

# **Bowi**

# **Sales Presentation**

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# Value Proposition



## Why Bowi ?

### **Minimalist Design**

Bowi is designed in clean simple aesthetic that compliments a range of environments, such as conference, meeting and projects rooms or cafeterias.

### **Easy Nesting**

Crafty mechanism allows the chair to be easily inclined and nested using minimal space, to address to the increasing need for space and flexibility.

### **Budget-friendly**

With all plastic construction, Bowi is designed to be cost-effective, providing a versatile seating solution at an affordable price.

### **Easy refurbishment**

With reversable bonding mechanism, Bowi seat and back pads are designed to be easily removed and refurbished, to bring the product into second-life process after use.

# Statement of Line



## **Bowi** **Statement of Line**

The need for space and flexibility is increasing. Bowi is a versatile seating solution for a range of environments, from conference rooms to cafeterias and meeting spaces to project spaces. Simple aesthetics allow it to compliment most environments, with its crafty mechanism allowing Bowi to be easily inclined and stored using minimal space.



# Statement of Line

## Fixed Arms

## Mechanism

Without mechanism  
Nesting Mechanism (+)

## Castors

Hard castor  
Soft castor



## Seat shell

Plastic

- Black
- Grey tone
- Smooth plaster

## Upholstery

Without

With seat pad (+)

With seat and back pads (+)

## Base

Plastic

- Black
- Smooth plaster

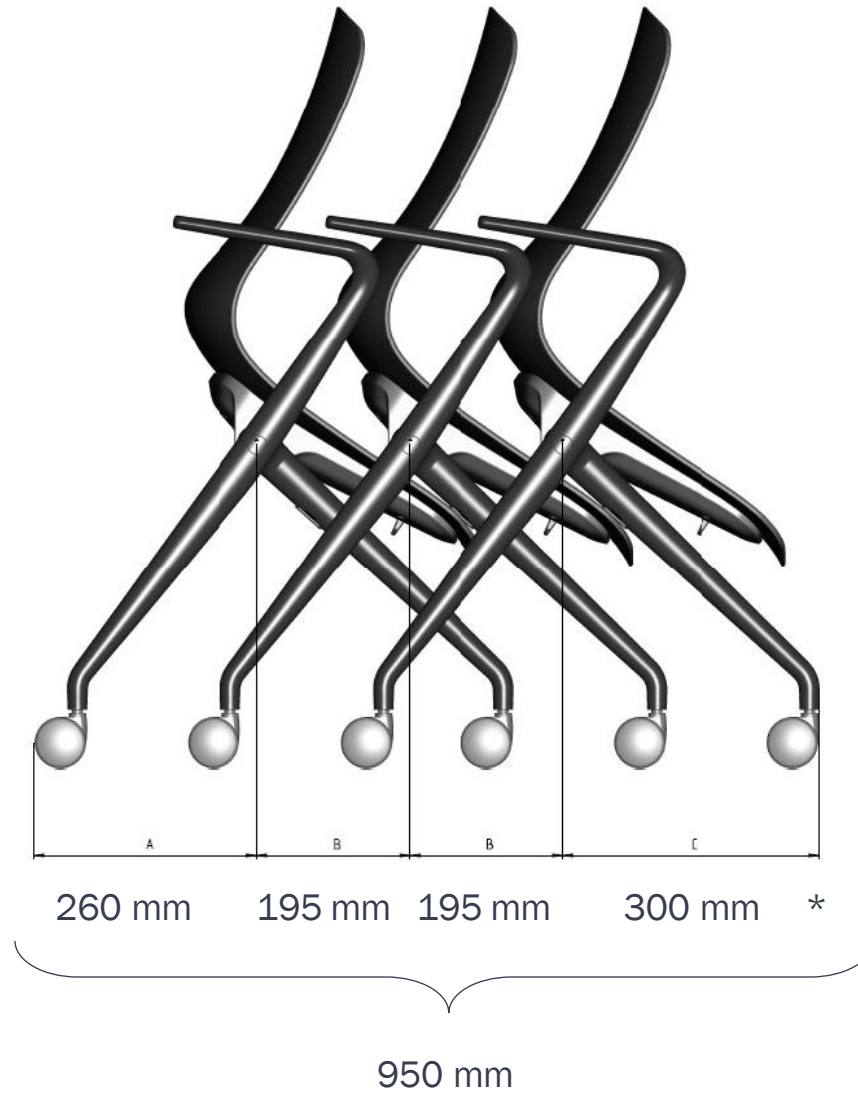
(+) upcharge

# Key Features

- Simple clean aesthetic to suit most environments
- Unique pivoting mechanism, allows easy nesting
- Cost - effective all plastic design
- Designed by Brodbeck Design and Haworth Design Studio



