



Why Haworth?



Organic Workspace

Haworth provides Solutions. Haworth is the only major furniture manufacturer who can provide Architectural Solutions: floor-to-ceiling walls, raised flooring, lighting, technology; and Furniture Solutions: systems, seating, storage, wood casegoods.

This is important to our customers because it provides:

- One stop shopping means better value and single accountability for project
- Protects investment
- Matched environments

Haworth is Strong and Stable. Haworth is the only major furniture manufacturer to have never reported a financial loss. Haworth is privately and closely held by the Haworth family. Haworth's executive office is the most tenured in the industry.

This is important to our customers because:

- Haworth has the financial power to be a long-term partner
- The Haworth family re-invests in innovation and technology



Haworth Values Relationships. Haworth is in this business for the long run. Our business philosophy is to build long-term relationships with our customers.

This is important to our customers because:

- Strategic relationships are built around continuous improvement
- You receive responsive, knowledgeable support
- The ability to track and document a history of cost savings and process improvements
- You know Haworth is committed to your success

Designed Performance

Haworth is known for Innovation. Haworth has a heritage of innovation including the first patented modular pre-wired panel; our Ideation group conducts future research and application of our products; the specials department meets the need for customized client solutions; and 35% of product sales come from new product introductions.

This is important because it allows our customers to:

- Align with the thought leader
- Lead with human friendly environments
- Listen/respond precisely to end-user needs

Haworth is Environmentally Conscious. Haworth philosophy is to reduce, reuse and recycle. Processes include recycling, control mechanisms, material substitution, use of recycled and renewable materials, and efficient use of resources. Haworth has won GSA Evergreen Award—twice, Michigan Recycler of the year, voluntarily participates in the EPA WasteWise program and was the first in the industry to join the Forest Stewardship Council.

This is important to our customers because:

- Thoughtful product design
- Responsible manufacturing
- ISO 14001 certified
- LEED accredited professionals
- Greenguard certified products

Haworth is a Technology Leader. Haworth has always been a technology leader in product applications; power and data; web-based services; e-commerce and custom reporting.

This is important to our customers because it:

- Provides cutting edge products
- Makes Haworth easy to do business
- Provides cost effective product solutions and flexibility in future applications
- Allows quantitative tracking of account management measures

Global Leverage

Haworth is Quality. Quality programs and philosophies are an integrated part of Haworth's culture, processes and products.

This is important to our customers because:

- Demand-pull manufacturing lowers costs
- ISO 9001 certification provides uniform product and quality globally
- Haworth products maintain highest resale value in the industry
- Haworth's customer satisfaction index is consistently in 90th percentile

Haworth is Global. Haworth is a true multinational organization with offices, showrooms, and dealers.

We are the only manufacturer to have 100% ownership of our manufacturing facilities in Europe, North America, China, India, and Australia. Haworth has over 9,000 members, 20 manufacturing locations, 60 sales offices and showrooms, and more than 600 independent dealers around the world.

This is important to our customers because:

- Only need to work with one company
- Global Account Managers offer a single-point of contact for global products and services
- Bi and tri-lingual local teams
- Worldwide ISO 9001 certification
- Ability to promote global and regional product solutions worldwide

Haworth Dealers are second to none. A global network of over 600 independently owned dealers service Haworth customers in all regions with the exception of Asia Pacific, where dealers are Haworth owned facilities. Haworth designed our Preferred Dealer Program to recognize dealers who are committed to customer satisfaction through continuous improvement and the close alignment of their business with Haworth's. The DealerLink Program provides an infrastructure for Haworth's dealer network to work together to ensure that our end user customers receive a consistently high level of service throughout all of their locations.

This is important to our customers because:

- Dealer performance is measured and monitored
- Installation and service is consistent
- Assurance of technical expertise
- Centralized purchasing results in uniform service, no matter where the project is located