

HAWORTH

# Nia Sales Presentation

Dec 2022

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# Value Proposition

## World of work is constantly changing

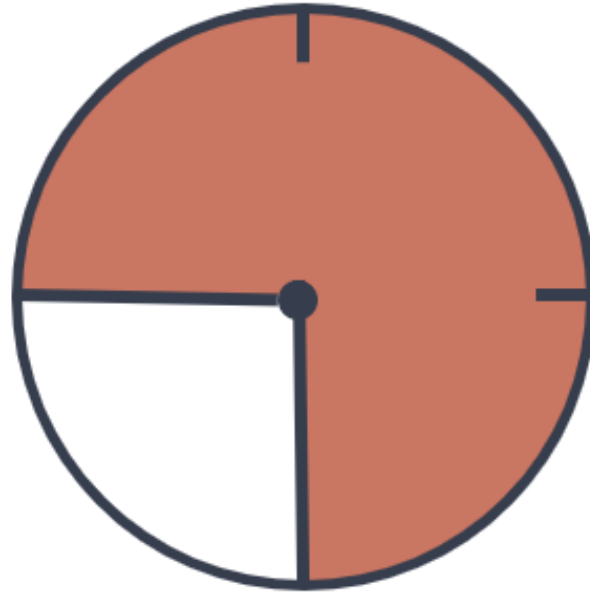
Office spaces have become more and more versatile to accommodate different tasks and behaviour of changing workforces.

Flexible working practices have increased the number and variety of non-assigned workspaces and added complexity to workspace design.

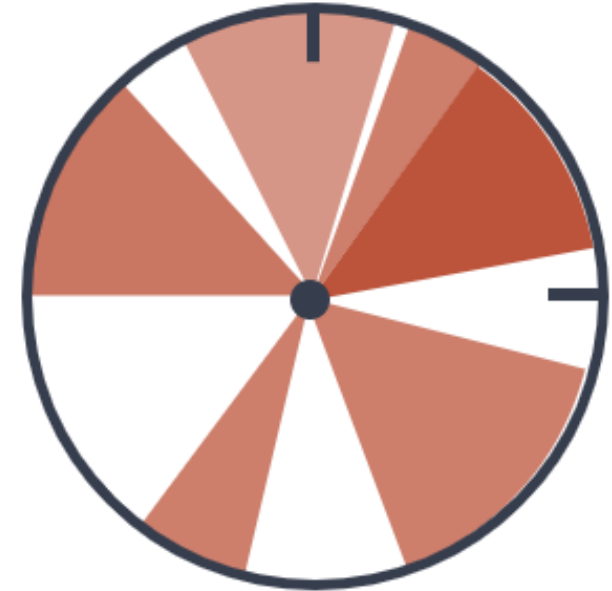


## Traditional vs Agile work

Agile workers don't want to spend time adjusting the task chair they only spend a few hours in. The ideal work environment for tomorrow's knowledge worker provides support where it's needed and freedom where it's wanted.

