

HAWORTH®

Introducing

AUSTRALIA

A comprehensive overview of what makes Haworth uniquely positioned as your preferred workplace partner

Haworth Australia.

Operating in one of the most advanced markets in Asia Pacific, Haworth Australia is the petri dish for the rest of our business. Here we are able to trial new ways of working through our product and service offerings. We create great spaces for our clients with a broad product range, including our XFriends and Haworth Collection of collaborative furniture

We are uniquely positioned to offer clients local service and a global reach.

Our Strategic Services platform is aligned with our partners and clients business strategies, to create environments that support many worksyles, incorporate wellness, and are future proofed against change.

Our club lounge environments are the perfect spaces to experience the Haworth philosophy .



1995 — Haworth Australia showroom opens in Sydney

2000 — Melbourne showroom opens

2010 — Brisbane showroom opens

2012 — Perth showroom opens

2013 — The Porter in Sydney is launched

2014 — Manufacturing of xFriends products begins in NZ and Shanghai

2015 — HIVE Brisbane showroom launched

2016 — Celebrating Great Design: a contest to identify next big icon to be part of Haworth Collection

2017 — Penumbra Concept Launch

2019 — Expanding our Haworth Collection partners

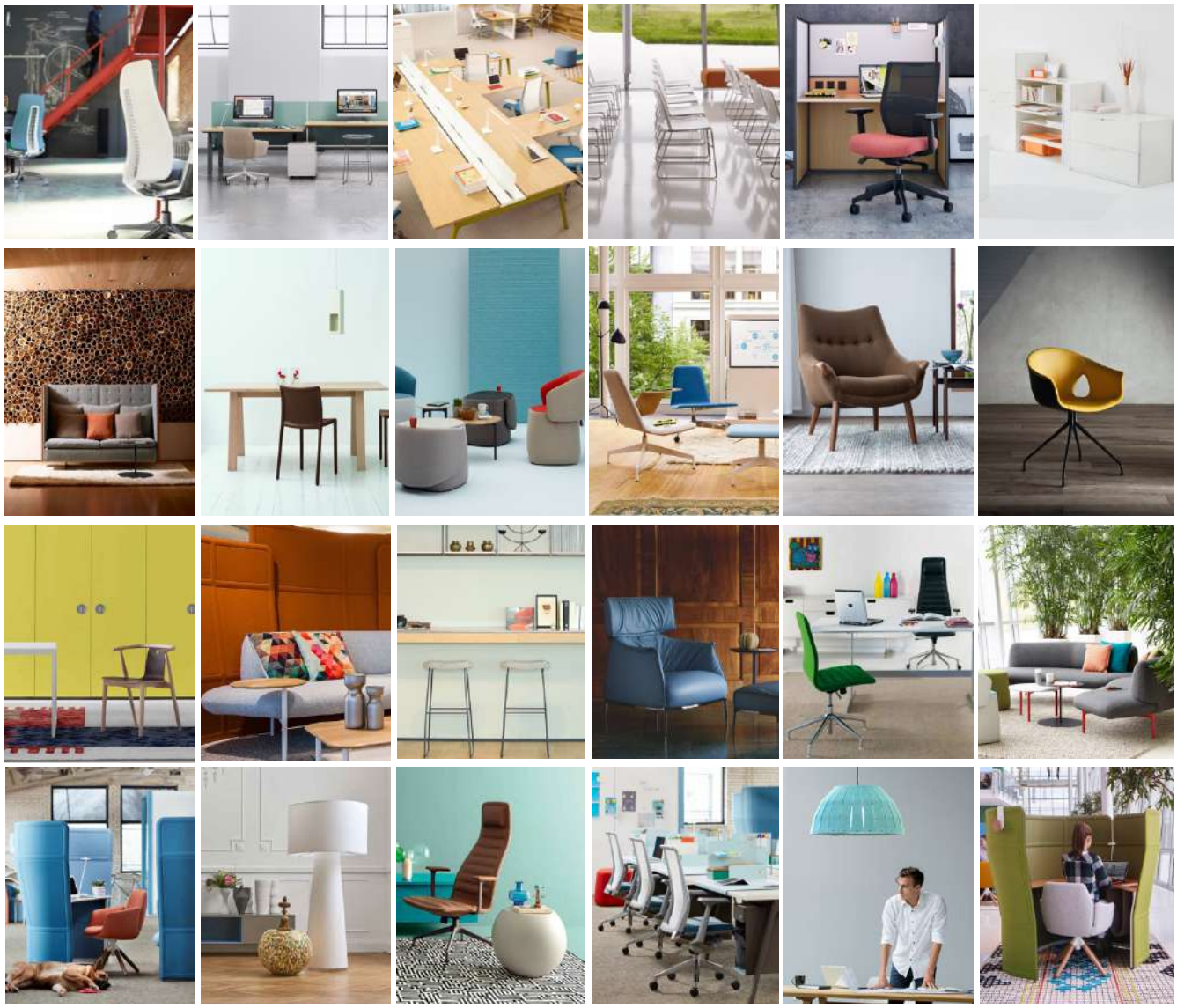
AP
PRODUCT
PORTFOLIO

HAWORTH'S PRODUCTS

We design and manufacture solutions that help you create inspiring spaces. The breadth and strength of our portfolio forms the foundation for creating Organic Workspace, to keep your business nimble and make the most of your investment. We are partnership driven, and as such have collaborated with designers all across the globe to create innovative product solutions to meet various customer needs.

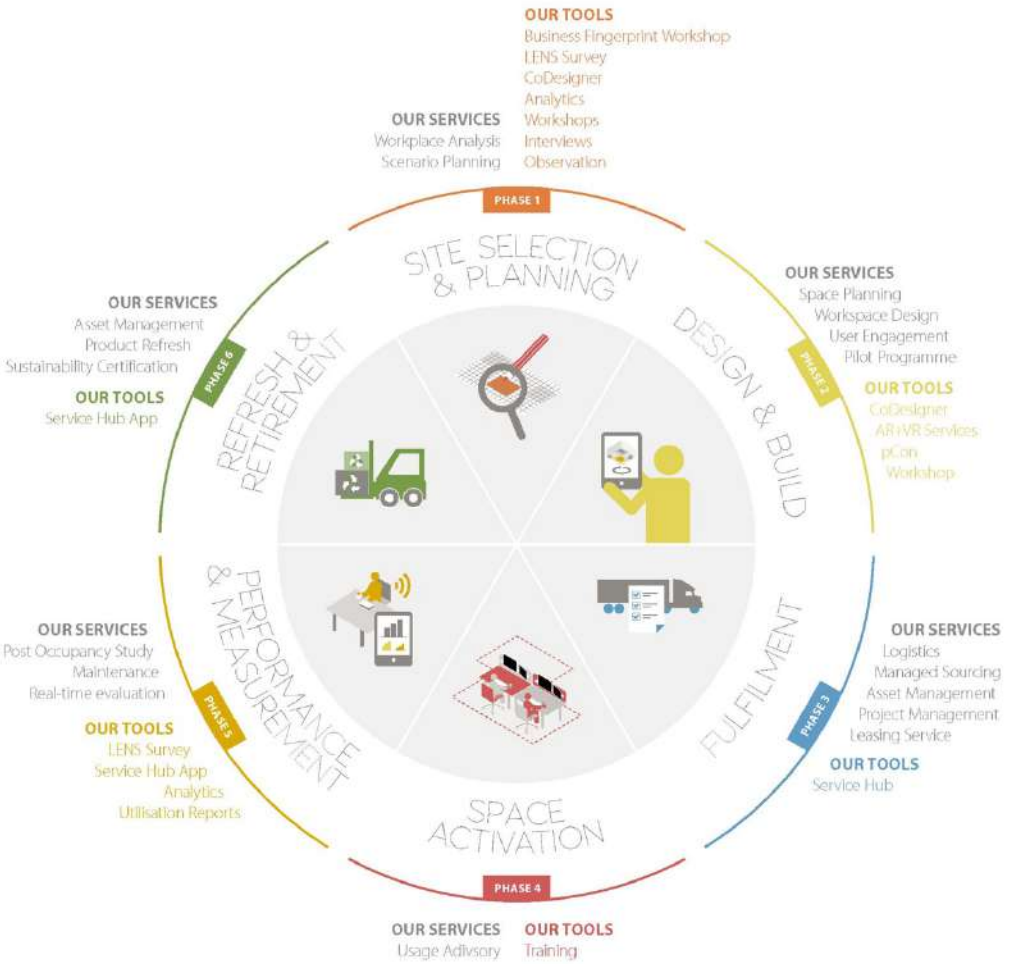
BECAUSE, TOGETHER, WE WORK BETTER.

