

HAWORTH®

Introducing

INDIA

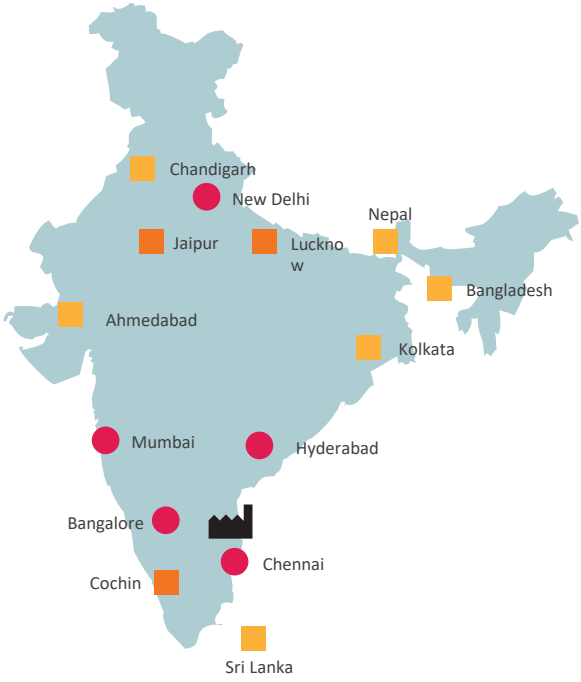
A comprehensive overview of what makes Haworth uniquely positioned as your preferred workplace partner

Haworth India

Arriving in 1997, we were the first MNC in the industry to invest in establishing manufacturing facilities in India. As the Offshoring markets have expanded, Haworth has developed its product offerings in India to provide market appropriate solutions that maintain the Haworth quality and ergonomic and sustainability features that our customers expect from us.

Today, Haworth has sales offices in Delhi, Mumbai, Bangalore, Chennai and Hyderabad. The plant in Pune achieved a Zero landfill status, proving Haworth's commitment and responsibility towards the environment. Following the success of the pilot facility in Chennai, we invested in our own land and developed and opened India's first 'Haworth wholly-owned manufacturing facility' in Chennai. The Pune plant was closed in 2014, moving seating production to Chennai. From Chennai, we currently manufacture Look, Look SE, and EZ65 2.0 chairs. We are in the process of localising other workstation and seating products which we currently supply to India from our plant in Shanghai, China.

Since 2010 we have been developing our Tier II city support through a evolving dealer network and are presently executing projects in Chandigarh, Ahmedabad, Kolkata, Nepal, Bangladesh, Sri Lanka and Kerala. Further dealers are being added to cover additional Tier II cities during 2016-2017.







HAWORTH INDIA'S COMMITMENT TO QUALITY

Our supply chain is both mature and reliable – from material sourcing to quality control, customisation to transportation.A partner to many leading businesses in the region, Haworth India actively supports the company's global commitment to promoting sustainability and sharing workplace knowledge.

With a product portfolio that satisfies the highest environmental requirements while anticipating the dynamic needs of our customers Haworth India is at the forefront of workplace innovation

"The new Chennai facility is a significant milestone in the Haworth 'India Made' journey and represents a keystone event in the global Haworth success story," The Haworth Chennai facility will leverage to support both the national and surrounding markets as part of their regional supply chain strategy. Clients can have all their requirements met from one supplier who has been recognised for both quality and service excellence.

OUR CERTIFICATIONS

- BIFMA
- ISO 9001 & ISO 14001
- OHSAS 18001
- Zero Waste to Landfill
- Cleaner Production Certification
- BIFMA LEVEL & GREENGUARD certified products
- LEED Rated Green Buildings



1997

Haworth enters India market as the 1st MNC

2000

Haworth opens showroom in Delhi



2003

Haworth opens showroom in Bangalore



2005

Refresh of Haworth Delhi Showroom

2005/6

Haworth opens manufacturing plant for seating in Pune

2006

Haworth opens showroom in Mumbai



2007

Haworth opens showroom in Hyderabad & Chennai

2011

Systems plant established in Chennai, wholly owned by Haworth Inc. USA

2014

Opened new plant and consolidated systems & seating operations in Chennai.





