the senses of sight, touch, smell, sound, and taste, and evoke positive emotions and memories. Sensory design with natural materials can also support biophilic design, which aims to integrate natural elements into built spaces.

- The use of natural materials in sensory design is a way of creating environments that connect people with nature and enhance their well-being.
- Soft textures can create a calming effect and reduce stress levels, while hard textures can create a sense of stability and permanence.
- A variety of colors and textures offer visual interest, reinforce different work zones, and create a stimulating environment.

Materials and textures directly affect the sound experience in the built environment. Good sensory design combines a variety of sensory elements to achieve a balance between aesthetics, functionality, and acoustics.

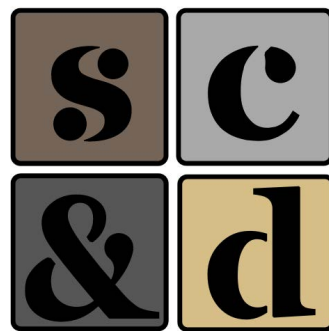


Sound can directly affect the user's experience, by either adding or removing sound in an environment. Sound reduction, isolation, and absorption are traditional factors to consider a

comfortable and productive environment for employees and visitors. Soundscapes are a new method of enhancing well-being through sound. Unlike white and pink noise or sound masking, soundscapes combine different types of sounds, such as nature sounds, human sounds, and music to improve human health and well-being by providing an immersive experience.

- Promotes calming relaxation and soothes the nervous system to reduce anxiety.
- Improves cognitive performance to boost focus, concentration, memory, and creativity.
- Create a connection to the environment to feel closer to other users, the company culture or nature.

Good sensory design is a way of creating spaces that appeal to more than just our eyes. It considers how we experience the world through lighting, touch, temperature, and sound. Sensory design aims to enhance our well-being and happiness by creating positive and memorable experiences. Sensory design combines aesthetics, functionality, and environment to create spaces that work with our senses, not against them. It is not only a matter of style, but also a matter of quality of life.



Sally Chavez NCIDQ, TX ID, LA ID is a design consultant with over 35 years of experience in commercial design skilled in both interior and surface design.

Her firm, Surface Color and Design offers tailored color, materials, and finishes solutions for commercial furniture companies and can help your company create a color, material, and finish (CMF) palette tailored to your market to reflect data, trends, and confidence. Connect with Sally at her website.

surfacecoloranddesign.com



Via Seating Delivers Best of Neocon:

Revolutionizing Office Furniture with Innovation and Sustainability

This year, Via Seating, a leading provider of ergonomic office furniture, secured two prestigious accolades in the contract furniture industry. **The company emerged victorious at the highly acclaimed Best of Neocon Awards, receiving recognition for two outstanding products: the 4-UP chair and the Voom™ seating series.** This is Via Seating's fourth year consecutive Best of NeoCon win and second consecutive win in sustainability thanks to the company's commitment to ergonomics and their dedication to sustainability has truly set them apart.

The 4-UP chair earned the first ever Best of Neocon 'Business Impact Award' due to its groundbreaking telescoping gas lift functionality. This Italian-designed chair boasts full functionality and ergonomics, catering to both sit-to-stand applications and everything in between. The chair's unique

feature allows users to seamlessly transition between sitting and standing positions, making it a game-changer for workplace productivity and employee satisfaction. This prestigious award acknowledges products that have a positive impact on a company's bottom line, and the 4-UP chair undeniably delivers an excellent return on investment for employers while ensuring an exceptional experience for users.

Traditionally, height-adjustable tables offer various positions between sitting and standing, but users often struggle to access and utilize them effectively. Many individuals who attempt to adopt a standing desk often find it difficult to maintain the habit over time, leading them to revert to sitting for extended periods.



4-UP chair

Via Seating recognized that the true benefit of height-adjustable furniture lies in the frequent transition between sitting and standing, engaging larger muscle groups in the process. To address this challenge, they developed 'The Telescoping Gas Lift' for their 4-UP chair. This remarkable mechanism allows users to access the 'in-between' or 'perching position,' providing an optimal starting point where the user's feet remain in contact with the floor. From there, the chair extends higher, supporting the feet with a foot ring. In essence, the 4-UP chair offers a fully ergonomic solution that accommodates sit-to-stand applications, as well as all the transitional positions in between.

