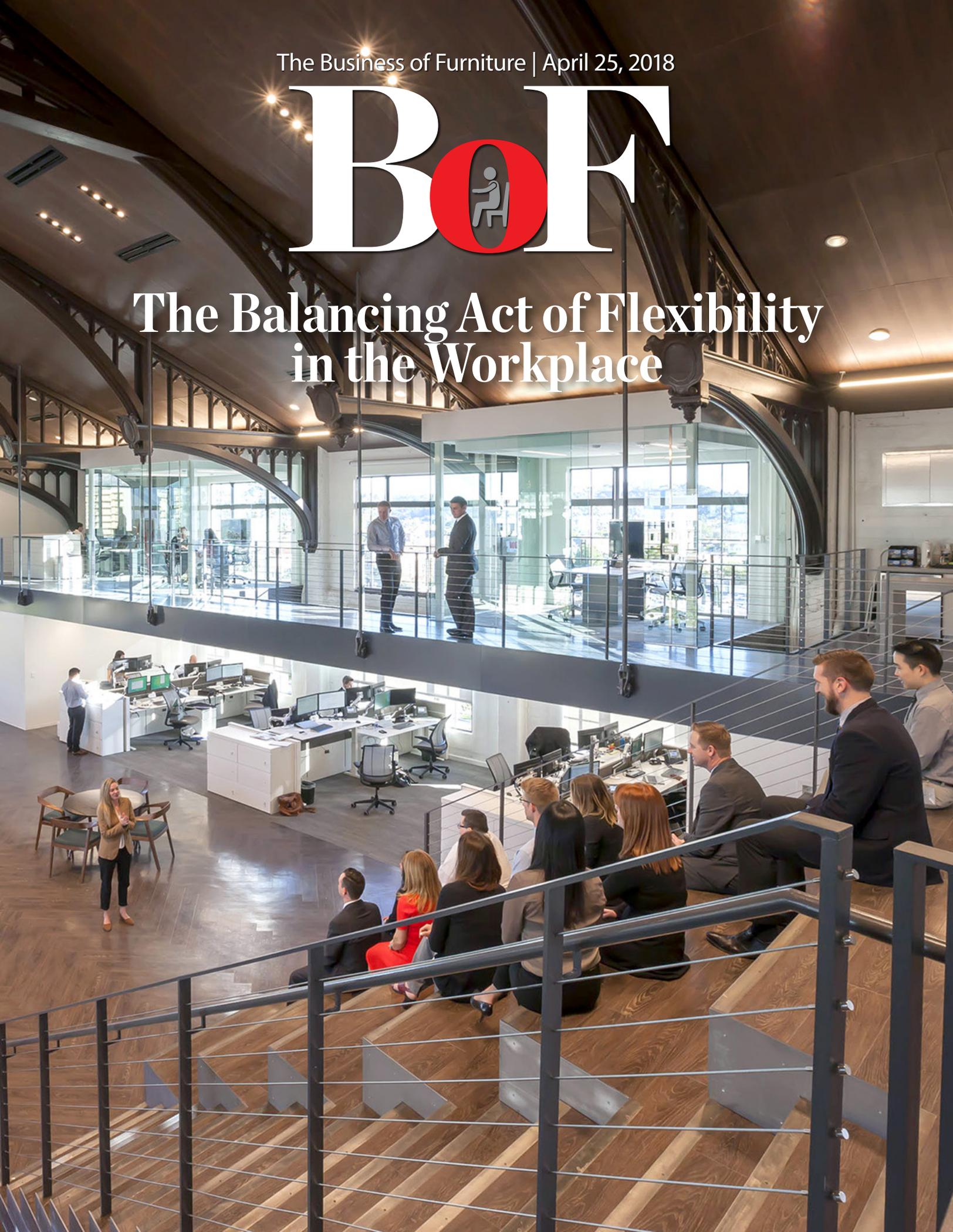


The Business of Furniture | April 25, 2018

BOF

The Balancing Act of Flexibility in the Workplace





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HIGHLIGHTS

8 UPFRONT: HNI Corporation Announces Retirement of Stan A. Askren

Stan A. Askren will retire as HNI Corporation's CEO and chairman of the board by the end of the year, and Jeffrey D. Lorenger will take over as president.

14 Neutral Posture Sues Knoll Over Equity Deal

A lawsuit filed by Neutral Posture against Knoll is based on Equity — both figuratively and literally.

18 COVER: The Balancing Act of Flexibility in the Workplace

Employees are the most important asset to these organizations and providing them the amenities and services they need to be productive and engaged are key parts of an effective workplace strategy.