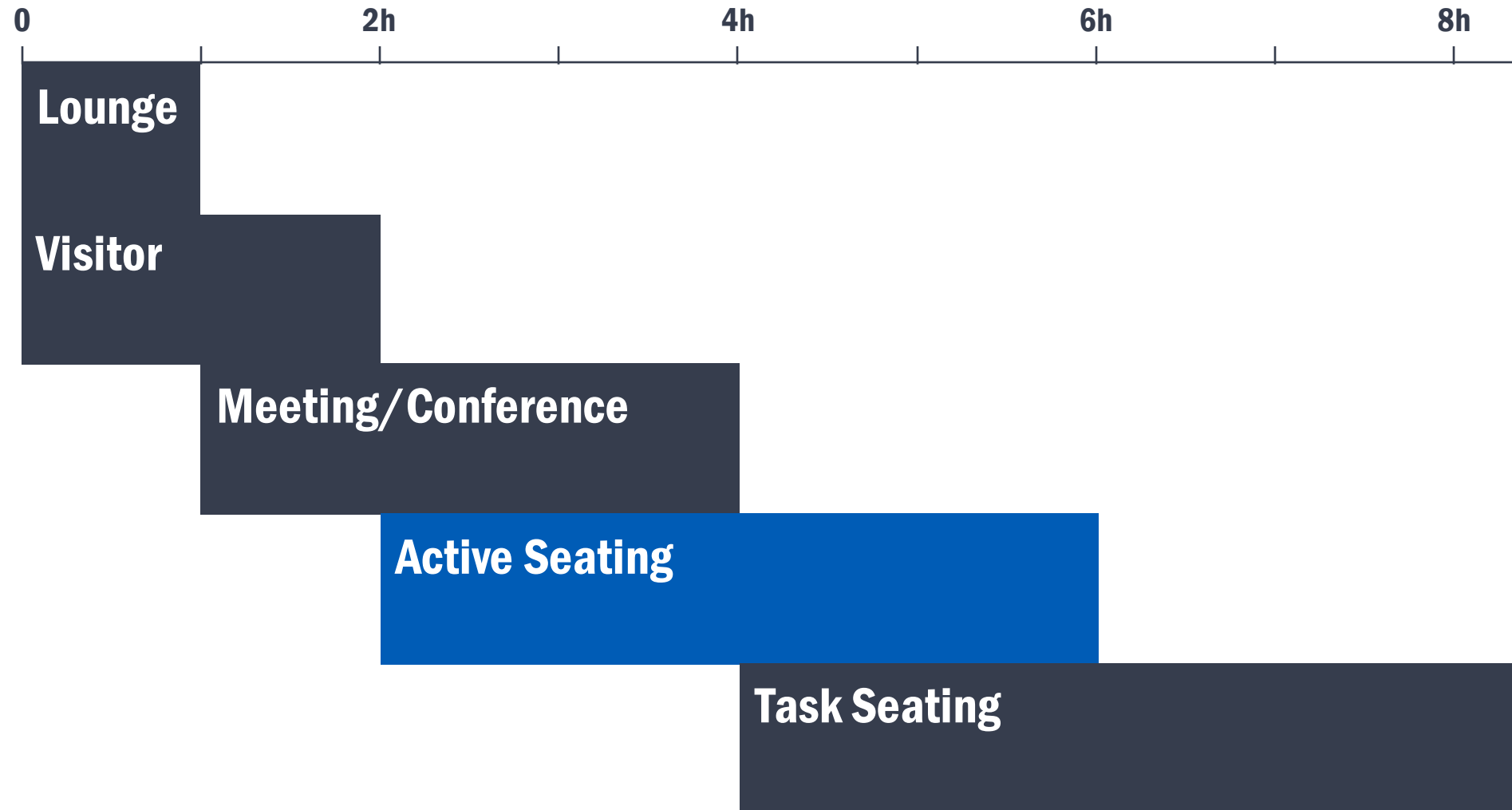


**9 h Focus work**  
at assigned  
workplace



**2h meeting**  
**1,5 h conference call**  
**20 min conversation**  
over coffee  
**1,5 h silent focus work**  
**2h workshop**

# Why Active Seating?





## Why Nia?

Nia was conceived with the needs of an increasingly agile global workforce in mind:

### **Redefining work seating**

Traditional task chairs contrast the increasingly residential-themed workplace aesthetic. Nia with its slim upholstered profile and concealed mechanisms finally create a chair that compliments this aesthetic without compromising performance.

### **Freedom as wanted, support as needed**

Nia's weight-activated mechanism and unique pivoting back accommodate and quickly adapt to users postures without complicated adjustment controls.

### **So many opportunities**

Nia is designed to blend the style and comfort of lounge chair with the performance of a task chair, creating a solution for many different work settings, from meeting/conference rooms, focus work areas and collaboration zones.

# Statement of Line



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## Nia Statement of Line

As diverse as its users,  
designed for every workstyle  
and every possible  
application in the workplace.



Mid back – 600 mm



High back – 700 mm



Stool

# Statement of Line

## Arms

Armless  
Fixed (+)

## Mechanism

Synchronized weight activated  
Seat height adjustment  
Backrest fixation

## Castors

Hard castor  
Soft castor



## Upholstered Back

High back – 700mm  
Mid back – 600mm

## Backrest Mechanism

Without  
With (+)

## Seat pan

Comfort foam  
Fire retardant (+)