The Haworth product line, xFriends programme, Haworth Collection and Preferred partners combined allows us to work with innovative design leaders, leverage their global technologies and products, and give you the ability to create a unique value proposition for your workplace. This allows us to best support you as you navigate through new markets and new ways of working.



IDEATION SERVICES

Haworth's Ideation Services program has been developed to provide support to our customers by enabling a workspace to be effective, sustainable and evolving. To overcome this new globalised ever-changing reality, we challenged ourselves to come up with a way to "future-proof" our clients work environments; ensuring that what they invest in today will be adaptable and relevant for tomorrow. We call this Organic Spaces; a process where spaces can be defined, measured and redefined real time so that organisations can adapt their real estate to continually realign with core business objectives.



ANALYTICS

Real estate costs represent the second largest corporate expense. This drives the need to continuously space utilization and maintain competitiveness. A typical workplace sit vacant 50-60% of the time. Reducing vacancy can potentially result in up to 40% savings. Big data's potential just keeps growing. Taking full advantage means companies must incorporate analytics into their strategic vision and use it to make better, faster decisions.

Haworth Analytics is an agile and intelligent service combining qualitative and quantitative data collection and analysis on workplace utilization. The analysis and reports provide Corporate Real Estate teams, architects, designers and workplace strategists with critical data to make informed decisions for current and future changes of the working environment.



WELLNESS

Around the globe, Haworth partners with thought leaders and experts to support clients in creating healthy workspaces. With top down leadership where wellness strategy is embraced by all, the benefits of a fully integrated wellness strategy will have a significant impact not only on lower absenteeism but in increased engagement and satisfaction with the workplace, hence increased effectiveness, teamwork and productivity.



Within Australia, the wellness trend is growing rapidly as companies are seeking to have more healthy, happy and productive teams. As such, we are excited to work with the team from Delos (founder of the WELL Building Standard) and be involved in the emergence of their new global wellness certification of the built environment. We are collaborating with Technogym, a global innovator in fitness equipment, in addition to Frontier Wellbeing, a Sydney based company who tailor Mindfulness programs for businesses and are experts in academic research. Haworth's partnerships with these organisations allow us to offer holistic wellness offering to clients in Australia and the region.



WORKPLACE STRATEGY

Workplace Strategy. Australia is well-known as a global leader in terms of advanced environments and thinking in the field of Workplace Strategy and Haworth has a deep practical and academic knowledge base of current and emerging workplace strategies and trends in our local market. We partner with knowledge working organisations, workplace consultancies and interior design firms to leverage workplace as a pillar for improving business performance.

As part of our Harmony Services offering, clients have our full resources at their disposal. Our local Workplace Strategists focus on research development through client engagements, such as discovery sessions, interviews, focus groups, workshops, observational studies, storage audits, utilization studies and white paper research. We support our clients by translating research findings into design concepts and integrated furniture solutions.













OUR PRODUCTS

We design and manufacture solutions that help you create inspiring spaces. The breadth and strength of our portfolio forms the foundation for creating Organic Workspace, to keep your business nimble and make the most of your investment. Haworth has a global commitment to **design and innovation**, leveraged by our use of award-winning global products and an ability to develop and innovate to suit local market needs via our regional design teams.

We have developed many iconic products and global standards for the Asia Pacific region out of our Shanghai headquarters, where we are able to leverage the location to investigate new manufacturing techniques and opportunities to develop more innovative and cost-effective workspace solutions. But we are partnership driven, and as such have collaborated with designers all across the globe to create innovative product solutions to meet various customer needs.

Launch of FERN

Leadership: Fern continues Haworth's Legacy of innovative seating designs. Fern is the most comfortable chair in the market and is a revolutionary seating experience. It has innovative total back support and achieves a new level of all day comfort. Fern's Wave Suspension™ system encourages movement with the spine as the backbone of a sitter's movement. Ferns play a vital role in wellness in the workplace environment.