< Bob Moon - Partnering with Blå Station, Scandinavian Spaces includes award-winning products in its curated contract line.



7 | Hutch Industry Cartoon



8 | Upfront



11 | The Stream

COLUMNS

Stephen Says 30
CoLaboration - Al Everett 32

FINANCIAL

Industry Shares/Graphs 28

CALENDAR & MORE

Regional Industry News 26
Upcoming Events 36
Marketplace 56



24 | Once an Industry Darling, izzy+ Closing its Doors

The company will stop taking orders and end production after fulfilling its supplier and contractual obligations. Dealers are being told not to sell the brand any longer.



18 | The Balancing Act of Flexibility in the Workplace

CBRE recently released the Americas Occupier Survey 2018, a report of 138 occupants in a diverse cross section of industries that helps uncover today's requirements for efficient workplaces.



40 | Free-Standing Rooms Go Mainstream

The vision for Zonez is as much about community as anything else. One of the user-experience principles of these spaces beyond the desk is creating organic experiences that foster community.



44 | CASE STUDY: Mayline-Safco and Seattle City Light

By using products from Mayline-Safco's Active Collection, Seattle City Light was able to save its Safe Habit Safe Worker program \$1.5 million and improve worker safety by 60 percent.



34 WHITEBOARD Reinventing the Workplace



35 PLACES Enthought Offices – Austin



48 FIRST LOOKS The latest in products



52 PULSE The latest industry happenings



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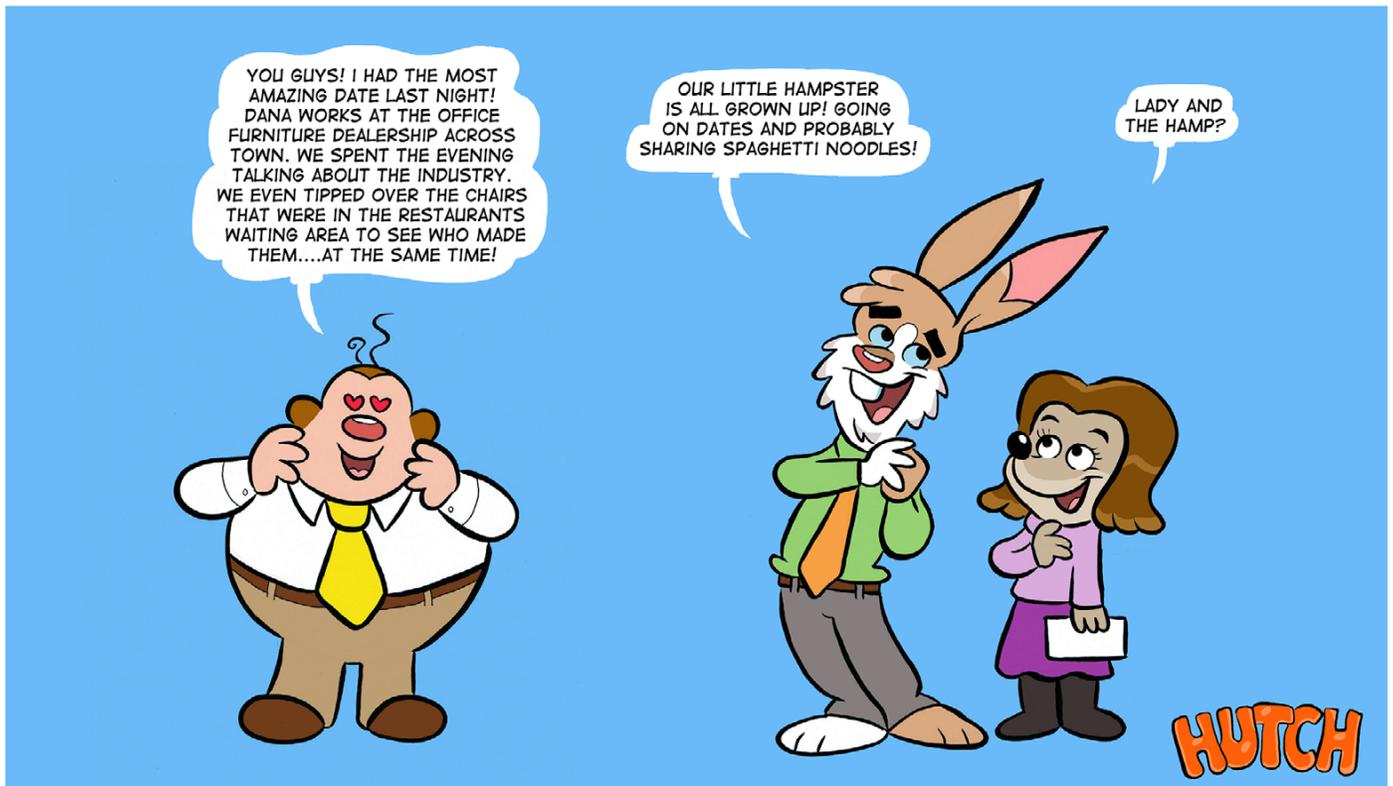
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Business of Furniture and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better,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

