

# Maari Overview

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# Value Proposition

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## Maari Introduction Video

Maari lets you furnish many spaces with a family of seating — one of the largest in the market.



<https://vimeo.com/332436361>

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## Maari

Maari lets you furnish many spaces with a family of seating — one of the largest in the market. Designed by Patricia Urquiola, Maari is based on a one-piece, delicately textured, moulded shell that's the same for all chairs. Choose any base with the same shell for a breadth of applications.



## Why Maari ?

### **Satisfy Workers Comfort in the workspace**

Worker comfort is one of the top workplace issues challenging organizations. People desire a variety of comfortable work settings that support their spectrum of activities throughout the day, including both focused and collaborative work

### **Maximise real estate investments**

Organizations are challenged to keep operating costs down.

To maximize their real estate investments they require smart, multiuse, and agile products that improve efficiency and support the diverse ways people work—while providing durability for the long-term.

### **Gentle and Inviting Design**

Maari offers simplicity and warmth in an aesthetic that provides balance within a space.

# Statement of Line

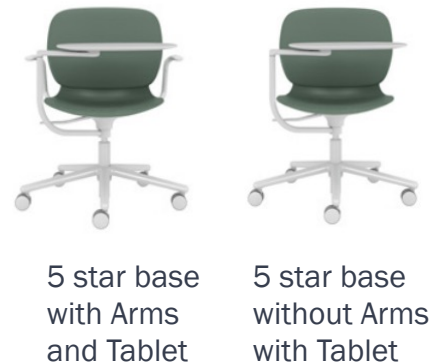
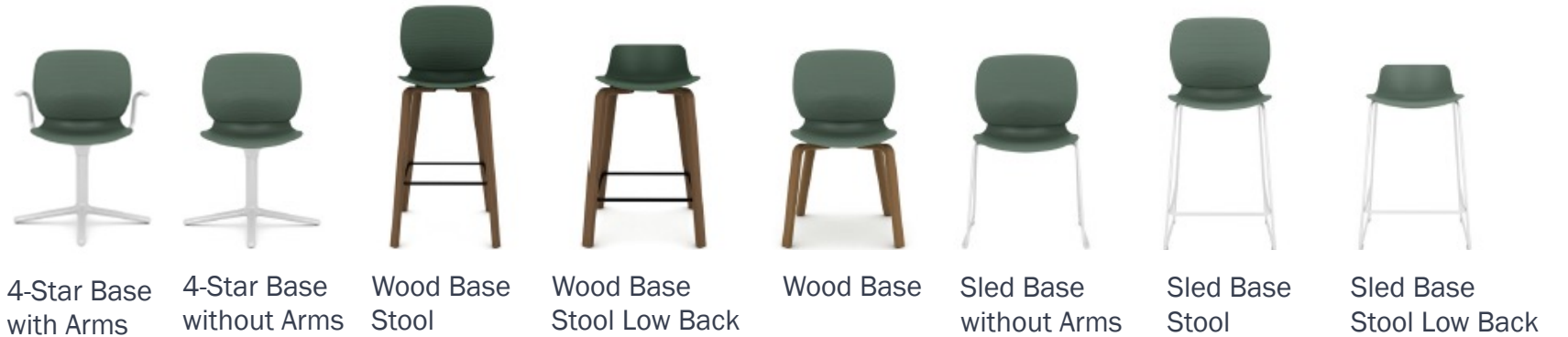
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## Maari Statement of Line

### Complete portfolio

Maari offers numerous functional combinations in one seating family to specify in almost any setting.

The statement of line is rooted in a one-piece textured, moulded shell that is the same for all chairs for simplicity of specifications. Choose any base with the same shell.





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## Key features

- One chair, many spaces, one shell, many bases
- Fresh, expressive design that adds personality
- One-piece, textured moulded shell for various versions
- Offers a fresh, expressive design that allows for adding personality and aesthetic continuity through finishes and colours
- Optional tablet rotates 360°
- Designed by Patricia Urquiola and Haworth Design Studio



# Colors and Materials

## Gentle and Inviting Design

Maari offers simplicity and warmth in an aesthetic that provides balance within a space.

- The shell has a delicate texture, divided into two elements, the seat and the contoured back. (Upholstered pads are available.)
- Discreet details and a mix of materials make Maari warm and inviting, yet sturdy for the workplace.
- Its fresh, expressive design allows for adding personality and aesthetic continuity through finishes and colours.
- Its gentle, rounded shape complements other products in the Haworth portfolio
- Optional tablet provides active, dynamic seating that comfortably supports a wide range of people and activities.