Haworth has leveraged its experience as leader in task-seating to combine the latest in comfort and technology. Haworth also has new affordable task-chair in the workplace called **Comply**. As collaborative work styles are finding growing support across the globe, our offices have seen a shift towards open plan spaces. Designed by Haworth in Asia Pacific, **SHIFT™**– is a solution that supports focus at both individual and team level; providing a place for both performance and productivity. **SHIFT™**, with its flexible configuration possibilities, allows people to **SHIFT™** quickly from different work modes.

HAWORTH COLLECTION

The **Haworth Collection** is an exploration of inspiring design and refined craftsmanship. This premium and luxury portfolio of collaborative furniture celebrates the design heritage of Haworth-owned design solutions including Haworth in-house design team, external designers for Haworth, Poltrona Frau, Cappellini, GAN and Cassina Contract and Janus et Cie.

The Haworth Collection is a carefully curated, evolving selection of furniture, lighting and accessories. The Haworth Collection includes a number of heritage brands offering a diverse range of iconic designs, functionality and aesthetic options. Together the Haworth Collection offers products across a variety of spaces and environments - from commercial office to lobbies, airports, hotels, cafés and outdoor spaces.









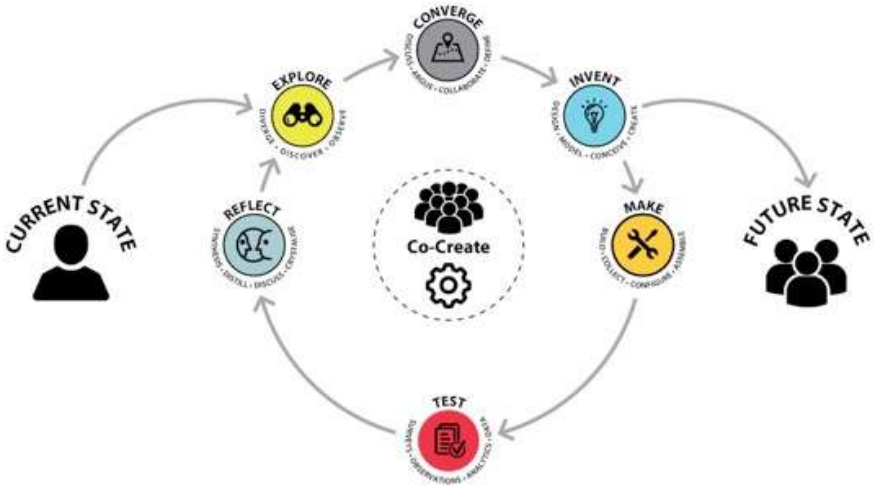




NEW HAWORTH COLLECTION PARTNERS

Haworth is delighted to welcome **BuzziSpace**, **Brunner** and **Framery** to the Haworth Collection in Asia-Pacific to create inspiring spaces. **Buzzispace:** creates furniture, acoustic and lighting solutions that accommodate the demands of the changing workplace. In a relentless pursuit of bettering the world through design. Buzzispace provide the key building blocks needed to create well-balanced spaces to make professionals feel at home wherever they are. **Brunner:** Your journey through a seating landscape of chairs starts with Brunner. It can go high if you choose – thanks to clever stacking. And no matter how long the business trip, there will be no shifting of chairs. Brunner Spoils you for choice. **Framery:** Framery is a pioneer and leading company in manufacturing and developing soundproof private spaces and pods that enable and reinforce happiness in workplaces. Framery was founded in 2010, and its products solve noise and privacy issues in dozens of the world's leading brands' offices.

