

# delve



JULY 2022 V28

100 Years of  
Craftsmanship  
with Carl Hansen & Søn

Delving Into the  
Public Sector  
with Michelle Warren

STORIES OF EXCELLENCE IN  
**CRAFTSMANSHIP**  
WITH DARRAN

Cover Photo:  
Honey 90° Workspaces by Darran



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Susan Mulholland discusses the unique blend of old world craftsmanship and new technology that global leader Schiavello represents.



**COVER STORY:** Stories of Excellence in Craftsmanship with DARRAN.



Hightower's X Casework :  
An Unexpectedly New Collection

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## editor's note

Dear Reader,

Top notch craftsmanship is timeless and will play a roll in what makes a furniture manufacturer truly great for years to come.

No matter what happens in the way of trends, good craftsmanship will never go out of style!

That's why this month we are celebrating a few of our partner manufacturers that shine in this regard. Each has their own style and story, but all of them share in the level of excellence they bring to the table with craftsmanship.

We invite you to dive in, and reach out to those whose stories inspire you!

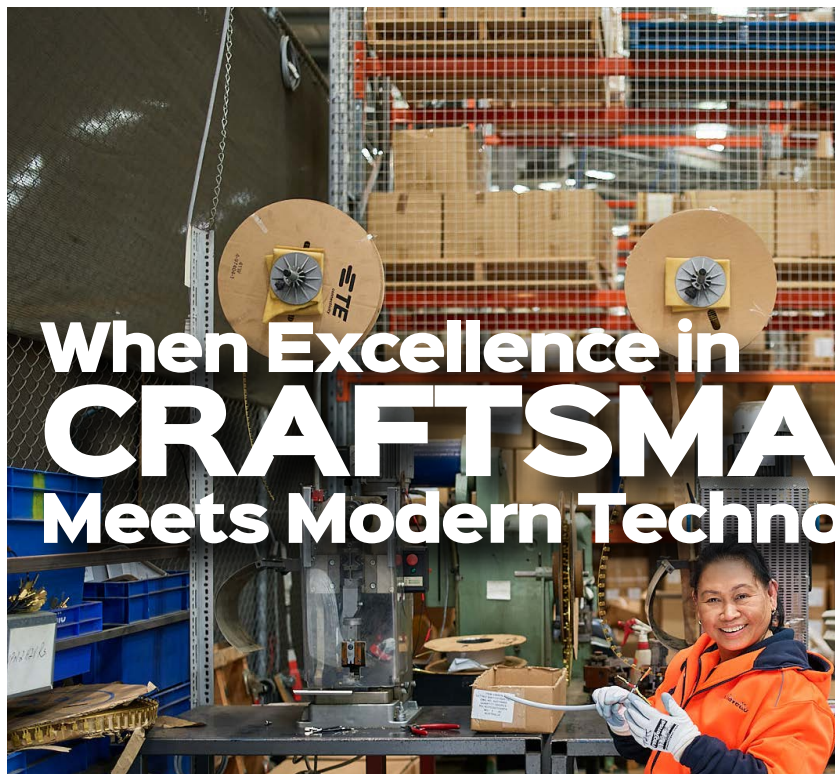
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**THE  
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# When Excellence in CRAFTSMANSHIP Meets Modern Technology



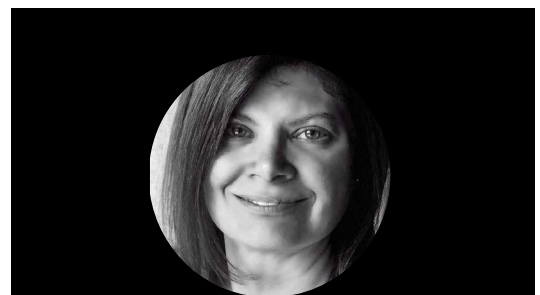
*This is the fourth and final article in my series with Australian manufacturer [Schiavello](#) as we look at our industry through their global viewpoint. We will be discussing furniture making and craftsmanship. How Tony Schiavello – the company's founder and namesake- took working in his home woodshop in 1966 to an internationally known company that is now making its way into the US market.*

When Tony Schiavello and his brother Joe began this company in 1966 in Australia, he felt there was a need for high quality design and craftsmanship for the built environment and most importantly in furniture.

Immigrating from Italy to Australia in the 1950's, the Schiavello brothers brought with them an entrepreneurial mindset that furniture craftsmanship can be integrated into modern manufacturing. They understood that the tools and skills they used as furniture makers would give them the advantage in the marketplace- by incorporating the skills of a master builder with an eye of a designer.