Another notable triumph for Via Seating came in the form of the Best of Neocon 'Sustainability' award for their Voom™ seating series. Designed by the talented Jörg Bernauer, Voom™ embodies comfort, privacy, and versatility, enabling users to focus and unwind. The series offers two back heights: mid-back and high-back, both featuring distinct wing arms for added support and style. However, what truly distinguishes Voom™ is its unwavering commitment to sustainability.

The outer structure of Voom™ seating is crafted from up to 60% recycled, shredded PET bottles, making it an environmentally friendly seating solution. The form fleece is load-bearing which is unheard of for a material of its kind. Moreover, the chairs themselves are 100% recyclable. Via Seating's introduction of the Voom™ series addresses the fast-paced nature of our modern world, providing individuals with a comfortable and private space to concentrate and relax. Whether it's in commercial, hospitality, or residential settings, Voom™ seamlessly blends into various environments, enhancing both functionality and sustainability.



Voom™ Series

COVER STORY: VIA SEATING

Voom™ has already amassed an impressive collection of accolades, including two Red Dot design awards and recognition as a HiP award honoree. Its design incorporates privacy features that envelop users from the sides, creating an efficient haven for respite. The high-back model features a wing headrest design that acts as an appealing backdrop and a privacy screen, equipped with sound suppression technology. Luxurious arm pads and supportive upholstered seat and back cushions add further comfort and aesthetic appeal. With an extensive range of fabric, vinyl, and leather options for upholstery, users can customize their Voom™ chairs to suit their individual preferences.



The mid-back Voom™ conference and lounge chair is exceptionally versatile and can be seamlessly integrated into a multitude of spaces. Whether used as a standalone piece in collaborative areas or conference and meeting rooms, this armchair cultivates a pleasant atmosphere.

Beyond its sustainability aspects, the form fleece material offers numerous advantages. It minimizes electrostatic charges, ensuring a comfortable and static-free seating experience. The material is certified to the Standard 100 by OEKO-TEX®, guaranteeing its safety and suitability for contact with the skin. Additionally, the form fleece is non-pilling, maintaining its aesthetically pleasing appearance over time. With excellent light fastness to ISO standards, Voom™ chairs retain their vibrant color even after prolonged exposure to sunlight. Lastly, the high abrasion resistance of the form fleece ensures durability, making Voom™ chairs suitable for high-traffic environments.



The creation process of the form fleece shells for Voom™ chairs involves intricate steps. The nonwoven mat, which contains a significant proportion of salvaged PET bottles, undergoes cutting and heating at 200°C. It is then placed in a mold and subjected to high-pressure pressurization and cold-curing, resulting in a consistent and final shape. To perfect the form fleece shell, a CNC-controlled cutting system contours it into its ultimate form.



Voom™ chairs are not only visually appealing and environmentally conscious but also suitable for a wide range of settings. Whether utilized in open floor plans, meeting zones, collaborative spaces, lobbies, or homes, Voom™ effortlessly adapts to its surroundings. The optional armrest on the high-back model extends the functionality by providing a generous, rotating work surface, perfect for use with smart devices and laptops.

Via Seating's consistently delivers exceptional products with the industry's strongest lead time and warranty. By continuously pushing boundaries and championing sustainability, Via Seating continues to revolutionize the office furniture landscape, providing innovative solutions that enhance productivity, comfort, and environmental responsibility.



Remembering Michael Calvin McLean



Friends,

We are saddened that Michael Calvin McLean passed away peacefully, surrounded by his family on July 5th 2023

Mike was a proud, dedicated and a successful entrepreneur that help found Spec Furniture. As a founding partner and face of Spec Furniture, the company grew to employ over 160 employees, becoming well known for its customer-centric approach, many of whom have become lifelong friends to Mike and his family. Mikes wife and two sons are both involved in the furniture industry to this day.

He had a great sense of humor, quick wit and sarcastic flair which left a lasting impression on anyone who crossed his path. A boating fanatic, Mike was happiest on the water, cooking and entertaining friends- completely in his element. Whether it was hosting dinners with friends or entertaining customers, he was a true professional about making other people feel special. He always gave you his undivided attention.

Great friend and mentor to many, Mike influenced us by the way he lived life- authentically, unapologetically, with charisma, character, integrity and determination. He bettered the life of anyone who knew him, and because of that, his spirit and legacy will live on.

