



HAWORTH

Haworth Cardigan Lounge™ Overview

2023

Content

- Value Proposition
- Statement of Line
- Colours and Materials
- Idea Starters

Value Proposition

Innovation always looked different



Lounge chair innovation will look like...



The lounge chairs we know...



**...and then
there is this
award-winning
lounge chair**



Statement of Line

HAWORTH

Introducing Haworth Cardigan Lounge – the lounge chair innovation



Light and airy design

no glue or other adhesives necessary,
78 design options



Smart construction

can be carried, unboxed
and easily assembled



Sustainable manufacturing and materials

no-waste knit, biomass foam seat, recycled
PET yarn



HAWORTH

Innovative Design: Light and airy, yet cosy and comfy

Knit comfortably adapts to the body.

Back is designed to support multiple postures – and 'loungey' postures are encouraged!

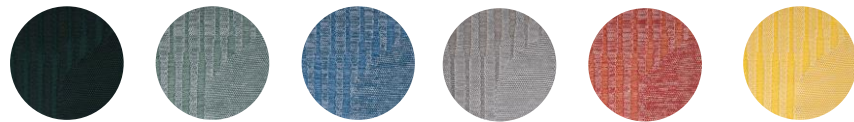


Innovative Design: 78 combinations of modern colours

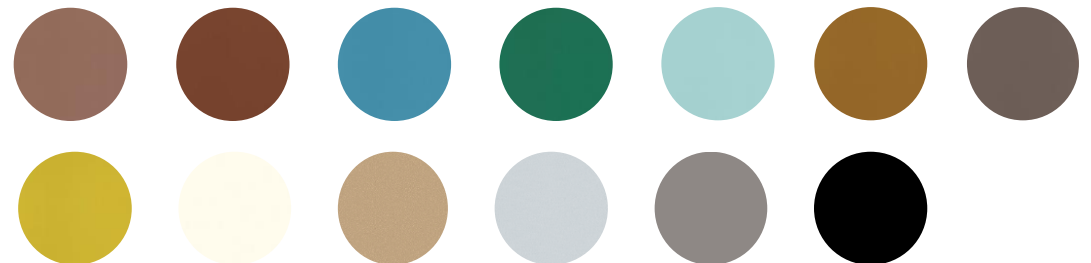
Designed to fit into every work environment – in the office or at home



Knit



Base



Innovative Construction: all you need for assembly

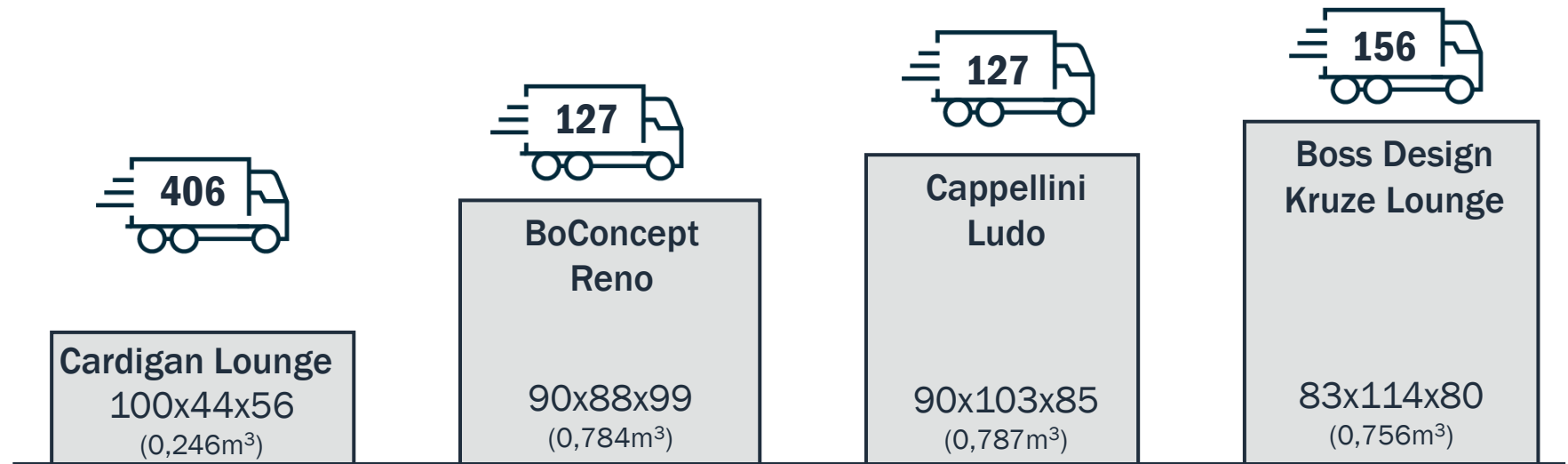


Innovative Construction

**Size does matter.
The smallest (lounge chair) package you've ever carried**

Haworth Cardigan Lounge packaging is designed to bring a great experience to all customers – from their very first interaction

Packaging size (WxHxD): 100 x 44 x 56



HAWORTH

Innovative construction without compromise

- Not as delicate as it looks.
- Our Haworth Cardigan Lounge Chair is BIFMA certified and can master the challenges of an office life.