Just like American manufacturers Knoll Furniture and Herman Miller – they understood there was a need for quality furniture and great design. They also knew to do this efficiently they would need to move away from creating one piece at a time and into mass production.

Combining the mastery of a well-crafted piece of furniture in an industrial setting isn't a new idea, it has been an important part of the history of furniture making and design. The process of design is not just cerebral, it's physical. When you are in the process of creating something; whether it is a chair, a table or even a complete room of furniture, it helps to physically visualize it onto paper.



## By Susan Mulholland

*Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. **Connect with Susan Mulholland on her website.***



When we think of modern design, especially furniture, the most common that comes to mind is mid-century modern. This of course came from the Bauhaus school of design of the early 20th century (1919 -1933) in Germany. It wasn't until after World War II that new design and artistic philosophy at the Bauhaus School would finally come to fruition in the marketplace. Coincidentally, designers such as Florence Knoll, Eames- Charles and Ray, were apprentices of the original Bauhaus designers. They took the knowledge and philosophy that they learned from their mentors and crafted into modern furniture. These are the designers that come to mind when we think of Knoll and Herman Miller who for the most part of the second half of the 20th century, were America's stewards of both design and craftsmanship in the modern era.

This idea of modernism is based on machinery and industry; less on the abilities of what a human being can do. If you think about the early days of furniture making, before the industrial revolution, everything was made by hand. It took a variety of skills and talent to create an object that would serve a particular purpose. This process was done without thought. If you needed a chair, you found the materials and used what skills you had and built one. Simple right? Well, if you ever tried to build a chair you would know that chairs are not simple- the reason is because the human body isn't simple. We are all physically different. And because of that, chairs are all different. We know

from our own experiences as interior designers and specifiers, that finding the perfect chair is sometimes the most challenging aspect of our jobs because our clients know that having the right chair is important, not just for comfort, it also needs to fill a particular function.

Modern design with all its innovations in materials and construction, still requires craftsmanship. The ideas that lead to the final design still needs to be worked out in a drawing before the prototype can be produced. Modern manufacturing still requires certain amount of skilled human expertise to make products we use every day including furniture. When you compare the modern factory of today to one just thirty years ago you would notice that although people are working there, the amount of automation has greatly increased.

The automotive industry has led the way in developing the robotics necessary to replace some of the manual but not all of it. Now, factory workers who work in manufacturing jobs need to be more skilled, require a higher degree of knowledge and foresight to make sure the process of building these products is done flawlessly.

The furniture industry requires the same type of skilled workers. The automation that has been introduced to these factories has actually helped speed up the processes that once took weeks

**INDUSTRY  
HOT TOPICS**

to complete. What hasn't been replaced, especially by manufacturers who still understand the value of true craftsmanship, are the skills that define who a craftsman or woman is. These skills and talents revolve around the art of furniture making. If you can think back to your furniture history you know that the great furniture makers of the 17th, 18th and 19th centuries created iconic pieces that everyone recognizes that ultimately define a particular design period or style. Most of these designers and craftsmen have had their unique style copied and modified by other craftsmen and designers. This practice leads new styles while expanding the reach of the original design. Thomas Chippendale comes to mind as the earliest of all furniture makers of the 17th and 18th century that took advantage of this trend. He produced printed catalogs of working drawings that could be used as a reference so that other furniture makers could build his furniture. In the 19th century during the Victorian era, designer and furniture maker Michael Thonet, known for the invention of bentwood furniture, helped usher in the industrial age - the bentwood chair would be one of the first pieces of furniture that was mass produced in a factory setting. Other designers like Gustav Stickley and William Morris did the same for the Arts & Crafts movement that came in the late 19th and early 20th centuries, by combining the art and craft of simple wood furniture incorporating a high degree of joinery and design that could then be reproduced. This is the idea that would later be expanded on by the teachers of art and design at the Bauhaus, the concept that art and craftsmanship can still be achieved in the modern age.

Our perception of quality and craftsmanship may be limited to our own personal experiences. Both my father and my husband are furniture makers, although they are not professional by any means; they are very skilled hobbyist, craftsman who take the time to work on projects at home. Their skills in working with wood, metal and other materials have created pieces that are cherished and used by my family daily.

Hobbyist craftsmen are everywhere. They use their skills much the same way professional furniture makers have for centuries. What separates the hobbyist from the industrialist? Is it a desire to make furniture faster or is the desire to provide something of value to a larger group of people? It takes more than a vision or idea to go from creating a single piece of furniture like a chair to creating an entire line of furniture. It takes an entrepreneurial mindset that comes from understanding the needs and values of a particular market.

