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The Business of Furniture

June 11, 2016

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Product Issue





The Business of Furniture
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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

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THE WEEK IN CONTRACT FURNISHINGS

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NeoCon Ahead

NeoCon: The Product Issue

HUNDREDS OF MANUFACTURERS AND TENS OF THOUSANDS OF VISITORS WILL DESCEND UPON CHICAGO'S GIANT MERCHANDISE MART FOR NEOCON 2016. IN THIS SPECIAL NEOCON ISSUE OF *THE BUSINESS OF FURNITURE*, WE HIGHLIGHT MANY OF THE MUST SEE NEW PRODUCTS THAT WILL BE ON DISPLAY.

Welcome to Your 'Brain Book'



In a technical sense, what you are reading is a product guide. It is an expansive (though not entirely complete) listing of all the things you can see when NeoCon opens in a few days. But when you take a peek inside this issue of *Business of Furniture*, I ask that you look beyond the pictures of pretty products. Instead of thinking of this as a product guide, I ask that you consider what went into the products that grace these pages.

Each photo, each description represents literally thousands of hours of design, engineering and marketing work, not to mention the work done by factory workers, support staff, accountants, lawyers and everyone who has a hand in making every single product that is shown at NeoCon. It also represents the beginning of the work for the sales staff, dealers and reps whose critical job is to sell what the industry has created to the world.

I've lost track of how many NeoCon's I've attended. It's somewhere between 18 and 20. And it is easy to get jaded by the sheer volume of what I've seen over the course of those years. I often catch myself saying something like, "Yeah, I've seen a bench in every showroom this year" or asking "Why do we need another task chair?" I dismissively pass some showrooms by and hold other manufacturers to unobtainable standards; a disease caused by years of covering the event. It is easy to pass judgement on new products at NeoCon — until you realize how much effort went into them.

This year, I'm going to try to look at NeoCon through fresh eyes, which makes sense, I suppose, since this is my first NeoCon as editor of *Bellow Press* and our publications, *Business of Furniture* and *Workplaces* magazine. Of course, that doesn't mean every new product has value. Some will be duds, to be sure. My colleagues and I are going to call them out. It would be unfair to those who really did innovate if we didn't. Still, I am going to respect and celebrate the work that went into every single new product introduced.

The people behind these products want you to see them. That's the point of NeoCon after all (and getting a few world-class steaks over the course of the week). So get out there and take a look. If you like something in a showroom you pass, let the folks manning it know. They will appreciate the well-deserved kudos. Of course, there is no way you can see everything. NeoCon is too big for that. So use this guide throughout the year. Circle items that you want to come back to later in the year that you weren't able to see in person.

So instead of thinking of this as a product guide, consider it your brain book — a collection of what makes our industry so special. From the good to the bad to the ugly, what is found in this guide is what defines us as an industry.

From everyone at *Bellow Press*, welcome to NeoCon. We look forward to meeting with old friends and new and celebrating the work that goes into this remarkable event.

- Rob Kirkbride

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The Business of Furniture

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A great industry deserves great publications. Bellow Press takes great pride in becoming the only contract furnishings industry publisher that covers the entire spectrum of the industry - from product design, to manufacturing, to distribution, to workplace design.