2015

Awarded IGBC Green Factory Building Silver Rating

2016

Nearly half a million chairs sold

2018-2019

Refresh of Delhi, Chennai Hyderabad, Mumbai and Bangalore Showrooms

HAWORTH®







OUR SHOWROOMS

Haworth showrooms create a consistent brand experience through a physical representation of Organic Workspaces, a strong local presence, and intriguing spatial experience. We use storytelling to connect with our clients and enrich the experience, bringing local designs and materials into the space.

In India, our showrooms are shared learning spaces – exploring with customers who are seeking to solve business issues with inspiring spaces and intriguing product applications around the world.

Currently, we have Organic space showrooms located in Bangalore, Delhi NCR, Mumbai, Hyderabad and Chennai and Hyderabad.









OUR PRODUCTS

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 and our India plant in Chennai, where we are able to leverage the location to develop more cost-effective solutions. Intuity, born out of client collaboration, is an example of how we are able to take a specific client need and transform it into a solution, so beloved, that it gets added to our global product portfolio.

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 **Aloha**. 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.

For more information please visit haworth.com/ap

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.













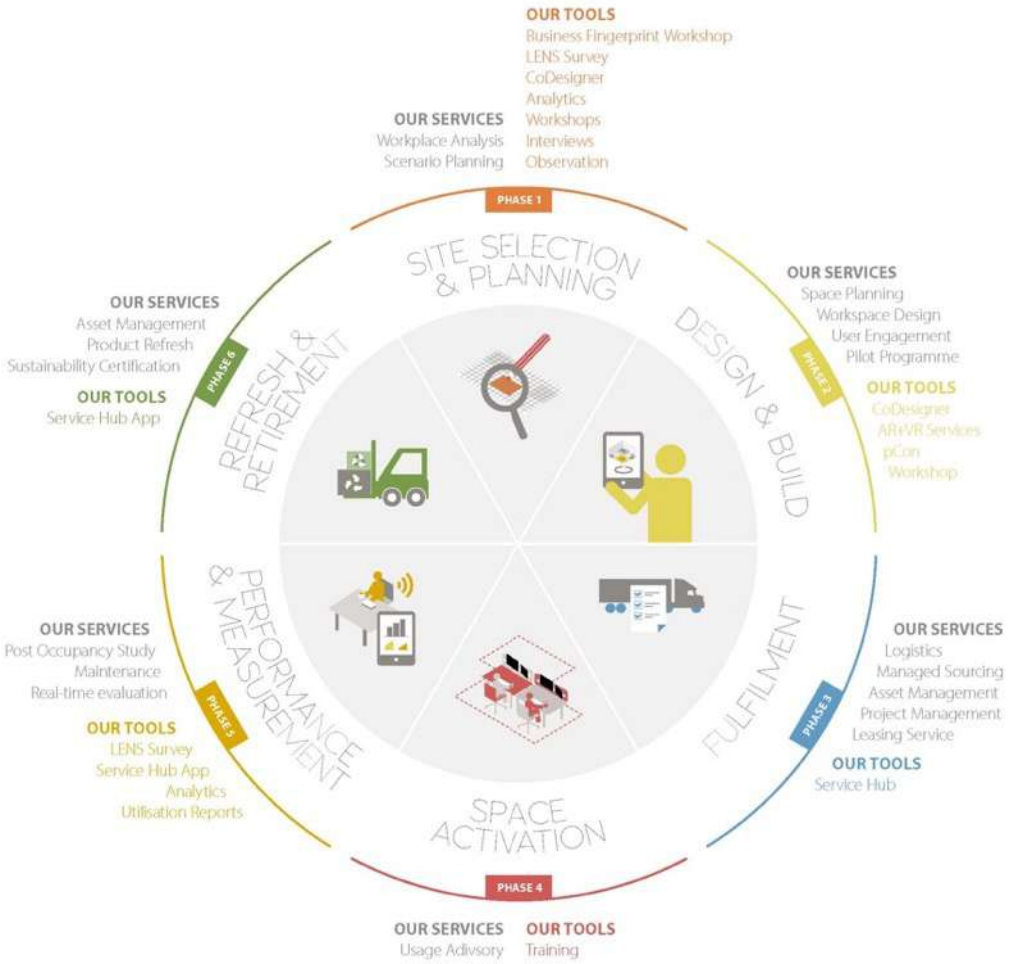
NEW HAWORTH COLLECTION PARTNERS

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

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. Haworth helps create great spaces by leveraging knowledge and analytics for a seamless client experience. Understanding unique organisational culture and making data-based decisions improves the performance of the workspace.









PRODUCTS FOR EMERGING MARKETS AND BPO SECTOR

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 **Aloha**. **Aloha** makes task-seating more instinctive and fit-for-purpose. Designed to work as hard as you do, **Aloha** comes with Haworth's unbeatable 10-year, 24/7 warranty for added peace of mind.

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.

AIS with their reputation for well-designed solutions at an attractive price-point AIS are a perfect fit for the Asia-Pacific region. The AIS portfolio for Asia-Pacific is simple, solid, dependable and most importantly cost-effective. This reflects a translation of the AIS values into a portfolio that is closer aligned to the systems and features preferred by Asia-Pacific customers.



OUR TEAM

Dedicated workplace experts – Haworth has the most highly trained, long-tenured management team in India. Our India leadership team alone has over 210 years of international and local industry experience between them. With a committed, highly experienced local team, we can successfully provide you with the solutions, services and processes that will help you to achieve your business goals.