For more information please visit haworth.com/ap



LOCAL DESIGN & MANUFACTURING

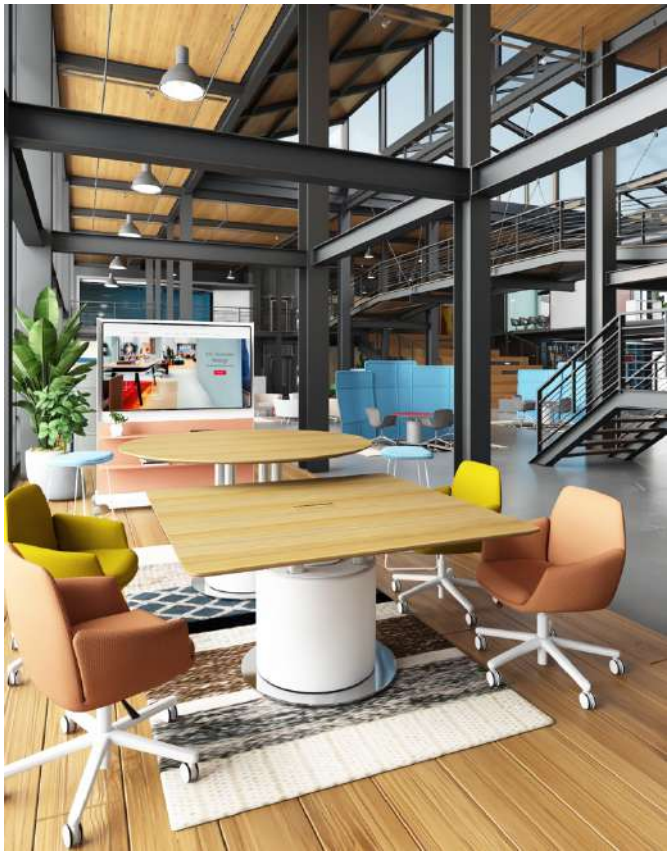
Co-Create. Haworth is a leader in providing furniture solutions that work and align with business strategies. We do this through early design-phase client engagements, customised products and post-installation analytics to measure the effectiveness of settings, so spaces can evolve with businesses through change management processes. Clients can be confident they have made the right investment. We call this the Co-creation process.

Haworth Australia has a dedicated 'Co-Create' team member to meet the requirements of a fast changing market with forward thinking clients. We continually work with clients to pilot new work style settings. We have worked with large global clients such as Dexus, Lend Lease and Google to provide solutions unique to their businesses.

With the addition of the Haworth Co-Create department we have introduced the function of local design/manufacturing, where our Co-Create team can work with local manufacturing suppliers for solutions. We can rapid prototype these ideas using 3D Cad design/modeling and 3D printing to visualize and validate custom designs. With a locally based team we can greatly reduce the lead time for bespoke designs with accurate pricing and involve the client in the entire process.







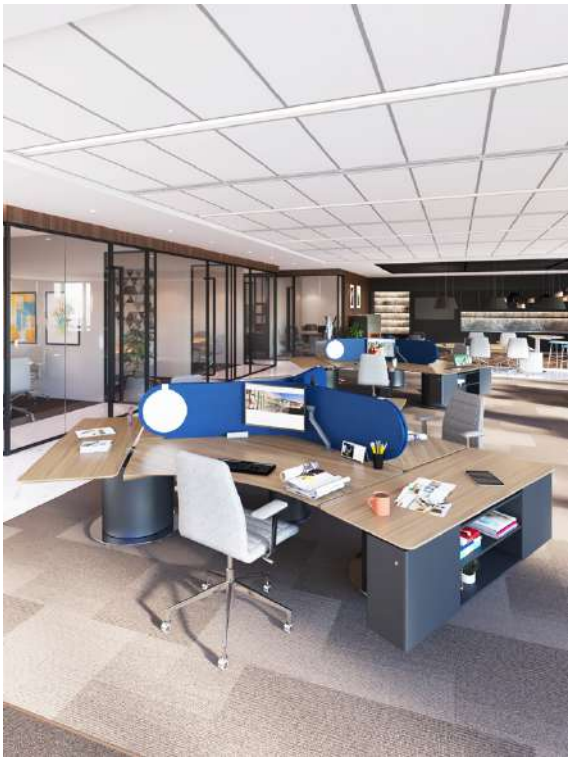
SAKURU

Haworth through CoCreate in collaboration with designer Gavin Harris developed Sakuru. It is a result of thorough research, development and pilot programs all accomplished in Australia.

A ‘PLATFORM’ that can support individual, group, linear, radiating, meeting and collaborative work-styles and the ability to change from one to the other over many life spans THIS PLATFORM CONTINUES ITS PURPOSE AND USE - allowing change to happen with little waste of material or need for extra components NO MATTER IF businesses change in work style, population age and knowledge, from transitional to active working.