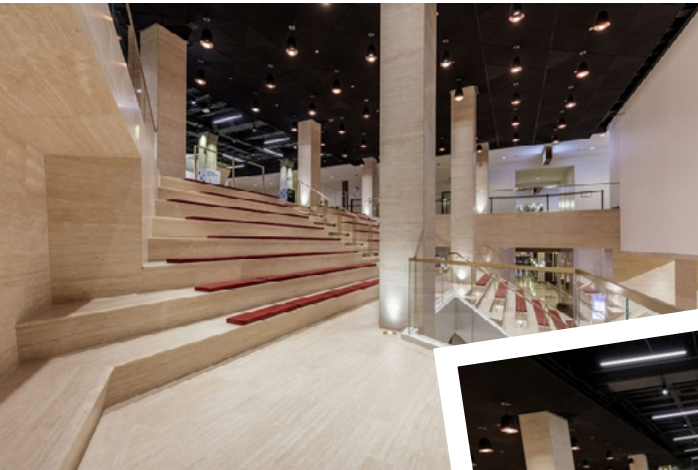
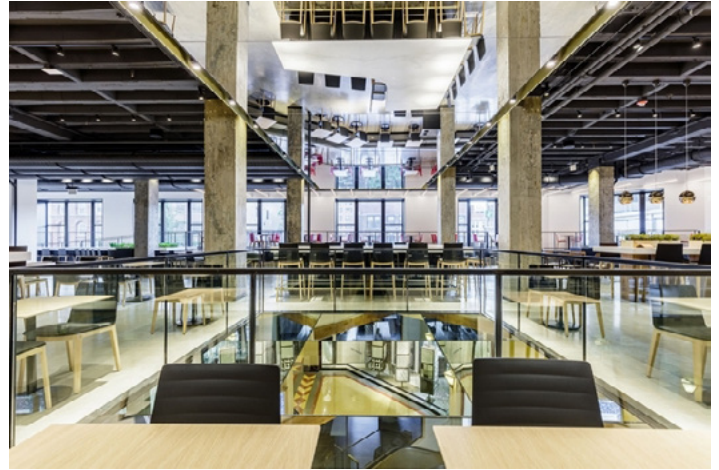
BoF Workplaces

The Business of Furniture & Workplaces Magazine

The 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.

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The Mart

The owner of the Merchandise Mart took the wraps off a \$40 million renovation in time for NeoCon, including new features, such as a 50-foot-wide marble staircase, to tenants this Thursday afternoon. Vornado has signed 1.2 million square feet of new office leases since 2012, and the building is about 98 percent leased, said David Greenbaum, president of Vornado's office division.

"This is a building that decade after decade has reinvented itself," Greenbaum said. "Today it's extraordinarily attractive to office tenants, even though it's 85 years old."

Vornado is exploring additional upgrades, including plans to add a second-floor food market selling items such as wines, meats, cheeses, bread, fish and produce, Greenbaum said. Vornado is also in talks to add local coffee and food purveyors to the renovated food hall, he said.



NeoCon 2016 Product Edition

The editors of *The Business of Furniture* have looked high and low to bring you what we believe are the biggest introductions being presented this year at NeoCon.



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OM (Office Master)

TRULY.™

OM has announced that it is previewing its new Truly.™ task chair at NeoCon.

"OM's brand promise centers around offering a well-balanced range of smart seating choices. With Truly., you get a breadth of aesthetic & ergonomic choices that makes this chair a great example of our choice-oriented philosophy – after all, no one knows you better than yours Truly.!"

Truly. was designed by Francisco Romero of Phidesign, and is a modern-aesthetic, high-end design work chair that provides a range of genuine choices for today's workplaces and workstyles.

By combining next-generation materials and well-considered design, Truly. is able to feature innovations such as its TrueFit™ backrest technology, which is simply a lively "technical" backrest support membrane that not only adjusts in height, but also allows for a bowable lumbar support curve that is adjusted via a patent-pending activation system.

Formally launching in late summer/early Fall of 2016, Truly. is flexible enough to be a great choice for any of your work, conference or executive environments. Truly. will be offered with 6 different Polyback colors, polished aluminum and matte black finishes, and an option for an elegantly tailored upholstered backrest option. Truly. even features a headrest cover that can serve as an accent piece, for situations requiring that extra pop of personality.

Added to all of that, Truly. offers a range of genuine ergonomic options that vary from a graceful headrest, to myriad control mechanisms and a wide library of arms, casters, cylinders, and seat sizes. Taken altogether, it is easy to see why Truly. is a responsive chair that you can make truly yours.