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## Colours & Materials Seat & Back upholstery

Haworth EU standard fabric  
collections



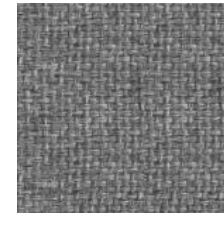
Felicity  
(Coll. 34)



Convert  
(Coll. 50)



Xtreme  
(Coll. 82)



King L Kat  
(Coll. 63)



Maya  
(Coll. 66)



Class  
(Coll. 68)



Blazer  
(Coll. 61)



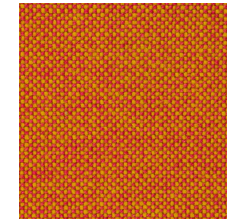
X2  
(Coll. 59)



Big arrow



Diagonale



Hallingdall 65



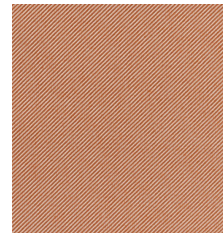
Steelcut Trio  
(Coll. 58)



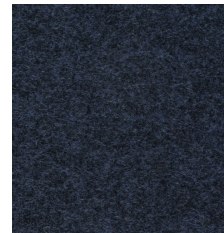
Atlas



Oceanic



Relate



Divina Melange



Skai Evida  
(Coll. 51)



Antic Cuir Leather  
(Coll. 98)



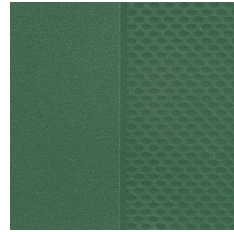
Royal Leather  
(Coll. 97)

# Colours & Materials

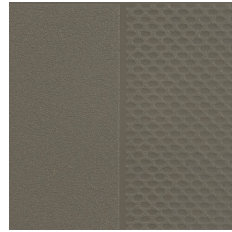
## Fabrics and Finishes

Finishes  
Complete portfolio

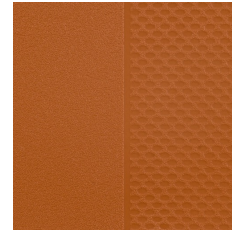
### Shell and Arm Cap colours



Balsam\*  
TR1T0



Coffee\*\*  
TRCF0



Rusty Red\*  
TRRR0



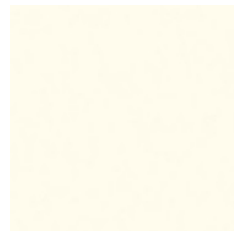
Smooth Plaster\*\*  
TRPLS



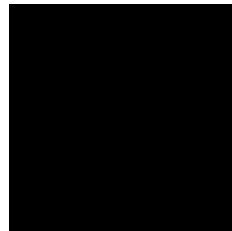
Black  
TRF00



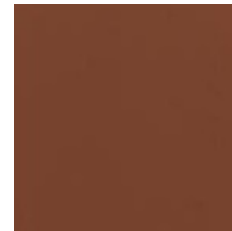
### Base Finishes



White EC  
TRTWO



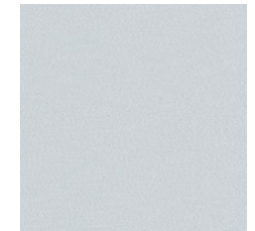
Black EC  
O40



Rusty Red  
TRRR0



Wren  
TR1K0



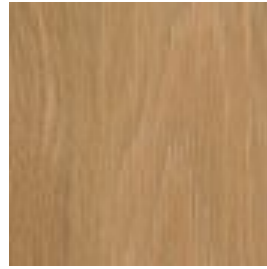
Titanium EC  
TRLE0

# Colours & Materials

Finishes

Complete portfolio

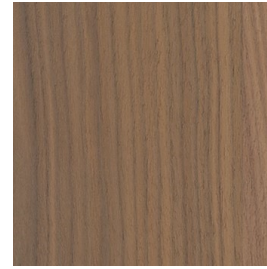
## Wood Leg



Natural Oak\*  
M5W35



Ink on Oak\*  
M5W43



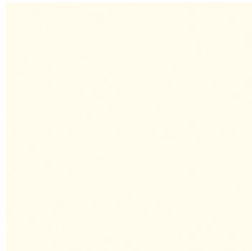
Walnut on Oak  
M5W44

## Tablet surface

MDF Paint



MDF Black



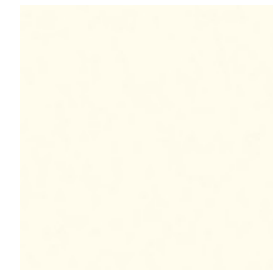
MDF White

Wood

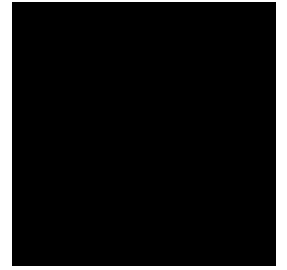


White Oak

## Tablet arm



Matte EU White



Matte EU Black

*\*Please, expect longer lead time for these colour options.  
\*\* Low back stools (sled base and wood base) are only available in these shell finish options*

# Sustainability

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## Sustainability

- Black Maari shell is made of 100% recycled material and up to 100% recyclable, if not upholstered.
- Using European production facilities helps to reduce emission
- When upholstered, Maari is available in Oceanic fabric: Haworth's fabric offering, made entirely of plastic recycled from marine debris and other post-consumer waste.





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## Sustainability

- Maari is Greenguard Gold certified for its low chemical emissions, thereby helping to reduce indoor air pollution
- Maari is LEVEL 3 certified, for its sustainability performance across the entire product life cycle
- Maari's wood base is responsibly sourced, certified by PEFC (Programme for the Endorsement of Forest Certification)



# Applications

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## Meeting Room



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# Training rooms



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Focus work



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**Touch down spaces**



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## Home Offices



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## Cafeteria





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**Collaborative space**



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## Collaborative Space



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**Collaborative space**



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Exam room



# Certifications

## Certifications

- GreenGuard
- Greenuard Gold
- FEMB: Level 3
- Indoor Advantage Gold



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**Thank you**