



HAWORTH®

Introducing

MALAYSIA

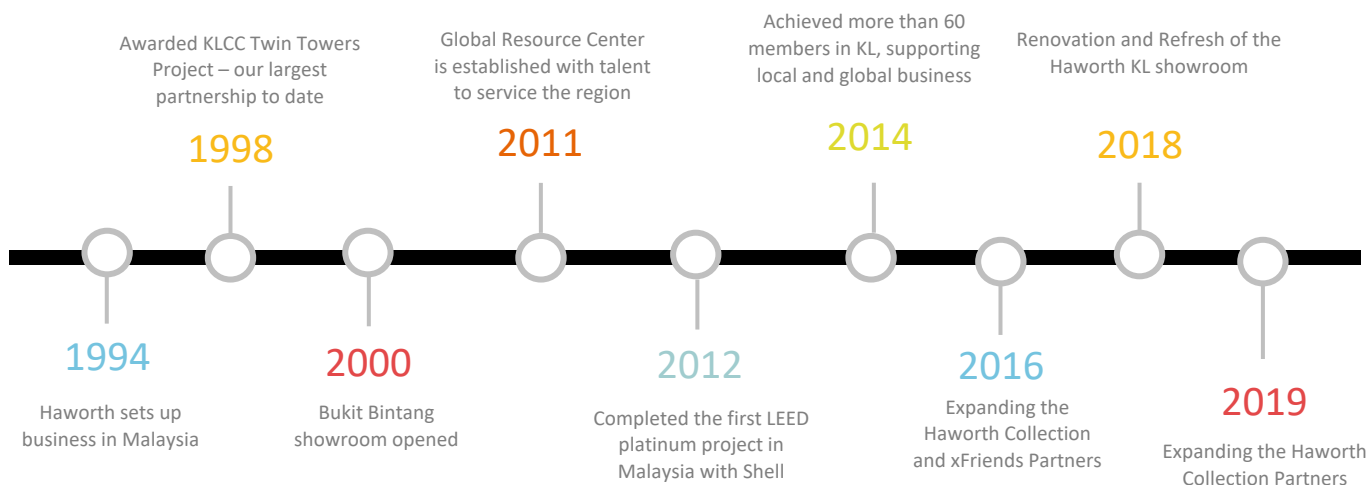
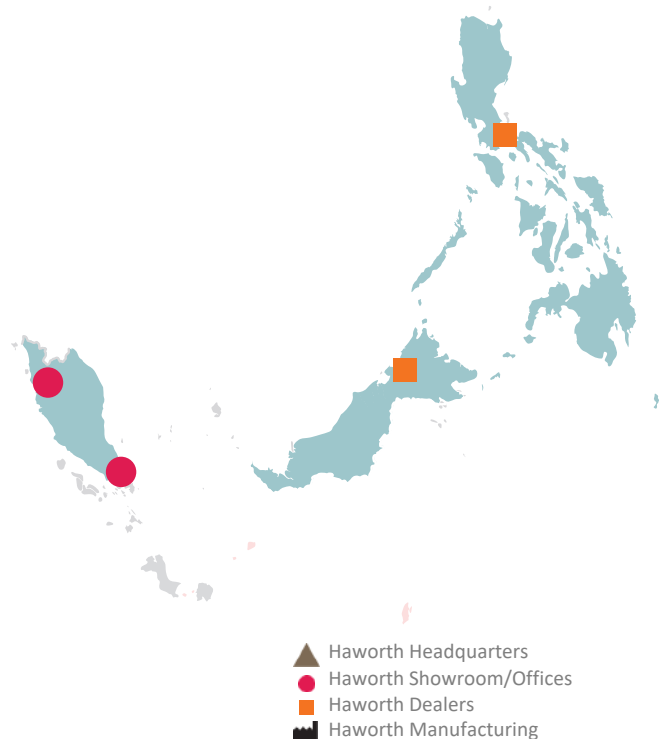
A comprehensive overview of what makes Haworth uniquely positioned as your preferred workplace partner

Haworth Malaysia

For over two decades, since 1994, Haworth Malaysia has been a partner to many leading businesses in the region, providing our clients with leading edge innovations and support across all of Malaysia.

Our fully-owned, full-service office is located in Kuala Lumpur, which allows us to provide direct service to all of Malaysia, whilst receiving support from our regional headquarters in Singapore, and our manufacturing facility in Pudong, China.

We actively support 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 Malaysia is at the forefront of workplace innovation.





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.

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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.



