

The Business of Furniture | October 2, 2021

BOF



It's Finally Here:
NeoCon 2021 - Special Preview Edition



BoF

The Business of Furniture
October 2, 2021

NeoCon 2021 Preview
SPECIAL SATURDAY EDITION

HIGHLIGHTS

10 KIRKBRIDE
NeoCon 2021:
Weird or Wonderful, I'm
a Glass-Half-Full Kinda
Guy

18 LOGICDATA
Announces
Historic Move to
"One- Stop-Shop"
for Customized
Adjustable Legs,
Frames

<24 HÅG Capisco
and HÅG
Capisco Puls Now
Available from 9to5
Seating

30 HAT Collective
Introduces the
Elle Collection

54 OM5 Active
Supports a
Versatile and Creative
Future

B^{OF} The Business of Furniture

NeoCon Special Saturday Preview Edition | October 2, 2021



34 | National Office



38 | SitOnIt Seating



42 | AIS



59 | Lacasse PARADIGM



16 | OE Electrics will launch ANIMATE at NeoCon 2021

Furniture can never be truly mobile if it has to be continuously plugged in to receive power. OE's ANIMATE range combines a flexible and powerful battery system with OE's innovative range of modular, high-power USB charging solutions.



22 | Meet Supreen: Nassimi's Newest Revolutionary Performance Fabric

Prioritizing material innovation, sustainability, cleanability and stain-resistant technology, Supreen marries cutting-edge woven and coated technology with a proprietary silicone blend.



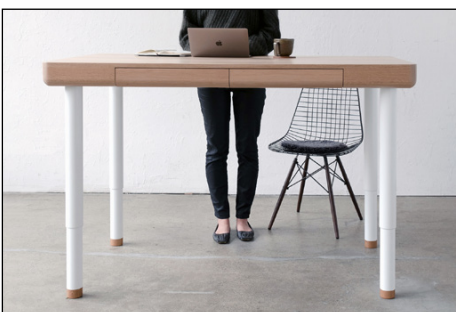
28 | Connectrac, a Brand of Legrand Introduces New Products

Connectrac products provide invisible, movable power connections throughout a space via a floor-based raceway system. Unlike core drills and power poles, Connectrac can go anywhere in a space.



32 | HAT Collective Introduces the M-Series Quad Workstation

Featuring an innovative design that enables it to take up less space than traditional work tables, the four-person workstation is ideal for small-group and collaborative work.



48 LINAK U.S. Keeps You Moving No Matter Where You Work The new designs at NeoCon will bridge the gap between the corporate office and those working from home and change how people work together for years to come.



62 NEOCON FIRST LOOKS The latest products from: 3form, Allseating, Allsteel, Andreu World, Arcadia, Arc-Com, Brentano, Camira, Coalesse, Concertex, Davis, Designtex, Division Twelve, Encore, Falcon, Global, and many more!



134 Wolf-Gordon Announces New Collections and Collaborations Wolf-Gordon's Laguna is the newest addition to its Origins collection of patterns inspired by artifacts housed in the Museum of New Mexico.



The Business of Furniture

BoF Workplaces

**MID
POINT**

**BELLOW
PRESS**

Editor-in-Chief, Bellow Press Rob Kirkbride

Vice President, Sales & Marketing, Publisher, Bellow Press Melissa Skolnick

Vice President, Content Production, Bellow Press Todd Hardy

Staff Writer, Marketing Manager, Bellow Press Emily Clingman

Workplace Guru, BoF Stephen Viscusi

Training & Development Columnist, BoF Sid Meadows

Technology Columnist, BoF Justin Loeber

Illustrator, BoF Jamie Cosley

Copy Editor, BoF Linda Odette

Contents Copyright ©2021 Bellow Press

Publishing Headquarters

382 NE 191st St, Suite 253
Miami, Florida 33179
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, Midpoint magazine 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**



LATCH

Make new connections with Latch—launching at NeoCon 2021. Latch is a flexible, mobile, and helpful collection for groups on the go!

Visit our showroom 11-112 at NeoCon and interact with Latch.

spec™

OM5 Active Supports a Versatile and Creative Future

➡ OM Seating wows with OM5 Active Nest, a nesting and stacking chair with a subtle, articulating chair top.



Effortlessly functional while playfully stylish, Active Nest arrives ready to perform in today's hybrid work spaces. And it comes with green credentials as OM's first product launch after earning a LEVEL 2 rating from BIFMA's sustainability certification program for furniture.

The chair nests, stacks and articulates, and it exceeds expectations for guest well-being and physical comfort. Its articulating top activates

when the user reclines, offering some welcome play that reacts to the body's natural inclination to be on the move. This responsive motion adapts to its guest, so she can be alert and focus on what's at hand.