Means circle in Japanese, is represented more than in form, but on the relationship of Sakuru’s never ending workpoint design. It also reflects the environmental message of being used endlessly in different forms with colour skins and jackets, the possibilities changes it’s persona - elongating it’s life span.













The Porter

Australia has The Porter! It is an exciting concept in high-quality collaborative space developed by Haworth and our xFriends and Haworth Collection partners.

Managed by Haworth, The Porter is an active, curated space born out of global research highlighting the need to offer the new mobile worker an inspiring destination outside of the traditional four walls of the office to engage with business colleagues, clients and friends. It provides its members with the tools and environments for high quality collaborative experiences designed and managed for all types of work requirements, including integrated space and technology solution. It is an elegant, high-performance destination housed within the landmark 1 O'Connell building in the heart of the Sydney CBD. For more information, please visit theportersydney.com.au

Furniture, Friends And Fun; BOPO by Haworth

BOPO is a fusion concept brought to you by Bowery Lane and Haworth [the Porter]. A dynamic space where café meets showroom, a social place where we bond over our shared love of furniture, food and fun.

Set within the bustling CBD scene of Australia's largest city, BoPo redefines the meaning of 'meeting place'. Through its carefully curated environment, BoPo addresses the growing demand for socially oriented spaces to engage and accommodate reflective, contemplative and collaborative activities. Haworth engaged Gensler to work on the brand creation and experience of BoPo, briefing Gensler to create a sensory and playful space that errs on the side of abstract installation.







bōpo HAWORTH BOWERY LANE

OUR TEAM

Dedicated workplace experts – Haworth Australia has one of the most highly trained and experienced, team across Asia Pacific. We successfully provide you with the products, services and processes that will help you realise and achieve your business goals, no matter how complex or challenging the project – it's what we do!



OUR SHOWROOMS

Our showrooms are not just places, but an avenue where we journey on learning more about space, products, wellness, the future of work, cultures and work styles. The showrooms in Australia have hosted several workshops and client activities. The showrooms in Australia are located in Sydney, Melbourne, Brisbane and Perth have an Organic Workspace that supports the wellness of it's occupants. This means that it is a space that evolves with our business and follows the WELL Building Standard® - an evidence-based system for measuring, certifying and monitoring the performance of building features that impact health and well-being.







HAWORTH AUSTRALIA HAPPENINGS: CELEBRATING GREAT DESIGN CONTEST

Haworth's is driving innovation in the workplace through creating solutions that are more than just the sum of its parts. Through the Celebrating Great Design Contest, Haworth has identified the next big icon for the Haworth Collection. Haworth has also became an integral partner for designers in bringing in ideas that would elevate the workplace. A very fitting conclusion to an 18-month journey for the Celebrating Great Design Contest. Haworth unveiled the concept version of Penumbra to 150 attendees in Sydney in May 2017.



The response was very positive regarding product applicability and applauded the journey the winners went through for more than a year. The Celebrating Great Design contest set out two objectives. Firstly, to harness the talents of designers working in the Asia-Pacific region with an excellent understanding of product requirements in agile + collaborative workplace settings. Secondly, to provide an experience for a team of designers to work with industry experts such as Studio Urquiola and Haworth to co-create their concept to reality.



SHOWROOMS STORY AND HAPPENINGS

From humble beginnings, when G.W. Haworth's parents loaned him $10,000 to start his business, we celebrate 70 years of innovation in 2018. In celebration, we were ecstatic to have our Chairman Matthew Haworth, alongside President and CEO Franco Bianchi spend some time with our guests in the Shanghai, Sydney, Bangalore and New Delhi showrooms. Our showrooms are not just places, but an avenue where we journey on learning more about space, products, wellness, the future of work, cultures and work styles. Our showrooms across Asia Pacific have hosted several workshops and client activities.





Seating Leadership Campaign - Sit Well, Work Well, Feel Well. Haworth is leading the way in ergonomic task seating that supports people's well being at work and helps organisations increase engagement, creativity and performance. We invited Architecture and Interior Designers to come visit the showrooms in Australia and interact with the display and experience all these chairs for themselves. Meet Fern, Zody, Very, Soji and Aloha; our family of leading task chairs. Each delivers comfortable, sophisticated solutions that enhance working environments and support individuals with easy to use, accessible adjustments.
For more information:
https://www.haworth.com/ap/seatingleadership

















HAWORTH AUSTRALIA HAPPENINGS:

On July 2017, we hosted the Sydney "Haworth 2017: People. Places. Possibilities" at Carriageworks. The event was a great success showcasing our most recent collaborations with leading designers and additions to the collaborative portfolio. Supporting the settings were a variety of addresses and discussions around the potential of workspace, smart furniture - including analytics and sensor technology and the influence that art can have in humanising space and inspiring employees.