## Base

Aluminium

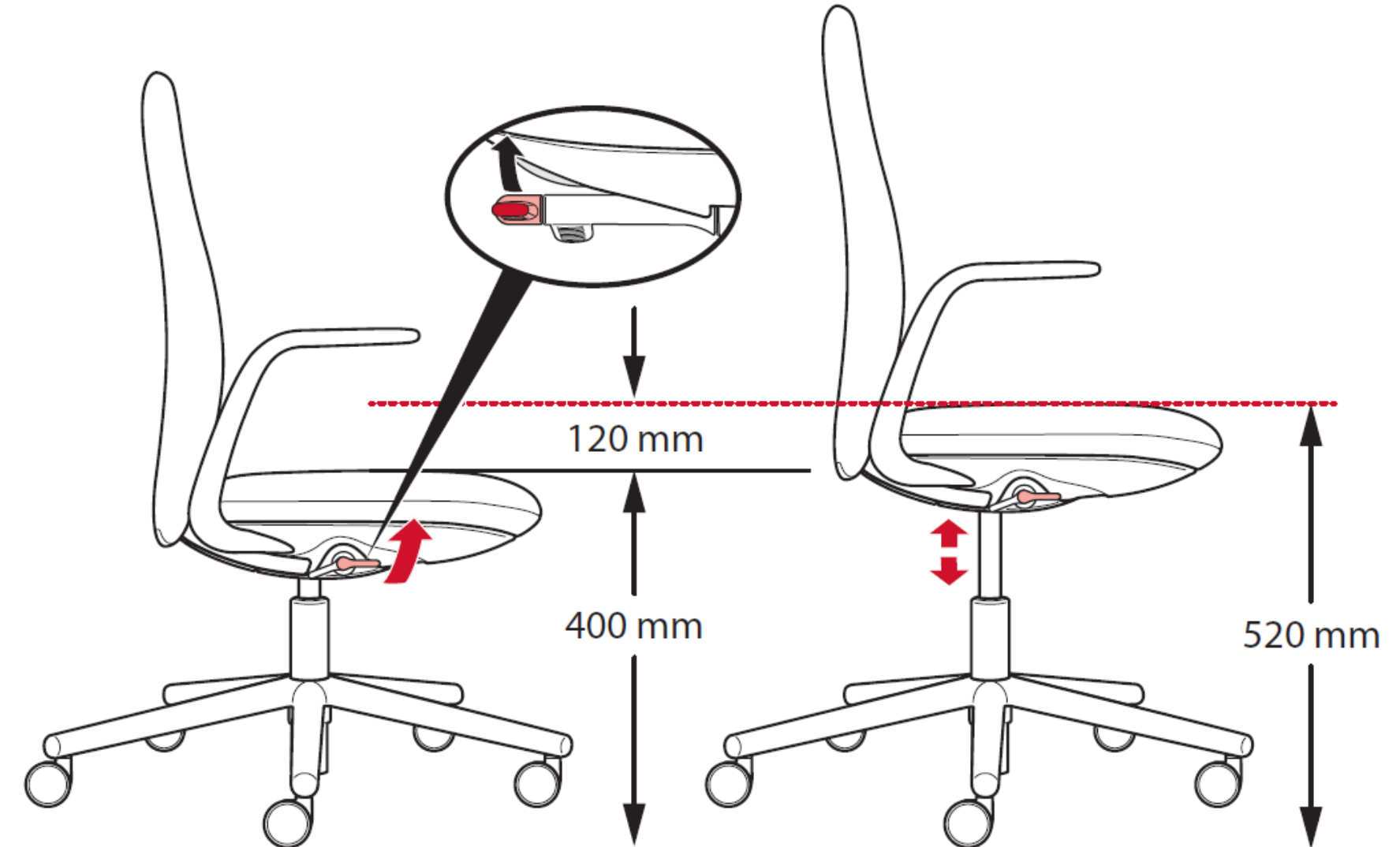
(+) upcharge

# Functions

\*NOTE: some features are optional and have an extra charge