**Bowi**  
Space study



\* Fully upholstered version

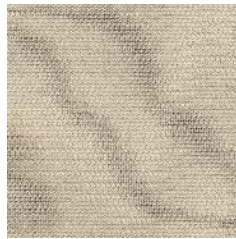
# Colors and Materials



# Colours & Materials – Finishes & upholstery



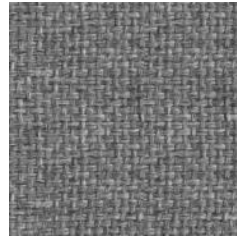
**Felicity**  
(Coll. 34)



**Convert**  
(Coll. 50)



**Maya**  
(Coll. 66)



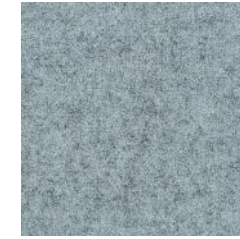
**King L Kat**  
(Coll. 63)



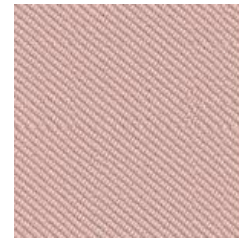
**Xtreme**  
(Coll. 82)



**X2**  
(Coll. 59)



**Blazer**  
(Coll. 61)



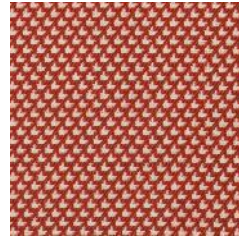
**Oceanic**



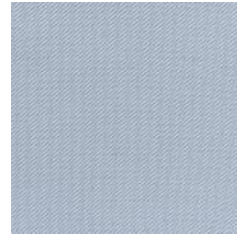
**Class**  
(Coll. 68)



**Hallingdal 65**  
(Coll. 39)



**Diagonale**



**Relate**



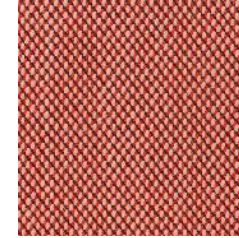
**Remix**  
(Coll. 65)



**Atlas**



**Divina  
Melange 3**



**Steelcut Trio**  
(Coll. 58)



**Skai Evida**  
(Coll. 51)



**Royal Leather**  
(Coll. 97)



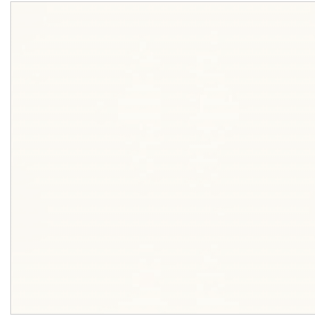
**Antic Cuir**  
(Coll. 98)

# Colors & Materials Finishes

## Plastic Parts (Arms and Base)



Black

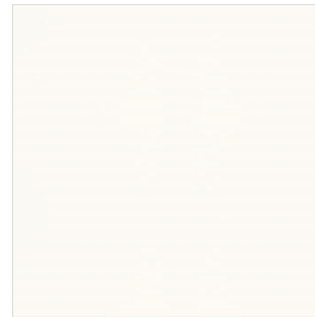


Smooth Plaster

## Polymer Seat Shell



Black



Smooth Plaster



Gray Tone

# Sustainability





## Sustainability

- Bowi upholstery was designed with circular principle – the seat and back pads are fastened to the seat shell using velcro strip, instead of glue
- The seat and back pad can be fully refurbished in case the upholstery is damaged, dirty or a different fabric is needed, to avoid wasting 100% plastic material of Bowi and bring it into second life process
- When Bowi is reupholstered and reused, roughly two-thirds (67%) of the products carbon emissions can be saved, compared to disposal and purchase of a new product



## Sustainability

- The replaced seat and back pads may be eligible for take back and recycling by Haworth as we aim to help customers utilize alternatives to the landfill for their used products
- When upholstered, Bowi is available in Oceanic fabric: Haworth's fabric offering, made entirely of plastic recycled from marine debris and other post-consumer waste
- Bowi is GreenGuard Gold certified for its low chemical emissions, thereby helping to reduce indoor air pollution.



# Awards and Certifications





## **Awards and Certifications**

- Certificate – FEMB: Level 3
- Certificate – GreenGuard
- Certificate – GreenGuard Gold
- Award – iF Design

HAWORTH

**Thank you**