Designed by Francisco Romero of Phidesign, Active Nest is the latest addition to the popular OM5 Active Series. Originally conceived as a practical yet comfortable solution for educational, health care and training environments, it steps up in any work space that demands nimble transitions. The space saver offers the efficiency and convenience of storability, stackability and move-ability. In a time when we are challenged to rapidly and creatively adapt, our chairs should, too.

Whether you are collaborating on a project, gathering for an impromptu, all-hands-on-deck or clearing the room for who's next, Active Nest allows you to outfit versatile, creative spaces.

The chair is available in the original collection's eight colorways: Modern Black, Graphite, Palladium Grey, Arctic White, Crimson Red, Navy Blue, Seafoam Green and Canary Yellow. Two frame colors — Modern Black and Palladium Grey — are color-matched for a hip, tone-on-tone look. Color complementing is one way OM Seating makes it easy to select coordinating chairs for a whole suite of work spaces and work styles.



OM's Ginny Multi-Tasker: Wherever Your Story Takes You

➡ The Ginny Multi-Tasker from OM Seating offers a homey warmth and throwback vibe that's suitable for small offices, conference rooms and collaboration zones.

Stylish, warm and classic, the chair adds multi-functionality and seat-swiveling perfection to the namesake collection's popular series of visitor and bariatric chairs.



Available as a task chair or stool, Ginny effortlessly blends into small offices and conference rooms, levels up for huddle rooms and small collaborative areas and impresses in work-from-home environments. Fully upholstered for all-day comfort, the mix-and-match fabric options for the seat, back and outside back let you create your own custom groove.

Ginny's frame is constructed of a flat oval tubing with symmetrical built-in arms that allow for seamless transitions throughout the chair's external structure. It can be specified for health care facilities, educational spaces, collaborative workplaces and more. Ginny also coordinates with OM's executive and task-seating collections.

The multi-tasker is available in two finishes: black powder-coat or chrome, with coordinating arm pads in black and gray. Ginny Multi-Tasker joins Ginny Visitor and Ginny Bariatric in 26- and 30-inch sizes.

OM's Lórien gets Serious as Executive Seating

➡ OM Seating commands the office with the design-forward, all mesh Lórien conference collection. Designed by Fiorenzo Dorigo of Italy's Dorigo Design, Lórien captures classic Italian sensibility with beauty and functionality.



“Lórien signals more than our interest in conference seating,” said Eric MacDonald, OM seating product design manager. “The collection is a reflection of our commitment to deep listening. Lórien is the industry’s only all mesh chair with a four-star base option, a coordinating stool and the ability to mix-and-match both mesh and upholstery. This mash-up of features in the same collection speaks to OM’s commitment to solving our customers’ challenges.”

“We ask people how they work and how they live at work, and we translate those stories into feature points that inform the way we design — and in this case collaborate — on product development. Lórien extends our conference seating portfolio in a genuinely useful direction.”

The lightly scaled, versatile Lórien is available as a mid- or high- back executive chair, a guest chair and a stool. With its understated elegance, Lórien will slide right into today’s open-floor workspaces, conference rooms or even the home office. Upholstery choices include coordinating mesh colors and newly engineered, performance suspension fabric in





shadow gray. An optional four-star base offers a light, lounge look, terrific for hospitality and lobby environments. Mid- and high-back profiles are available in a Modern Black or Cloud White frame.

An optional upholstered seat pad delivers a cloud-like seating experience and can be dressed in any stock, graded in or COM fabric. The traditional five-wheeled base comes in black or polished aluminum, while the stool is standard with an adjustable foot ring. Loop or cantilever arms and a knee tilt or tilt-motion mechanism complete the selection.



OM's New Tibidi Plays with all the Kids

➡ We're all learning to adapt on the fly, and our chairs should, too. That's what OM Seating's Tibidi does. It's a stacking chair that confidently plays where you need it most with an understated style and practical functionality.

A riff on TBD, Tibidi is an adaptable problem solver with unexpected panache. It announces its presence with a stackability index of 45 chairs — more than the 40 that fit under a door, but a handy storage-saving superpower that can solve many facility manager's needs.



Tibidi slides into the hospitality, educational and training spaces with an attention to styling that sets new expectations for stacking chairs. Optional arm pads match the seat-back color palette to create a harmonious finish, while the upholstered version features two fabrics developed exclusively for OM, plus a coated, durable, faux-leather Polyurethane workhorse. The efficiently engineered, slender tubular frame is available in three finishes: black, chite and chrome, while the plastic back and seat are offered in a palette of eight #makeityourown colors: modern black, Fog, Sand, Snow White, Navy blue, Glacier, Brick and Moss. **BoF**