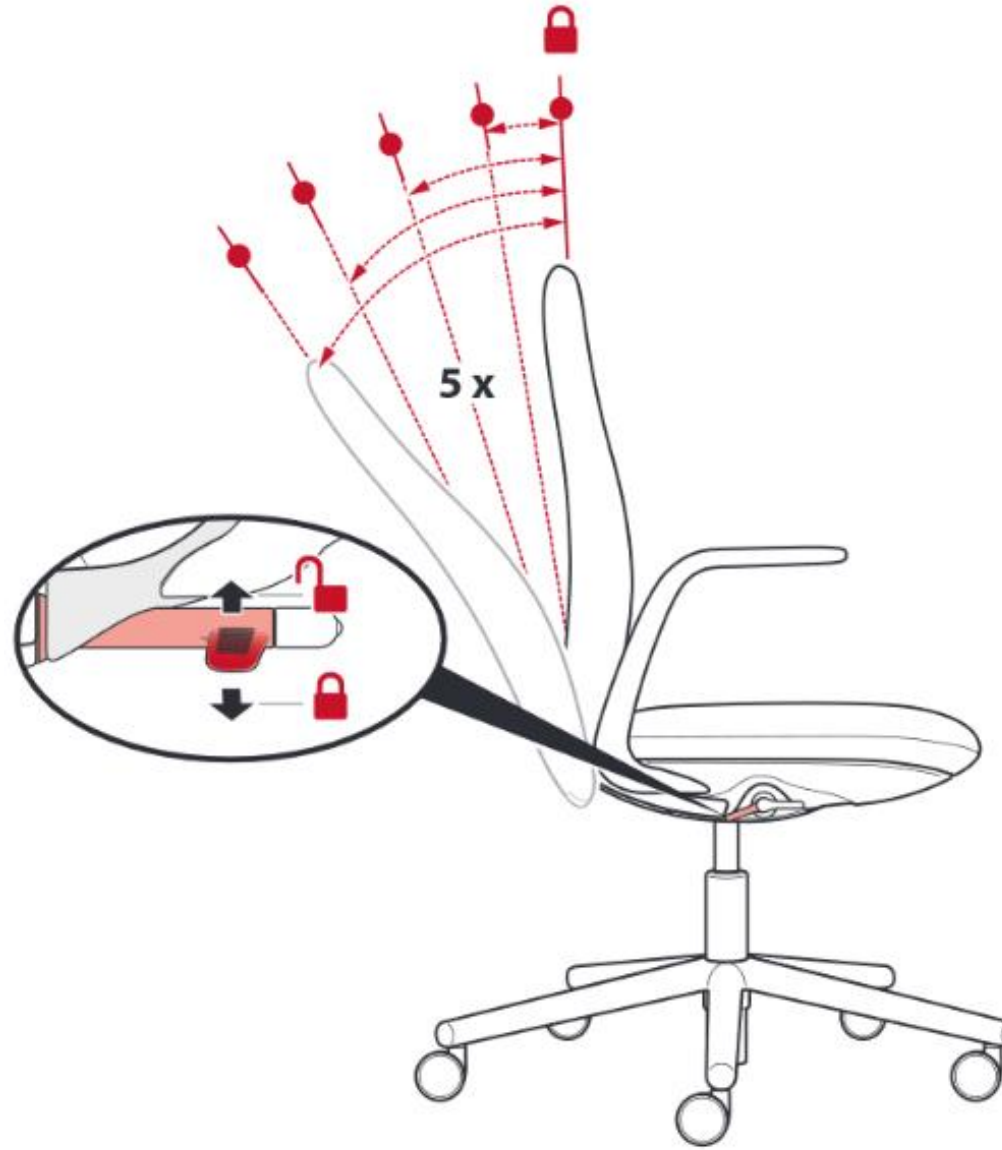
## Seat height adjustment

- Pneumatic seat height adjustment.
- Seat height adjusts 120 mm from 400 mm to 520 mm on standard models.



