



**Sit Well.  
Work Well.  
Feel Well.**

**70**  
Years

**HAWORTH®**



## Sit yourself well.

We're leading the way in ergonomic task seating that supports people's well being at work and helps organisations increase engagement, creativity and performance.

Haworth task seating features an extensive portfolio of high-performance chairs designed to support greater well being at work for every body.

## Human capital is your greatest asset and your most significant expense.

Globally, we're witnessing a shift towards a fourth industrial revolution with knowledge work at its heart. Rising international competition, technological disruption and a shrinking labour market in this milieu places increasing importance on talent to unlock innovation, productivity and growth into the future.

As new technologies increasingly adopt routine tasks, your people will be freed to focus on high level responsibilities that require greater ingenuity and creativity, collaboration and problem solving. To optimise human capital, organisations need people who find purpose in their work—who are engaged with their surroundings, your business and each other.



# 75% of knowledge work happens while seated.<sup>1</sup>

That's about 90,000 hours of work life spent sitting. It's little wonder, then, that poor posture at work can create havoc for staff health and well being.

You can support your people to do their best work, every day, by giving them the right tools to get the job done well. Studies show that the correct ergonomic seating is essential for higher concentration levels, decreased distractions and higher productivity.

In fact, few things in the workplace evoke a stronger physical and emotional attachment than a person's chair—it's always at the centre of your people's workday.

# It makes smarter business sense.

Maintaining a healthy, happy workforce is far more economical than forcing behaviours that cramp their style, stifle their flow and lead to injury, absenteeism or presenteeism.

Organisations that actively promote health and well being are 2.5 times more likely to be seen as high performing, and 3.5 times more likely to be creative and innovative. Their employees are also eight times more engaged, four times more loyal, take ten times fewer sick days and are twice as productive.

Statistics also show healthy, happy employees improve your bottom line, making up to 37% more sales. It pays to create an environment that keeps knowledge workers performing well and fully engaged – which in turn leads to increased innovation and business success.<sup>2</sup>



<sup>1</sup> Don't Sit Still: Promoting Back Health While Seated, Haworth White Paper, June 2016. <http://media.haworth.com/asset/82899/22247>

<sup>2</sup> The Happiness Dividend, Harvard Business Review, June 2011. <https://hbr.org/2011/06/the-happiness-dividend>

# Ready for a new generation of professionals.

How we work, where we work, and waves of millennials entering the workplace being continuously challenge the pre-conceived ideas of a traditional workplace. By 2025, these aspiring professionals will comprise roughly 75% of the global workforce, revolutionising organisational cultures worldwide.<sup>3</sup>

With millennials set to wield significant influence on the future of work, understanding their motivations, expectations and attitudes towards the workplace will enable a business to capitalise on their talent toward opportunity and growth.

A recent CBRE report highlights focusing on employee well being is an important strategy to increase engagement and attract and retain the millennial worker, yet wellness facilities remain underprovided by business.



## What do millennials want?

Research confirms that happier and healthier employees will produce better work. But how can organisations promote millennial well being at work?

Millennials crave personalisation. Personal space allows them to reveal more of their true selves to those around them, foster a sense of belonging, and blur the distinction between work and life – all of which they desire. The notion of a flexible workplace tailored to individual preferences is highly appealing. Integrating work, life and play in the one space will satisfy their desire for thoughtfully considered, open surroundings that can adapt to individual work preferences.

For this first generation of true digital natives, a collaborative workplace culture with easy access to technology is increasingly important. Comfortable and supportive tools that blur the line between work and home will help millennials generate the original ideas necessary to maintain an organisation's peak performance in the ideas economy. Those that better support creative work and encourage cross-pollination between functional disciplines will also attract and retain notoriously fickle millennial workers, directly impacting an organisation's bottom line.<sup>4</sup>

Work environments that empower and support millennials in how they want to work include providing greater user control, natural elements, and support for changing postures and alternative workstyles. Organisations that address the physical and psychological health and well being of their millennial workers will be rewarded with enhanced engagement, creativity, innovation, and retention.

<sup>2</sup> Statistics here taken from Task Seating presentation provided. Would suggest adding a footnote for them here.

<sup>3</sup> The Deloitte Millennial Survey 2018

<sup>4</sup> Research that shows 43% of millennials envision leaving their jobs within two years and only 28% believe they'll stay beyond five years. As the Deloitte report says, loyalty must be earned, and millennials are prepared to move on for a better workplace experience.

# We've done extensive research to design chairs that suit different behaviours, tasks and price points.

At Haworth, we've extensively studied the relationship between the human body and chair minutely to minimise discomfort and promote well being—physically, emotionally, and cognitively.