The journey from the traditional office to various forms of alternative working is causing tremendous change in workplace design and strategy. We see the influence of technology, generational change, flexible working and economic uncertainty force organisations to make more effective use of their workspaces by experimenting with different working environments. People now have more choice over where, when and how to work. These changes impact organisational culture and increase the focus on creating well-designed spaces where people desire to work; creating spaces that encourage movement and provide support for their specific work activities.

Organisations strive to harness the full potential of their workforce by bringing people together to engage, create and innovate. Creating a sense of place through a unique mix of traditional workspace, open, focus, and private communal spaces and formal & informal meeting they encourage community and build culture.

Work-settings need to be customised to how organisations work today and be flexible to be reconfigured for future needs. Consideration of purpose, technology, visual and acoustic privacy gives rise to creating productive workspaces that achieve business goals that adapt to change over time. We call this Organic Workspaces.'

HAWORTH AUSTRALIA HAPPENINGS:

Haworth's journey to premium, celebrate great design. Haworth had Jasper Morrison Pop ups across 7 cities from March through May 2018. Participating Haworth showrooms were Sydney, Melbourne, Singapore, Hong Kong, Shanghai, New Delhi and Mumbai. Exploring Jasper Morrison's works through Cappellini, guests learned about Jasper's design philosophy and how his pure, authentic approach paves the way for inspiring spaces. Cappellini's keynote address further investigated how to build design-centric workplaces that motivate us to live and work better.

Haworth was proud to give away 30 Tates in 30 days through a photo contest, some chairs even exclusively signed by Giulio Capellini himself! We invited clients and partners to visit this photo contest at seven pop up locations and check out Jasper Morrison's range of #SuperNormal pieces. It was an exciting way to dive deeper into Jasper Morrison's authentic design paradigm for functional day-to-day items.

Haworth Studio hosted our first Woman in Design & Construction event in Melbourne in 2018. Was a wonderful evening of networking and sharing success stories.













Aurecon, Perth, Australia

Requirements: A journey to a future workplace that would see fixed work settings evolve into a completely agile environment.

Result: Haworth worked closely with the client through workshops, discovery sessions, mapping exercises and facilitated the development of a client and employee experience journey, that would lead members through the innovation space which is embedded with Aurecon's values.

Solution: The space is live with analytics, a rolling study for a 3 year period providing real time data on how each flexible setting is performing, giving us the power to iterate and evolve as the space and the organisation needs us to.The journey for hospitality within the space has seen third party partnerships with food and beverage companies providing a café style menu delivered straight to the lounge floor.





Keystart Homes , Perth, Australia

Requirements: Keystart wanted to transition from its existing fixed workstations to a more collaborative workplace and sit to stand desking for greater team health and wellbeing.

Result: Employee buy-in was paramount, so we delivered a mockup during the review process to help finetune ICT and usability requirements. Staff were able to trial furniture and provide feedback before a final decision was made, creating a smoother change management process. We followed up with full training on workplace ergonomics and the company's new collaborative spaces for Keystart's OHS representative and key staff members.Keystart reports that its people love their new desks and there has been an enormous uptake in standing throughout the day.

Products: We delivered 160 sit to stand HAT Elements workstations over a blazingly fast fitout timeline of just 2weeks. A sophisticated, full line system that's easily scalable to meet Keystart Home's exact requirements, HAT Elements integrated seamlessly with the company's existing workplace furniture while offering employees intuitive access to adjustable standing and sitting height positions.





Property Group, Melbourne, Australia

Requirements: The Challenge was that the client had a set a specific budget for their new 4 story premium office, and the architect had pushed forward products which was higher than their budget. An external consultant Designer was brought in to help reduce the budget without adding in cheap furniture and ruining the design intent of the client. The other challenge was that the client needed to move out of their current premise to their new premise in 6 weeks from the time of placing orders.