Our India leadership team is truly global – in both physical reach and expertise. With industry expertise in real estate, property and facilities management (our team members include three CoreNet Masters in Corporate Real Estate), we have a team that understands the business drivers that influence your workspace. Our local team members between them have lived and worked in the USA, Canada, United Kingdom, China, Singapore and Germany amongst other places.













INDIA SHOWROOM EVENTS

Our showrooms are not just places, but a location to explore more about space, products, wellness, the future of work, cultures and work styles. The India showrooms have hosted several workshops and client activities. The LEED Green Associate Workshop was conducted in our space in Bangalore. The session was organised by USBGBC's education partner 'Eddego, part of EN3 Sustainability Solutions'. The participants learnt about topics such as the certification process of LEED, integrative strategies, credit categories and other topics like project surroundings and public outreach.

April 2017, Haworth together with the Bombay City Red Cross arranged Blood Donation Campaign in our showroom. As a leading blood centre for Mumbai, the Bombay City Red Cross has been leading the way to create a social safety net through organising these small batches of blood donors to cater for the city's ever growing needs. The Blood Donation Campaign, in turn, has become a regular activity for Haworth to make sure we contribute an avenue for the Red Cross' mission for humanity.

In May 2017 Haworth welcomed clients and partners to our new showroom in Chennai. The design of the showroom is a live example of an agile workspace and how collaborative furniture can play a part in encouraging teamwork and innovation.

After going through a refresh, our Hyderabad showroom was introduced to clients and partners on 31 May 2017. With thoughtful space planning and selection of furniture, the new showroom shows clients how we can achieve business goals and transform culture, as well as support collaboration, innovation and well-being in their workspaces.

Haworth Delhi inaugurated its new showroom in August 2017. Attended by more than 100 people, the new Delhi Organic Workspace attracted significant attention from clients, the design community and project managers. Designed by Haworth's Liz Teh, the space has reinforced Haworth as a leader of innovative work-settings showcasing Haworth Collection including Patricia Urquiola, Poltrona Frau and Cappellini. Haworth Bangalore showroom has been completely rebuilt to showcase our capability as the most innovative workhub in Bangalore. All our stakeholders were invited to come and celebrate the new space with us on the 21st of June 2018.

HAWORTH INDIA 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 India 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.











HAWORTH INDIA HAPPENINGS:

In November 2017, Haworth India hosted “Haworth 2017: People. Places. Possibilities” showcase. During this event, we featured our new collection as well as our collaborative portfolio. Guests were also invited to talks that discuss how having art in the workspace can improve the wellness of employees, the potential of your workspace and how smart furniture can help with efficient space planning.