Ben McLean, *Regional Sales Manager*
Spec Furniture



The Significance of Craftsmanship in Industrial Business Furniture

Craftsmanship, renowned for its commitment to quality, durability, and tailored solutions, has a significant role in the realm of business furniture. While the industrial sector is often associated with mass production and standardization, industrial manufacturing has drawn valuable lessons from craftsmanship.

Exceeding Expectations in Design and Quality

Craftsmanship in office furniture extends far beyond mere construction. It is a collaborative effort involving designers, furniture makers, and craftsmen who work together to achieve remarkable results in terms of design, comfort, functionality, and ergonomics. This cohesive Teamwork allows furniture manufacturers like Tayco to create furni-

ture pieces that not only meet industry standards but also exceed Customer expectations.

Craftsmanship and quality are the cornerstones of Tayco furniture, where each piece is created with meticulous attention to detail and a special emphasis on the human connection. From the initial design phase to the final construction, Tayco's commitment to craftsmanship ensures that Customer needs are fulfilled, fostering trust and creating exceptional office furniture.

The Harmonious Blend of Precision Engineering and Craftsmanship

Industrial manufacturing has embraced the essence of

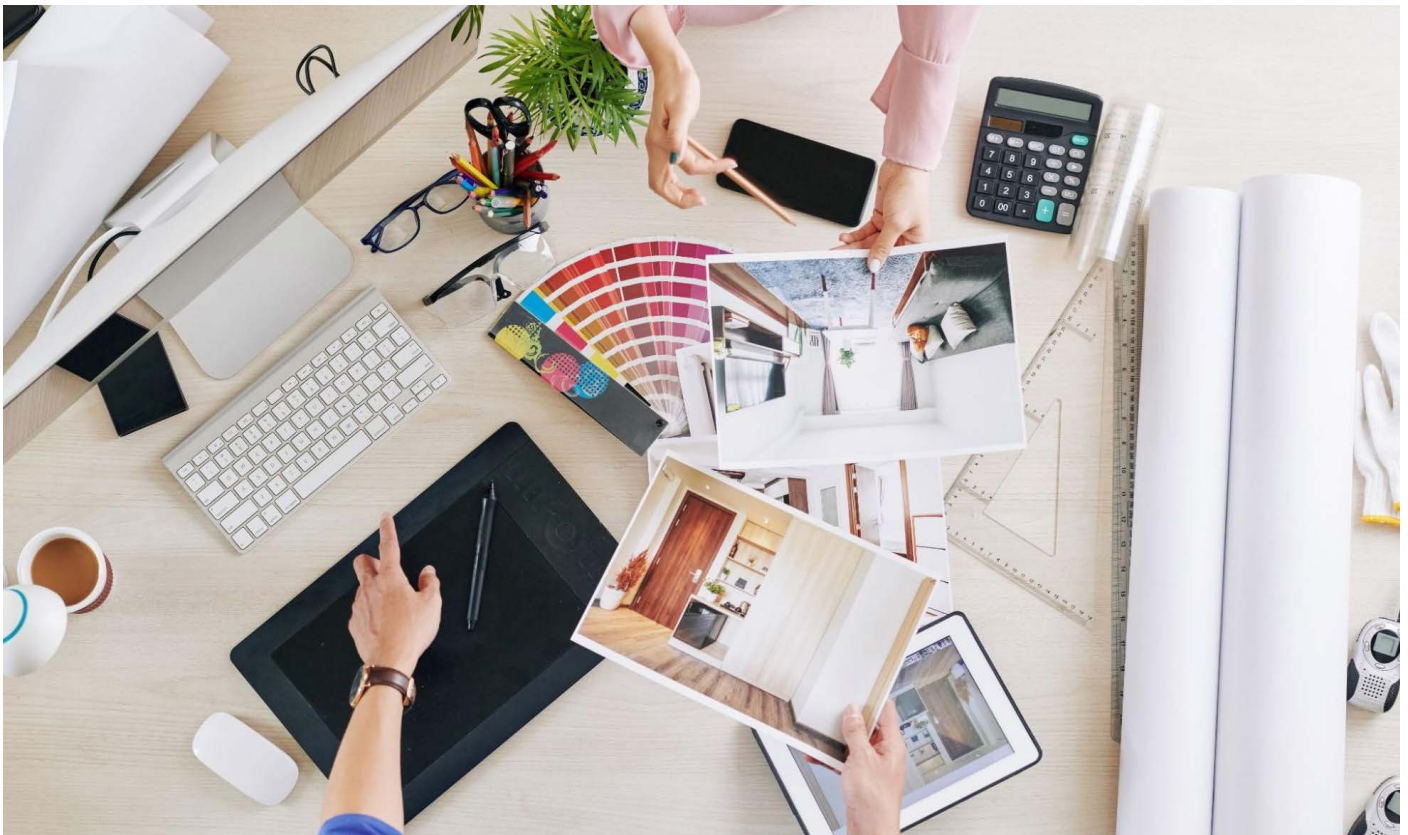
precision engineering derived from the art of craftsmanship. By harnessing advanced techniques and state-of-the-art technology, manufacturers uphold meticulous attention to detail throughout the production process. The journey of product development harmoniously combines market understanding with innovative ideas, blending the wisdom of traditional craftsmanship with the possibilities presented by modern industry. This dynamic fusion paves the way for the emergence of fresh concepts, driven by creative construction techniques and cutting-edge technology. Tayco exemplifies this approach, consistently delivering furniture that seamlessly intertwines timeless craftsmanship with contemporary design.