BIFMA
INTERNATIONAL



GS sign according to
EN16139 EU Level
planned Q4/2023



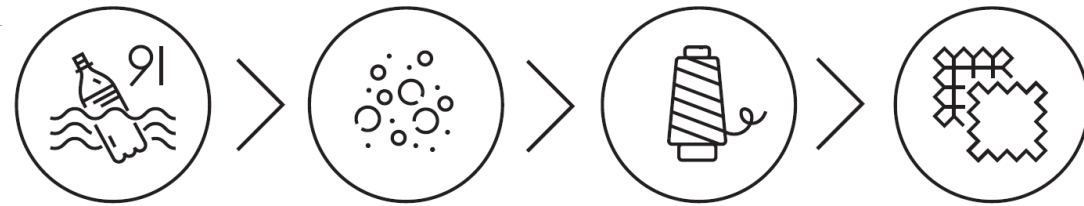
One of the most sustainable lounge chairs on the market

The Haworth Cardigan Lounge chair back and seat uses a total of **91 plastic bottles** to produce the yarn needed to knit the covers.

- Certified to the global OEKO-TEX Standard 100
- Each knit is accredited to the EU Ecolabel environmental standard for textile products
- 5-year warranty on the fabric



91 plastic bottles



Greenguard Gold planned, Q3/4 2023

HAWORTH

Biomass Balance Approach

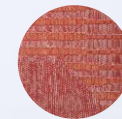
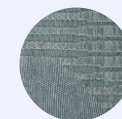
- Haworth Cardigan Lounge uses polyurethane foam certified to the biomass balance approach
- Biomass foam reduces fossil fuel resources used during production by 100% – relying on organic waste as feedstock
- Biomass balance foam is REDcert² certified to ensure use of sustainably certified biomass
- 80% less embodied carbon compared to regular PU foam



HAWORTH

Elevate Your Comfort with the Premium Pillow

- Available as an accessory in Lounge product category
- 6 modern colours



Knit

No patience? Check out our Quick Ship program

- Two pre-defined colourways
(Knits and Frame)
- Ready to be shipped with short
lead time
 - GREY knit/structured
white EC (TRTW0)
 - RED knit/structured Rusty
Red (TRRR0)

Available in pCon



HALCB04/TRTW0



HALCB05/TRRR0



Colours and Materials

HAWORTH

Choose between 6 knit colours

- The 100% polyester yarn used in this Camira knit is certified to the global OEKO-TEX Standard 100.
- Each knit is accredited to the EU Ecolabel environmental standard for textile products.



camira

HAWORTH

Choose between 13 base colours

- Base Finishes – powder coated steel in 13 colours



Colours & Materials Base Finishes – powder coated steel



TR1H0 –
Structured Terra



TRRR0 –
Structured Rusty Red



TR1G0 –
Structured Blue Jay



TR1Q0 –
Structured Park Green



TR1J0 –
Structured Sky Blue



TR1K0 –
Structured Wren



TR1M0 –
Structured Lava



TRCT0 –
Structured Chartreuse



TRTW0 –
Structured White EC



PO8 –
Structured Sand EC



TRLE0 –
Titanium EC



SW –
Alu Graphite EC



O40 –
Structured Black EC

About the designer

- Patricia's work is widely known to be playful and poetic yet pragmatic and functional – a creative combination that is the magic behind her work. She comes and goes through conventional time – rethinking, reinventing, and creating new.
- Studio Urquiola designed Haworth Cardigan Lounge with Haworth's zero-waste mission in mind.
- The knit upholstery is made from 100% recycled PET; the base is made of metal; no glue is used in construction; assembly requires just ten minutes and six screws; and a lightweight structure reduces shipping impact.



Idea Starters

Where to position Haworth Cardigan Lounge

HAWORTH

Recreational Lounge Area



HAWORTH

Recreational Lounge Area



HAWORTH

Collaborative or Coworking Café



HAWORTH

Collaborative or Coworking Café



HAWORTH

**Home Office or
Living Room**



HAWORTH

Home Office or Living Room



HAWORTH

Home Office or Living Room



HAWORTH

Home Office or Living Room



HAWORTH

Home Office or Living Room



HAWORTH

Home Office or Living Room



Thank You