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 New Delhi, Mumbai, Singapore, Hong Kong, Shanghai, Sydney and Melbourne. 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 together with it’s partner Luxxbox focused on performance collaborative pieces, to create spaces that inspire. Haworth had 6 Weeks of pop-up displays from May – July 2018 in 7 cities: Chennai, Bangalore, Singapore, Shanghai, Hong Kong, Sydney and Melbourne. The Night of design in Singapore was a great success with Designers and clients all learning more about performance collaborative pieces.



International Heathcare Technology Company, Bangalore, India

Requirements: Haworth was called in to undertake research and development, software product development and suggest new furniture to improve the 160,000 square foot workplace's utilisation of space.

Solution: The four-month project saw us replacing 1300 workstations and re-evaluating the design.

Products: Intuity benching for a more creative, flexible workspace where mobile employees can connect with colleagues and recharge their devices. Ergonomic FERN task chairs deliver new levels of all-day comfort. We also added Very Wire stackers for a more friendly, sustainable seating. In breakout areas, Harbor, Point and Windowseat lounge chairs offer a range of comfortable places to help workers be more productive, store a variety of devices and resources and seek visual privacy for focused work.





Leading International Bank, Bangalore, India

Requirements: Haworth to help refit the banks Bangalore campus, with the bank's new workplace guidelines, focusing on creating a dynamic environment that would attract and retain talent.

Solution: We specified 3000 workstations and 2500 Fern chairs across the .35M square foot space, as well as team, training and collaborative equipment, conference and managerial areas and cafeteria furniture. Intuity benching allows for flexible collaborations between teams while Planes, HAT Elements and Hoop tables offer adjustable work heights for staff health and wellbeing.

Products: In cafeteria breakout spaces, Chick Pouf, Mama Bear and Windowseat add a dash of the unexpected while remaining inviting, cosy and approachable. The bank even purchased the iconic Proust Geometrica Chair by Capellini for the area to create Instagram-worthy moments.

Evergent, Hyderabad, India

Requirements: a modular workspace system that included sophisticated yet brightly coloured partitions with high durability and future flexibility for its 37,000 square foot space in just six weeks

Solution: Evergent's Hyderabad workplace is neatly designed for its younger workforce with ample room for collaborative work as well as clearly defined workstation zones

Products: Fern ergonomic task chairs accommodate a diverse working population with new levels of all-day comfort. The Aloha Easy range – is endlessly flexible across multiple office configurations with a clean, uncluttered aesthetic. Intuity benching for its flexibility and workplace dynamism. Elegant Audience tables deliver a modern take on executive furniture.



Bosch, Bangalore, India

Requirements: It's the company's largest development centre outside Germany for engineering and technology solutions.

Solution: For its new conference and managing rooms, Haworth curated a look that reflected the brand's image resulting in a traditional and beautiful space to welcome guests and support staff.

Products: HAT and Focus tables combine with Hi Pad Cappellini chairs and mesh Very task chairs for smart, versatile functionality and universal aesthetic appeal. In the boardroom, leather Very task chairs add an extra layer of comfort without compromising on performance. Haworth xFriends Orbit side tables add streamlined efficiency and good looks when additional surfaces are required.





CBRE, New Delhi, India

Requirements: The information tech and software development centre wanted to orient the office around an open working, team-based concept – and Haworth delivered.

Solution: We provided a complete floor plate solution for a more effective, employee-engaging workspace. The workplace created a balance between its IT requirements and encouraging more movement and flow towards informal meetings and sitdowns.

Products: 250 Customised Intuity high tables with display panels and EZ 65 2.0 task chairs. Planes information displays encourage collaborative work and make it easier to conduct spontaneous meetings. Cwtch media, low height lockers and landscape sofas placed next to windows ensure abundant natural light for greater wellbeing.

Dupont, Hyderabad,(technology and service provider) India

Requirements: Dupont wanted the most advanced workspace solutions. Haworth worked alongside architects SWBI to create a future-proof solution for 222 team members, including collaborative and training spaces, managerial and executive offices, a conference room and cafeteria.

