

Workplaces

MAY 2017 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

STAD



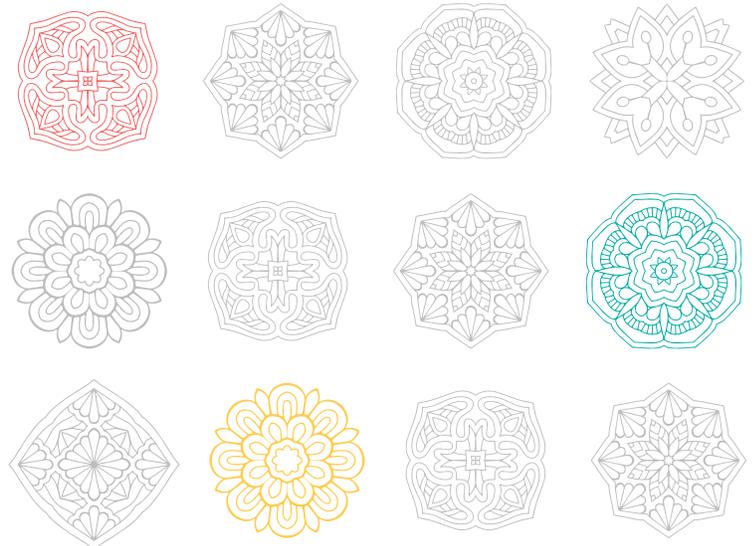
The art of living at the office

More than just office furniture, the STAD collection by Lacasse is a professional lifestyle. Answering to the emerging needs of today's open plan workspaces, including more privacy when desired and collaborative or impromptu meeting areas; STAD Office Furniture System is born.

The components can be reconfigured time and again, with adjustable height tables, modular soft seating and poufs for greater comfort and better posture.

STAD brings nature into the office, for a calm, vibrant atmosphere.

AVAILABLE NOW!



**GROUPE
LACASSE**

1 888 522-2773
www.grouperlacasse.com

STAD
Office Furniture System

Workplaces

MAY 2017 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

JLL - Future of Work Study | Trends | Mythbusters
Trends | WORKPLACE 3.0/SaloneUfficio
CBRE Furniture Forum: Unraveling Furniture Frustrations
Why Seating Still Matters | OM puts the Fun and Function in Seating
Allseating's Name Says it All | Put a Positive Spin on Biking to Work
Refining Reefer: Could Cannabis Culture in the Workplace Bring Focus
and Creativity? | Today's Workforce Craves Flexible Offices



Workplaces

BoF Workplaces 

Editor-in-Chief, Bellow Press Rob Kirkbride

Vice President, Sales & Marketing, Bellow Press Melissa Skolnick

Vice President, Content Production, Bellow Press Todd Hardy

Guest Columnist, WPM IDa Design, Rich Sheridan

Contributing Writers, WPM Amanda Schneider, Emily Clingman, Stef Schwalb,
Jennie Morton, Megan Spinos, Bruce Buursma, Thomas Keenan, Nancy Trent

Illustrator, WPM Jamie Cosley

Copy Editor, WPM Linda Odette

Printed in the U.S.A.

Contents Copyright ©2017 Bellow Press Inc.

Publishing Headquarters

23403 E Mission Ave, Suite 107
Liberty Lake, Washington 99019
877-BELLOW9 (877-235-5699)

Email: info@bellow.press

Include us on your PR distribution list.

Send To: news@bellow.press

Please include high resolution photos along
with your release; at least 300 dpi.

https://bellow.press/SubmitNews

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

**PRIDE IN
YOUR WORK**

**SNACK
MACHINE
ETIQUETTE**



26

Not all ergonomic office seating needs to cost an arm and a leg.

**12. JLL - FUTURE OF WORK STUDY**

Executives will look toward the future of work as an agile and adaptable model for achieving ambitions in an environment where stability is an illusion or, worse, a sign of stagnation.

14. MYTHBUSTERS

Challenging workplace assumptions.

16. TRENDS - OTTO CAMPUS COWORKING OFFICES - HAMBURG

Around the heart of the space – an arena for presentations, speeches or panel discussions with over 100 guests – there have been built meeting areas, lounges, quiet rooms, work- and flex benches as well as a café.

18. WORKPLACE 3.0 / SALONE UFFICIO

There are some cool new products, lots of ideas and a fair number of visitors to the office area of the show (actually, iSalone is made up of many events running together).

24. CBRE FURNITURE FORUM: UNRAVELING FURNITURE FRUSTRATIONS

The topic was explosive: How can we improve the furniture buying process? The idea was to gather designers, office furniture dealers and manufacturers at CBRE's Chicago office and hash out a process many believe is, at best, inefficient and at its worst, broken.