ROB KIRKBRIDE, EDITOR-IN-CHIEF





TRENDS

Free-Standing Rooms Go Mainstream

THE VISION FOR ZONEZ IS AS MUCH ABOUT COMMUNITY AS ANYTHING ELSE. ONE OF THE USER-EXPERIENCE PRINCIPLES OF THESE SPACES BEYOND THE DESK IS CREATING ORGANIC EXPERIENCES THAT FOSTER COMMUNITY.

When

your hand holds a hammer, everything looks like a nail. When we look at work zones and spaces beyond the desk, every interior designer meets their clients' needs using an eclectic variety of solutions. [Zonez](#), a new brand in the commercial furnishings industries, is bringing more than just a hammer to these spaces.

The Zonez vision is about spaces where people go when they aren't at their desks. These are spaces where interior designers and dealers get to put special touches on ideas, like areas for teamwork, privacy, video calls, quick meetings and touching down. They're called all sorts of things: booths, hubs, hives, ganged conference rooms, coves, dividers or just a decorative wall to set one area apart from another with perhaps a pergola or juice bar attached.

Kevin Peithman started the parent company of Zonez – [Allied Modular Building Systems, Inc.](#) – in the alley behind his home, because a close-by telephone pole had an electrical outlet he could use. The vision in 1989 when the California tech company got started was to act with integrity, provide great customer service and change an industry with quality solutions. Fast-forward almost 30 years, and the same principles are as key today as they were then.

BECAUSE ITS BUSINESS MODEL IS THAT OF A COMMUNITY, ZONEZ ISN'T LIMITED TO ONE OR TWO SOLUTIONS FOR PROVIDING THE VARIOUS LEVELS OF VISUAL AND ACOUSTICAL PRIVACY.

The vision for Zonez is as much about community as anything else. One of the user-experience principles of these spaces beyond the desk is creating organic experiences that foster community. The Zonez community helps co-create better design concepts and meets customer needs so everyone learns more about designing, creating and supporting users.

Co-founder Doug Gregory, Zonez vice president of sales and marketing, has traveled through the industry for years. The collective experience and vision he shares with Peithman drive the practical focus of what Zonez is all about.

“Zonez is a community of incredible people that have shaped and changed various channels and markets through the evolution of their companies,” Gregory says. “It

is a privilege to work with people that bring such energy, innovation and passion to a market I have loved for so many years. The feeling of community is palpable.”

It thinks dealers, interior designers and architects benefit from a single provider dialing into the exact client space requirements and price points they are looking for. The Zonez business is working with multiple innovators to bring users a wide range of capabilities, design aesthetics, price points and a range of dialed-in acoustic and visual privacy levels.



Taking the capabilities of Orange, California-based Allied Modular and refining them for the industry puts one tool in the toolbox. Meeting rooms, phone booths, movable wall systems and touchdown spaces can all be specified to meet the aesthetic and technology performance levels required. It's beginning with a range of solutions that include both a standard size and an ADA-compliant phone booth, complimented by an 8-foot x 12-foot meeting room and plans to add more than a dozen products in the coming year. As new innovators come on board, their solutions will add to the toolkit.

All Zonez products will feature [ChargeSpot](#) wireless charging as standard. Other standard options will include integrated audiovisual packages, the award-winning HIghfive teleconferencing and Teem room management and analytics systems.



The idea in serving the market is to provide a limited number of select dealers with the range of solutions they need — all from a single relationship managed by Zonez. With three manufacturing and distribution locations in California, Texas and Tennessee, Zonez starts life as a national entity. Its largest products can be staged and constructed in about a day; the smaller ones in less than an hour. All can be easily reconfigured aesthetically and technically refreshed as needs change. They come with a 10-year limited warranty and lead times of three to four weeks.

It's not just about the moderate prices — it's also about cost. Easily moved, repaired, replaced or reconfigured, the products make for an Earth-friendly company. It is space without the hassle of building, designed to increase productivity within about a month after figuring out what is needed.

“Our entire team throughout all three manufacturing locations in the U.S. is excited to be a part of such an incredible industry and for the opportunity to contribute to our economy and our community,” Peithman says. **BoF**