But, for us, it's not just about the chair, it's about who's sitting in it. Through our global design team and development partnerships,<sup>5</sup> we've created task chairs to accommodate the world's entire range of body sizes—for wherever, or however, your team works.



**We fuse the science of sitting with good design to enhance the sitting experience for your people, space, and work.**

Our commitment to the science of sitting is grounded in our history of strong design, engineering, and manufacturing—and our ergonomic expertise—to support people at work.

## Form.

Each task chair in our portfolio was designed with a purpose, in its own form, offering choices that lead to peak performance at the individual level and business success for organisations.

## Focus.

The places people sit impact the body—and equally important, their ability to focus. Haworth task chairs derive from over three decades of knowledge and research—and they're rigorously tested to exceed global industry standards.

## Flow.

Our task seating provides the comfort people need to get into the flow (also known as the zone) — the mental state that allows for full immersion in an activity where people are highly productive and creative.<sup>6</sup> When their cognitive performance is enhanced, people are more engaged, and organisations maximise their investment in human capital.

<sup>5</sup>Haworth and the Human Performance Institute at Western Michigan University have partnered since 2004 to investigate the physical relationship between human body and chair in an office environment. We've since mapped over 5.5 billion high resolution pressure points, enabling our engineers to bring you the very latest science in seating through analytics.

<sup>6</sup>Designing for Focus Work, Haworth White Paper, May 2016.

# Welcome to the Family.

Meet Fern, Zody, Very, Soji, Lively 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.

## Fern

### The pinnacle of performance.

Fern sets a new industry standard in comfort that's wholly transformed task seating.



Inspired by nature, its design delivers total back support, enveloping your body to actively respond to your every movement. Fern enhances your sitting experience and removes distractions—so you can perform at your best.

## Zody

Proven performance and comfort.



An award winning industry leader, Zody tunes to your ideal comfort level, so you'll never feel like you're sitting in someone else's chair. A product of extensive research and development, it blends science-based well being with global design and sustainability—the high achiever every office needs. Zody was one of the first products in the world to achieve Cradle to Cradle certification, which means it meets key standards for ecologically-effective design and highest quality while positive effects on the environment, human health, and social equity.

From responsive comfort and intuitive lumbar support to high ergonomic performance, there's a Very chair for everyone. It provides individual comfort and support with universal appeal in a family of seating for the entire workspace—from workstations to cafés, to training spaces and conference rooms. It's also one of the most environmentally friendly task chairs in its class.



## Very

Seating that unites people and spaces.

## Soji

Thoughtful design and informed ergonomics.\*

\* Soji is manufacture in North America



Soji reflects the spirit of Haworth craftsmanship and design with robust, durable construction and more ergonomic options than most task seating in its class, backed by the Haworth standard seating warranty. From the second you sit down, Soji's high adjustability brings your body and mind into sync—so you can enjoy healthier levels of performance without sacrificing comfort or design, no matter where you work.

We've fused what we've learned designing chairs with the very latest in technology to create fuss-free options that are comfortable for all body types. Aloha delivers innovative, science-based back support for your spine to minimise discomfort, promote well being and enhance cognitive performance, every day.

## Aloha

Instinctive and Fit for Purpose.\*

\* Aloha is manufactured in Asia-Pacific



## Lively

Fit In or Stand Out Thoughtful.\*

\* Lively is manufactured in Europe



Our ground breaking research and development of Zody and Very formed an important base for Lively's many ergonomic and healthy attributes. This is a seating that is built for the daily grind.

# Responsibility is a matter of principle.

All of our leading task chairs are designed to meet global ergonomic standards and contain none of the 56 harmful chemicals that Haworth has committed to eliminate from our products. We design holistic, sustainable seating solutions because we care about the people who use our products and the planet we live on. Our designs are manufactured where they're delivered—by a workforce we are invested in.

Haworth believes in life cycle thinking, and we are committed to delivering environmentally safe and healthy products. We develop individual products that encompass Design for the Environment (DfE) strategies, interfacing and integrating within and across product lines to create more sustainable workspace environments. The result is interiors that adapt as an organisation evolves, extending the workspace life cycle and making a huge impact on your return on investment.

In 2012, we attained Zero Waste to Landfill status globally, strengthening our commitment to continuous improvement through waste, water and energy reduction initiatives. We are also committed to green transportation by increasing resource-efficient transportation.

We select materials based on their recycled content and post-life recyclability. We also conduct life cycle assessments during new product development to help us determine how our materials, designs and manufacturing processes will affect a product before we finalise the product plan.

We apply our Seven Design Logics to our products, helping to infuse our portfolio with true integration, flexibility, and adaptability. All our products are designed to complement our entire workspace platform – while highly sustainable used alone, they are also highly flexible and adaptable when used together.



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