26. WHY SEATING STILL MATTERS

Since the introduction of the task chair decades ago, office dwellers have had many options to choose from, but almost all of them came with a large price tag. There are still plenty of affordable chairs around.

34. OM PUTS THE FUN AND FUNCTION IN SEATING

OM believes in sweating the details so when their chairs make it to offices around the country, they will be perfect for the workers sitting in them.

34

Office seating is one of the most competitive segments in the commercial furnishings industry, and OM knows building solid chairs that are fun isn't enough.



44. ALLSEATING'S NAME SAYS IT ALL

As Allseating delves more into design, it is changing the way those who specify furniture perceive the company.

50. PUT A POSITIVE SPIN ON BIKING TO WORK

A bike-friendly workplace is also important to job seekers, even though it's often an underappreciated component of the hiring process.

56. REFINING REEFER: COULD CANNABIS CULTURE IN THE WORKPLACE BRING FOCUS AND CREATIVITY?

Increasingly, people of all walks of life are using marijuana in small amounts throughout the day to be more focused and creative on the job.

62. PRODUCT MATTER

BOSS Design's new Trinetic Chair, the very unusual CoreChair, Screen Mom Natural Screen Cleaner, and Paperpro Staplers.

66. RESEARCH: TODAY'S WORKFORCE CRAVES FLEXIBLE OFFICES

Technology and Information are forcing commercial real estate to adapt a more flexible model.

68. CHARTING: IMPROVE YOUR WELLNESS IN THE WORKPLACE

70. CHARTING: COWORKING

72. ENDMATTER

It could be that the Chinese have the perfect napping product for the old-fashion cube centered workplace.

Workplaces



A close-up photograph of a person's arm in a blue sleeve reaching into a white plastic tray. The tray contains several yellow lemons. The background is dark, making the white tray and yellow lemons stand out.

OM PUTS THE FUN AND FUNCTION IN SEATING

That's also why visitors to the company's state of the art plant will find steel cage bins used to ship parts to the factory are broken down and returned to the supplier. It is part of what Wilson Chow, the CEO, calls the company's commitment to "responsible environmentalism."

Story by Rob Kirkbride

At the front of OM's warehouse in Ontario, California, one of the seating company's employees, Armando Marron, was found throwing an office chair off a platform. Right in front of OM's chief executive officer. With his blessing.

No, this fast-growing office seating company has not lost its marbles. Marron, the company's production floor supervisor, was testing its packaging to see how the chair would survive the rigors of shipping. That's because OM believes in sweating the details so when their chairs make it to offices around the country, they will be perfect for the workers sitting in them.

That's also why visitors to the company's state of the art plant will find steel cage bins used to ship parts to the factory are broken down and returned to the supplier. It is part of what Wilson Chow, the aforementioned CEO, calls the company's commitment to "responsible environmentalism."

It seems this company's focus on the small things is making its way into its office chairs, as is OM's seemingly endless ability to have fun. No one was cringing when Marron was tossing chairs off a high platform. Instead, the CEO was cheering Marron on, partly because he knows how important ironclad quality is to his customers and partly, well, because he enjoys interacting with his employees in a fun way.

Office seating is one of the most competitive segments in the commercial furnishings industry, and Chow knows building solid chairs that are fun isn't enough. That's why the company is focusing much more on design — creating chairs workers want to sit in because they not only feel great, but look great. "We are very involved in our design," Chow says, while describing work on the company's latest chair.







BACKHTS4
HTSA MESH BACK ONLY

05168 E
012D10508/1
(1yd)
Kings
358
P1
C10000

#8718
C11028718/1
(1yd)

#5718
C11028718/1
(2 ROL)

ORD# 50521E
PO# PALC16030888EDI

ORD# 50521E
PO# PALC16030888EDI

#8718
C11028718/1
(1yd)