Solution: Delivering the project in just ten weeks, we specified our Xone modular system. Collaborative zones feature Realm tub chairs for a unique combination of comfort and streamlined good looks, making quick, off-the-cuff meetings simple.

Products: For executive spaces, we installed Intuity benching and task chairs for flexible, adaptable workspace solutions to accommodate Dupont's mobile workforce. In the conference room, an Audience table integrates elegant design with modern technology matched with Fern chairs for ergonomic comfort and responsive movement.





Duff & Phelps, Mumbai, India

Requirements: Client asked Haworth to create a state-of-the-art, high quality workspace employees would love to work in that's focussed on productivity, comfort and raising morale.

Solution: Haworth's beautifully simple, organic solution fulfilled all the firm's goals. Further collaborative workspaces in Duff & Phelps' new offices offer ample opportunities for productive brainstorming sessions.

Products: To enhance employee satisfaction, we created 11 small 'cabins' for private discussions. Inside, we installed linear Intuity workstations to maintain a vital balance between collaborative and focussed workstyles. Fern task chairs, Very Stools, Pax meeting table and x99 chairs.

Finance Holdings Company, Mumbai, India

Requirements: Coming from a traditional work setting the company wanted to move forward towards a more open floor plan.

Solution: The lobby and meeting rooms are designed with warm colours, creating a comfortable and calm ambience for both visitors and employees.

Products: Intuity workstations were specified with colourful fabric panels, bright Very Wire Stacker chairs and Hay chairs by Haworth xFriends' partner, Orangebox add a pop of vibrance to the office, giving the space a more lively energy where employees work and gather. Haworth's Planes meeting tables, Audience tables, Zody, EZ65 2.0, Very Task and Lively were also used. Other products from xFriends include CWTCH Sofa and side tables, M-sit, track, Point and Tide stools.





Oil & Gas Corporation, Mumbai, India

Requirements: To achieve a functional and spacious office space to accommodate the large number of employees.

Solution: Haworth's collaboration enables the client furniture to be customized according to the company's needs and the furniture was produced by Haworth's very own manufacturing facility in Chennai.

Products:

Very Side Chairs, EZ 65 2.0 Task Chair, Razor system

R & D and Corporate Offices, Pune, India

Requirements: Innovation and working together were one of the primary drivers for the client when they abandoned enclosed, private offices to more flexible work zones. Having a need for people tomove and work at their desks, in armchairs or soft seating areas or one of the many meeting rooms and collaborative zones.

Solution: With a vision to offer an innovative space for employees and customers, Haworth filled the space with natural daylight with the ability to fit in full-size trees in the interior. The natural elements provided indoors completely complemented the scenic views in the Koreagon area.

Products: HAT Intuity with accessories xFriends (Kite Tables, Reef, Tide stools, Realm Pods, Eddy Tables, Cwtch coffee tables) and M series Metal storage.







High Technology/IT, Bangalore, India

Requirements: Coming from a traditional work setting of partition cubicles the client challenged themselves to understand the needs of the business and wanted to move forward towards a more open plan to further encourage collaboration. Haworth, through client engagements, worked to figure out the best solution to create a balance between the IT requirements of an R&D center and the aspiration to allow movement in the space and create a more encouraging flow towards informal meetings and sit-downs.

Solution: The resulting space of 500 workstations across two floors reflected a sense of confirmation as the combined workstation, managerial and conference setup was augmented by collaborative and team spaces. These different work settings help the clients to engage without being in the context of a meeting space and thus further helped the organization meet frequently and solve problems quicker than before.

Products: Zody task Chair, Very side Chair, X99 Seminar Chair, Very Conference stool, xFriends (Elan Table, Hay Chair, AVI Low back and High Back, Airea Pod, IQ Commercial Exchange Pod, Orbit table andPeak stools).

HAWORTH®

Haworth is a registered trademark of Haworth, Inc.
© Haworth Asia Pacific 2019

haworth.com | haworth.com/ap