Result: Haworth helped manage source the entire project, while reducing the budgets. Haworth worked with the designer to pick the right furniture (in a 2 week timeline as we needed to price, finalize, choose colors, and place our products in layout), along with other alternative options to help retain the essence of the office, and worked in the background to ensure that delivery dates would be met. In the end, 80% of the furniture chosen was from Haworth and xFriends products, and 20% were managed sourced as per the requirements of the client and designer. The client were very happy with the execution of the project.

Products: Intuity, Zody, Very Conference, PlanesTables, Very Wire Stacker, Very Side Chair, xFriends (Luxxbox Pillow, Luxxbox Thought Whiteboard, Luxxbox Slab, Luxxbox Hoop Stool, IQ Pods, OB Cwtch Booths, OB Cwtch, Harrows Slab, Maria Table, Mama Bear) Haworth Collection (Ginger Ale Chair) and managed sourced products.

Honeywell, Perth, Australia

Requirements: workspace solutions that would foster greater creativity, productivity and space-saving features while allowing for future growth.

Result: We worked alongside design firm, Unispace, to meet Honeywell's exact needs. Intuity forms the backbone of the fitout by creating a dynamic work environment that fosters greater performance and productivity while nurturing a culture that's open to embracing new ideas. Multiple breakout and client areas provide flexible options that support every kind of workstyle.

Products: Intuity meeting room tables, EZ65 task chairs, Very side chairs, wire stackers stools,Orbit tables, Mseries storage and credence, Castledex caddies with cushions and pedestals, tambours with planters, Cwitch media, Cwitch lounges, Landscape, Perimeter, Pace, Point stool, Mama Bear chair, Eddy height adjustable tables and HAT work stations.



Industrial Equipment Supplier, Melbourne
Scale: 510 workstations, 510 task chairs, 120 storage units, Loose Furniture
14 day program

Challenge: Haworth were already in the process of collaborating with the client throughout the Asia pacific region on their innovative workplace projects. Haworth's local Melbourne team connected in with Global Accounts Manager to be briefed on recent projects delivered for this client to familiarise themselves with current workplace standards. We conducted many exploration sessions and site visits to uncover the clients niche requirements, this also helped Haworth to understand how to effectively service the client's and their new workplace needs.

Solution: The client solution was very unique and highly technical. Our local design and national co-create team worked closely together with our manufacturing facility to tailor a shared kit of parts to suit the client's new image and their conversion to 100% height adjustable workstations
Our 'Co-Create' Team were utilized to focus the solution around the client's large emphasis on workplace ergonomics and OH&S. Haworth tailored new cable trays and connecting parts for the workstations that would allow each of the desks within a cluster to move up and down with absolute fixed, safe distances between each of the workpoints.

The local Haworth team were in constant communication with product development specialists and engineers located in our Shanghai factory to ensure feasibility of the solution and sign-off by client and designer. Our design team created a final prototype solution in our factory which was evaluated and signed off by the design team via live HD video link.





Dexus Place , Sydney
Designer: Nicholas Kaspareck of Girvan & Waugh
Scale: 95 work stations and task chairs, 40 meeting room tables, 200 Very chairs, and mixed 30+ XFriends pieces
Challenge: To create a work club / lounge environment
Solution: Haworth's solution included writeable veneer table surfaces and new wooden base meeting tables, giving a more residential feel to a corporate environment

Education

Haworth Australia continues to grow a significant base of both research and landmark projects in the education sector year-on-year. In 2014, learning environments represented 15% of our Australian and New Zealand portfolio. The Strategic Services team in Australia leads our education sector offering through a depth of experience in emerging and applied pedagogy in both tertiary and secondary education spaces. Our learning environment specialists work closely with some of the most venerable Universities and research institutes in Australia to understand how these emerging trends will influence the settings, technology and (ultimately) learning outcomes in this new "learning landscape."



Deakin University, VIC, completed 2014



RMIT University, VIC , completed 2014





Recent Clients

RMIT University
La Trobe University
Deakin University University of the Sunshine Coast
The University of Sydney
Queensland University of Technology
The University of Queensland
Australian Catholic University
Immanuel College
Victoria University Wellington
Auckland University of Technology
National Library Wellington

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