ANALYTICS

Real estate costs represent the second largest corporate expense. This drives the need to continuously space utilization and maintain competitiveness. A typical workplace sits 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

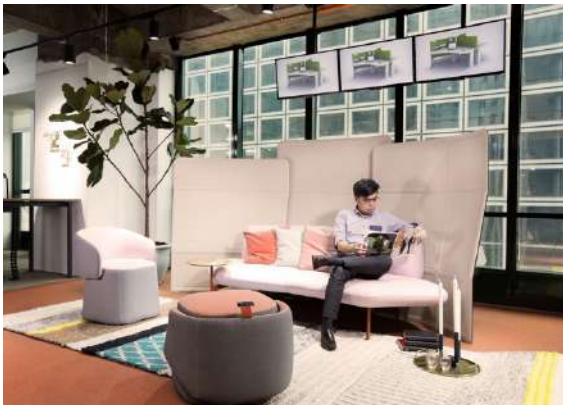
With top down leadership where wellness strategy is embraced by all, the benefits of a fully integrated wellness strategy will have a significant impact not only on lower absenteeism but in increased engagement and satisfaction with the workplace, hence increased effectiveness, teamwork and productivity.

Meeting today's human and environmental needs (e.g., water, health, and energy) without compromising the needs of future generations. The WELL framework guides projects toward a people centered solution. The idea is to that all 7 are equally important. The new Shanghai showroom is a pilot project for the Well Building Standard, a performance-focused system grounded in medical research that measures, certifies and monitors built environments to promote health and wellness. Haworth is excited to announce the opening of its new Shanghai Organic Space in Shanghai's central business district. It is one of the first WELL-certified facilities to be built in Asia Pacific.



THE SHOWROOM

The Kuala Lumpur Haworth Showroom is a true living laboratory and working showroom where the ideas of our value proposition are lived and breathed. We practice what we preach in that the showroom has been a venue for lectures, parties, workshops, community engagements, and of course a place of work and play. 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 TEAM

Dedicated workplace experts – Haworth has the most highly trained, experienced, long tenured team across Asia Pacific. With a committed global and local team, we can successfully provide you with the products, services and processes that will help you realize and achieve your business goals.

Our team is truly global – in both physical reach and expertise. But we also have a local perspective. Our experts have diverse experience educationally, culturally and ethnically. This allows us an enhanced sensitivity and respect of cultural values and clear insights of local requirements of your business.

What is equally valuable is the longevity of our Haworth members servicing our clients.



GLOBAL RESOURCE CENTRE

Our Haworth Kuala Lumpur Organic Space is also home to our **Global Resource Centre**, making it one of the best resourced offices in our region. This office houses functions from engineering, sale operations, IT, workplace strategy and finance who are able to support our local teams face-to-face during busy periods. There is also the added benefit of having some of our organisation's more creative innovators located here as they form the back-bone of the support network across our organisation.



There is an extensive rendering compilation of past projects in AP done by SSC Visualization team. Even Experience Virtual Reality and explore a 360° panoramic view of projects for clients to get a better understanding. The visualization team also publishes the best visualization works every month. For more information please visi:

<https://haworth365.sharepoint.com/sites/ssc-visualization/SitePages/Home.aspx?web=1>



HAWORTH 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 Kuala Lumpur 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.





A Leading Medical Device Manufacturer Penang, Malaysia

Requirements: For its first Malaysian office, it wanted to create a range of collaborative and private spaces that replicated the look and feel of its Boston HQ while meeting its local business needs.

Solution: Haworth used Soft Shelter and Realm Pods to create a range of focus-oriented workspaces mixed with more flexible, collaborative pieces for quick brainstorming sessions and team meetings.

Products: Shift Workstations, Very Task Chairs, EZ65 2.0 Guest Chairs, Artitude Pedestals, Realm Pods, Soft Shelters, Maria Table, Landscape Sofa, Point Stool, Planes Easer Whiteboard, To-Do Chair & HAT tables.

Internet Technologies, Kuala Lumpur, (150,000 sqf)

Working together with M moser we helped this client create a collaborative, fun and energetic workspace that encourages creativity and innovation. The client wanted to create an open and collaborative working environment. Working closely with our global account team, we created a tailored solution for the client using the Intuity system, with a special cable tray to accommodate their specific requirement for power & data.

Products: Intuity, Zody, MSeries, Xfriends – Fletcher System



Financial Telecommunications, Bangsar South, (80,000 sqf)

Provider for more than 10,000 banking organisations, securities institutions and corporate customers worldwide, Swift set up its new Corporate Services Centre in Kuala Lumpur. Working closely with the designer, we came out with a solution using Intuity, and embedded security features into the workstations, as this was of particular concern for the client.

Products: Intuity, EZ65, Bamboo, Mseries

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