Art of Craftsmanship and Aesthetics

Manufacturers in the commercial business furniture industry understand the significance of visual appeal when it comes to furniture. They skillfully incorporate the aesthetics of craftsmanship, while ensuring that functionality remains paramount. Embracing industrial design elements such as sleek lines, elegant aesthetics, and refined finishes, these manufacturers create a professional and sophisticated atmosphere in commercial spaces. This commitment to quality and attention to detail is exemplified by Tayco, whose furniture showcases rigorous design standards, resulting in pieces that offer lasting beauty and unparalleled comfort like the Volley Heigh Adjustable Table. With each meticulously crafted item, Tayco demonstrates its unwavering dedication to delivering furniture solutions that are both functional and aesthetically pleasing, providing enduring value to businesses.

By valuing craftsmanship in the production of business furniture, industrial manufacturers create workspaces that inspire and support professionals, meeting their diverse needs while upholding industry standards. The lessons learned from craftsmanship ensure that each piece embodies the sector's dedication to exceptional quality, tailored solutions, and an optimal user experience.





Crafting the Perfect Proposal

By Janeen Waddell, CLFP | Vice President of Commercial Interiors with Navitas Credit Corporation

As a designer you spend hours crafting the perfect interior design proposal. You attempt to anticipate anything and everything your client may want or need. You are an expert in your field, but in my experience, there is one especially vital component that is often overlooked in many proposals, financing options.

As you know, most clients are not making a purchase like you are presenting on a regular basis, so they don't know what they don't know. In most cases you are working with a facilities coordinator, however the financial decision maker is an equally important influencer in the decision-making process. The best proposals show your client what they can have, and how they can afford it. Let's craft a complete proposal.

Key Elements of a Well-Crafted Proposal

1. Give Them Options

As a designer, offering good/better/best space designs and furniture options is natural. As an account manager, doing the same with financing options helps craft the perfect proposal. According to the 2022 Equipment Leasing and Finance Industry Report, FF&E accounted for \$43 billion of which 66% of businesses used some form of financing. Including options in your proposal keeps you part of the furniture and financing conversation and gives you a leg up on the competition.

2. Anticipate Their Needs

Everyone appreciates someone anticipating their needs and delivering what they want before they even ask. The same is true with major purchases. Adding non-furniture suggestions and considerations for space planning, and

financing considerations to help with decision making, goes a long way toward a long-term partnership rather than just a transaction.

3. Clearly Communicate the Specifics

Once your client is ready to move forward with their space design, having a clear understanding of next steps in the process, as well as payment terms of the purchase in clear, easy to understand language, go a long way toward ensuring they have a positive experience. When your client finances through Navitas Credit, we provide you with up to 100% of the payment in advance, which is great for cash-flow, and convenient for clients.

4. Help Them Feel Comfortable

We all appreciate a referral, especially when making big decisions. If you have clients who have collaborated with you before, and are happy with the results, ask if current clients can contact them for an understanding of their experience. When it comes to financing, try saying, "Many of our clients choose to finance. I have included some information should you be interested as well." It will help them feel more comfortable knowing what others are doing.