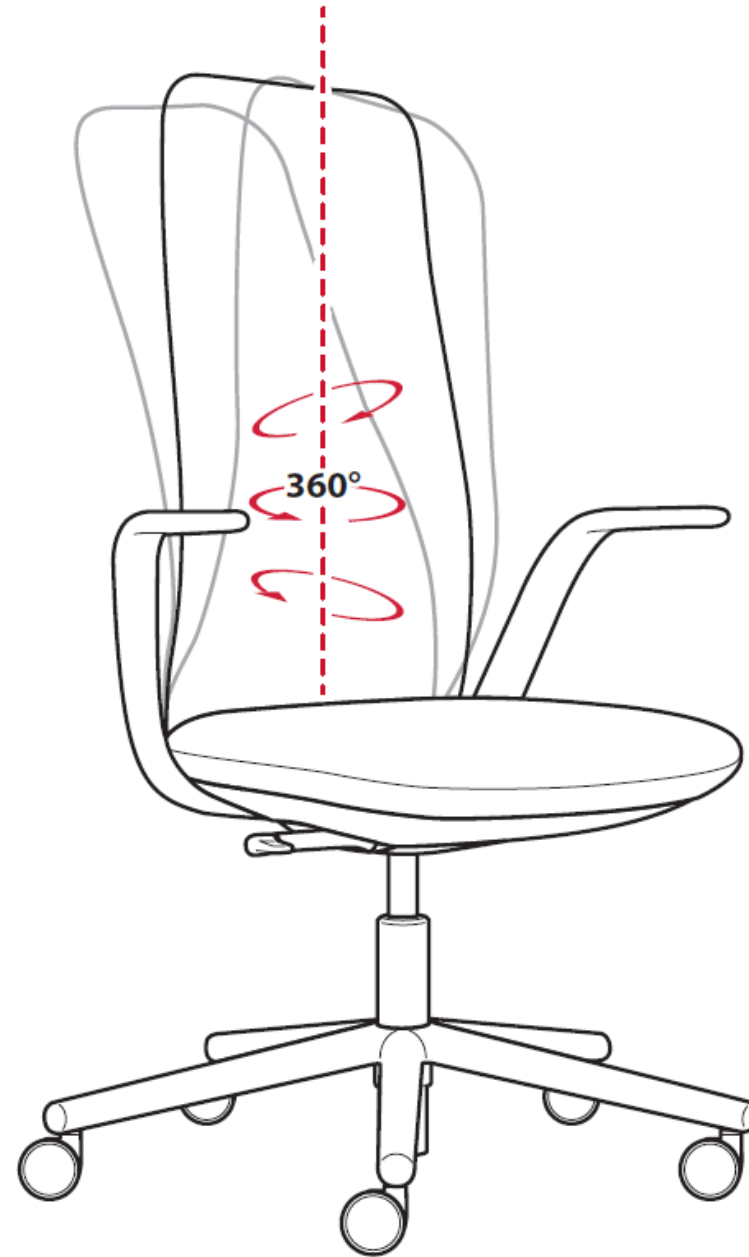
## Back lock

- Single position back lock to fix the backrest in the upright position. In total there are 5 back rest positions to fix.



## Pivoting Mechanism (Optional)

- Pivoting mechanism is self adjusting and moves in combination with the seating mechanism to create 360° movement.



# Colors and Materials

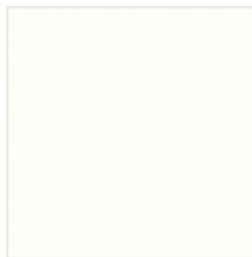


## Colors & Materials Finishes

### Plastic Frame

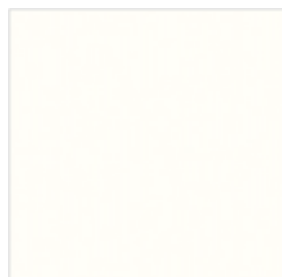


Black



Smooth Plaster

### Aluminum Base



Structured White

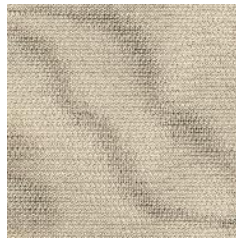


Structured Black

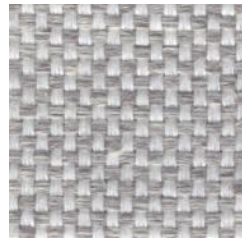
# Colours & Materials – Finishes & upholstery



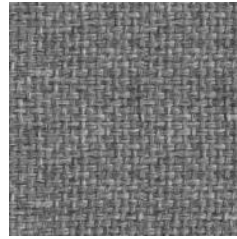
Felicity  
(Coll. 34)



Convert  
(Coll. 50)



Class  
(Coll. 68)



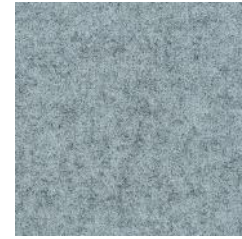
King L Kat  
(Coll. 63)



Maya  
(Coll. 66)



Xtreme  
(Coll. 82)



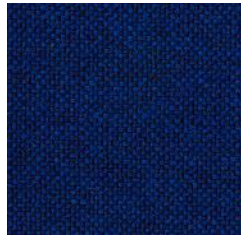
Blazer  
(Coll. 61)



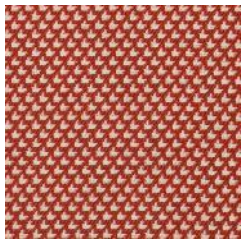
Steelcut Trio  
(Coll. 58)



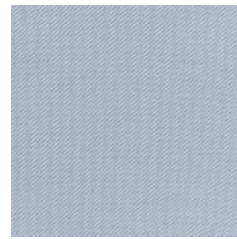
Divina  
Melange 3



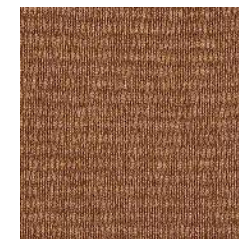
Hallingdal 65



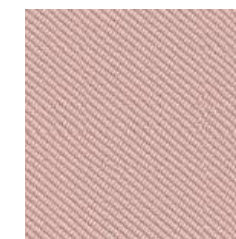
Diagonale



Relate



Atlas



Oceanic

# Applications

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# Workshop





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# Focus Work unassigned





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# Focus Work assigned





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# Meeting rooms





# Certificates and Awards

## **Certificates and awards**

- GS sign
- Fire retardancy: Class 1IM
- FEMB: Level 3
- GreenGuard
- GreenGuard Gold
- IF Design Award

# Thank you!