ORD# 50521E
PO# PALC16030888EDI

J

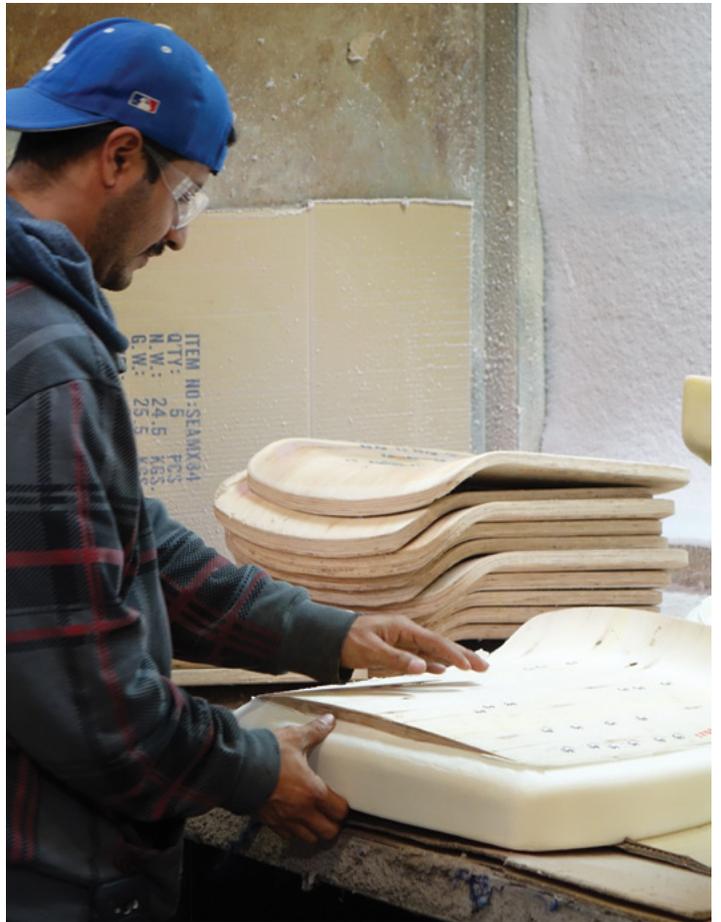
OM's push toward world class product design is evident in its latest chair, Truly, which combines the best in ergonomics and the myriad choices the company is known for.

Design of the new chair has involved “a million questions, which would probably irritate a lot of designers” about how people sit, how they are comfortable and what they like (and don't like) in office seating, Chow says. He and OM's engineering and design team have met countless times in a parking lot with Francisco Romero, the designer working on the new seat, in Mission Hills, California, which is halfway between Ontario and the designer's office in Los Angeles — an important consideration given the area's legendary traffic snarls.

Meeting with designers is part of the chair building process, but the amount of work and care OM and its partners like Romero put into its products is noteworthy, especially since both specialize in mid-market seating. Mid-market seating is neither the cheap stuff shoppers find in big box office supplier retailers nor the high-end, high-priced chairs sold by the biggest names in the industry like Herman Miller and Knoll.

The segment of seating sits smack dab in the middle. Companies like OM are thriving because they are providing a high quality office chair for less money. Increasingly, these companies are raising the bar for the entire mid-market seating segment, creating better designs for the same value. The mid-market is growing and become more and more important as frugal shoppers seek more value in their office seating. While companies like OM lead with price, they are also leading with design. The company recently spent several weeks with aspiring designers from California State University — Long Beach, giving them feedback on the seats they designed. “It really provided a bridge between the real world and what is possible — what can be designed,” Chow says.

OM's push toward world class product design is evident in its latest chair, Truly, which combines the best in ergonomics and the myriad choices the company is known for. A few years ago, the OM5 series was launched (also designed by Romero). In its official debut to the national ergonomics community, the OM5 Active took home the marquee prize at the national ErgoExpo held annually in Las Vegas.







Chow's father, William, and Wallace Hwang started the company to bring reasonably priced ergonomic chairs to the market.

In the 30-plus years the company has been around, it has certainly come a long way. Chow keeps framed advertisements of the company's early chair models along a main corridor of OM's headquarters to remind himself of where OM has come from and where it is going. These dated brochures have chairs "futuristically" floating through outer space and chairs on rainbows.

Chow's father, William, and Wallace Hwang started the company to bring reasonably priced ergonomic chairs to the market. While the company will always focus on giving its customers the best value possible for its seating products, the company also has focused more on design and uniquely meeting customer demands over the past several years. A bench at the front of the warehouse attests to OM's ability to give its customers what they want. It is for making one-off furniture products or custom furniture.

Once known as Office Master, the company has shortened its name to OM, and last year for its 30th anniversary created a new logo composed of a circle with seven threads. The threads represent the various parts of what Chow believes makes the company uniquely strong. One thread represents manufacturers' reps, who Chow sees as truly part of the OM family. Its end users — the people who sit in OM chairs — represent another thread. The dealer network is an integral part of the logo as well. Influencers, like architects, ergonomists and designers, represent another thread. Vendors and the symbiotic relationship with them create another thread. Employees are another thread — Chow notes the company couldn't get anything done without them. The final thread represents the company as a whole.

One of the reasons the brand is growing so rapidly is the fun the company seems to be having. Chow's smile is infectious and never seems to leave his face. OM even has its own company mascot, Ozzie the Frog, which sometimes can be found on its literature and at trade shows. Ozzie even did an "interview" for the company's website, where he says, "I'm CMO — Chief Morale Officer. I hop around and help out in every department."

"You've got to have a little fun," Chow says. **WPM**