5. Make It Simple

There is nothing simple about an office refresh. But that doesn't mean you can't make key points in the journey simple for them. Product configurators help clients visualize potential furniture options. Digital proposals enable virtual walk-throughs, so clients can get a better feel for the overall space and traffic flow. Offering financing through Navitas Credit, with online applications approved in hours, and signature approvals from their phone through DocuSign all make it simple from start to finish.

As a designer, place making is truly a craft learned and perfected over time. As a commercial interiors financing concierge, I understand the craft of curating the perfect portfolio of financing solutions to help you deliver a total project solution to your clients. By giving them options, anticipating their needs, and making it simple to envision the ideal space and see how they can afford it is certain to position you for success over the competition, and earn their trust for a long-term relationship. Congratulations on being a true craftsman, and I can't wait to make the financing portion of your proposal simple for you!



Janeen Waddell is Vice President of Commercial Interiors with Navitas Credit Corporation, specializing in helping businesses acquire "anything commercial interior."

With 25+ years of industry experience, Janeen's number one priority is offering a Total Project Financing Solution and options that are quick, easy, and align best with Dealer and Dealer client business needs.

What To Expect When Working with Janeen.

Janeen's mission is to ensure clients have the best experience possible and view her as a trusted partner for commercial interior financing solutions. Adding Janeen to your trusted team of resources simplifies leasing and financing options, making it easier for everyone to move forward.

Janeen's passion and personalized approach to financing, and the commercial interiors industry, is why clients come back time and time again. If you are interested in connecting, or looking to understand and learn more, contact her!



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Getting to Know The Bierman Group

The Bierman Group is a highly recognized contract furniture independent manufacturer's representative organization in Florida & Puerto Rico.

thebiermangroup.com

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

A: Randy Bierman founded The Bierman Group in 1994 representing A&D driven contract furniture brands in the state of Florida. His vision was to build his offering to be able to support diverse vertical markets.

Q: How has the company changed over the years?

A: As new manufacturers were acquired, there was a need to add administrative support, and representatives in key territories. In 1996 Juliana Sharkey, currently one of the principals, was hired to integrate accounting and contact resource management establishing an infrastructure that would support growth. She later transitioned into a sales position

for the South Florida territory. The same year, Tom Eckes, current west Florida representative, was contracted, and later representatives were contracted for the Central and North Florida territory. The showroom opened in 2000 at the current Ft. Lauderdale location. In 2001, Maria Canovas, currently a principal, joined the group to cover the territory of Puerto Rico and the Caribbean. The group remained intact and growing until 2019 when Randy decided to retire, and Juliana Sharkey and Maria Canovas purchased the group. Since then, the company has made some changes to the manufacturers represented to include a balance of brands that support corporate, hospitality, healthcare, and the educational markets, always maintaining A&D driven brands as their focus.

**REP FEATURE:
THE BIERMAN GROUP**

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

A: A great sales and support group matched with reliable manufacturers created the right team to be trusted by both the A&D and dealer community. The Bierman Group aims to be a resource to our customers providing support in all stages of the specification, bidding, procurement, transportation logistics and installation process.

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

A: We undoubtedly believe that the built environment directly affects the wellbeing of its users. Being able to provide solutions that are part of creating this environment makes us proud.

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

A: We will continue to grow our team to be the best resource for our customers.

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

A: Dependable.



THE
BIERMAN
GROUP

KEEPING CONNECTED

With the challenges that the last few years have 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!



Frey Gaede/Contract Resource Group

Abigail Walker of Frey Gaede/Contract Resource Group conducted a Lunch & Learn at one of her Premier Dealerships in Georgia, Best Office Solutions.

Pictured from left to right are: Abigail Walker, Sandi Shields, Tiffany Faulk, Shanna Hitchcock, Jessica Price, Dana Pettigrew, Maianna Bailey, Robin Baxley.



BlankeSlate

BlankeSlate and a few other companies did a combined Sip & Stretch with a yoga instructor, Hip Hop Smoothie truck at Blue Blaze Brewery.





Great Minds Meetup Abroad

Matthew Levine of LCFG with Tim O'Neill of Tim O'neil Associates and Sean Cronan of Cronan Associates had an excellent time visiting the Hush booth and pod manufacturing facility in Łódź, Poland with Thinkspace Office. Good friends and great partnerships and best in class products.

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