The combination of creating a masterly crafted piece of furniture in an industrial setting as well as have a lasting impact will continue through the ages. Manufacturers who started their companies half a century ago are still combining the aesthetics of great design and craftsmanship into our modern technological world. Continual focus on design ideas that are generated through the process of solving a particular problem in relation to human experiences. These manufacturers are leading the way into the history books for the next generation with the focus on craftsmanship, that it is not just a skill, but a philosophy for living a purposeful life.



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# 6 MRL FAVORITE PRODUCTS FROM ACROSS THE LIBRARY

The following represents 6 of our favorite products currently on My Resource Library. The products are listed in no particular order. Can you guess the theme?

## **POUF POINTS**

BEAUFURN

Made in USA, our Poufs are hip, fun and can be added to any lounge or bar area of a restaurant or public space. They also work great as dining seats. Pouf Point come in 3 sizes and are available COM or in our graded fabric.



## **POPOVER POUFS**

ENCORE

Pull up a seat and join the party with Popover. Mix and match small and large sizes to create collaborative clusters, small group environments or simple standalone touchdown spots. Whatever the purpose, these whimsical, light-weight poufs are effortlessly repositionable and provide all the building blocks for reimagining spaces again and again.



## **CESTO**

STUDIO TK

For the planned or impromptu, the mobile collection of seating and occasional tables offers a nimble approach to social gatherings. Cesto, Spanish for "basket," is a collection of interactive seating and table elements designed to address the dynamic collaborative and social behaviors typical of today's work environment.



## **OPENEST CHICK POUF**

HAWORTH

Chick poufs are available in four sizes—small square (with and without a folding back), large square, rectangle, and a unique, extra-large round—to arrange and rearrange any way you want, anywhere, anytime.

## **POUF-MODULAR**

GROUP LACASSE/AROLD

Get comfy! Ideal for short meetings and collaborative work areas, Pouf - Modular allows to create convivial and—above all—comfortable spaces.



## **CLIFFY POUF**

SIXINCH

Clean raised edges on a sleek design bring the Cliffy Pouf to life. This versatile element can be used as a large ottoman, or a small bench. Measuring in at 33.5 inches wide and 46 inches deep, it's up to you how this seat is presented. Specially coated in FlexPlus™, the seat is durable for heavy duty and high traffic environments including malls, apartment complexes and libraries.







**By Michelle Warren**

*Michelle Warren is President of Catalyst Consulting Group, a firm specializing in providing strategic solutions to the commercial furniture industry to enhance their sales, positioning, and distribution.*

*With 25 years of industry experience on the dealer and manufacturer side of the industry, Michelle has been recognized as an innovator in selling to the Federal Government, State/ Local Government, Higher Education and Cooperative Purchasing. Her expertise includes: sales strategies, strategic planning, 3-5 year road mapping, targeted marketing plans, distribution development, hiring reps, and training for reps and/or dealers.*

*Michelle is known as a “serial networker” in the furniture industry and enjoys meeting people and making connections happen. If you’re interested in connecting - reach out at: [Michelle@strategic-catalyst.com](mailto:Michelle@strategic-catalyst.com), connect on LinkedIn or visit [www.strategic-catalyst.com](http://www.strategic-catalyst.com) to learn more about her work.*



# Delving into the Public Sector

While debating what would be the next topic to address in this column, I decided we could all benefit from a “Myth Busters” version of Public Sector knowledge. I feel that with any specialty topic, there is a good amount of incorrect information out there. Whether it is placed by people who do not want competition in the field, the specialty may have a lot of differing opinions, change that confuses, or simply a hard-to-understand area. This mix of misinformation and opinions makes any specialty even harder to navigate. By the way, I believe all of the above is true of the public sector, especially the Federal Government. So, for as many articles as it takes, we will dive into some of the myths people believe that are simply not true. Some may be 100% false, and others may need just some clarification, but either way, I think we need to dig deep to clear the air on behalf of Public Sector Specialists everywhere!

Since we are in Federal year-end and, let’s be honest, there is a lot of questionable information floating around in the Federal specialist’s world; I thought we would kick off this series with some Federal myths. As a bonus, we will sprinkle in some acronyms and best practices for you.

**Myth #1: Government bids always go to the lowest bidder.**

As a taxpayer, we should hope that the government cares about what they pay for products, but in all honesty, they are more concerned with Low Price Technically Acceptable (LPTA), and even that is not true 100% of the time. First, I think we could benefit from some clarification so let’s define what LPTA means. The government is very tied to their specifications, so they usually issue technical specifications. When they bid it out, you need to respond with a product that meets these specifications. Low Price is self-explanatory, I think. So, this is saying the award will go to the lowest-priced bid that meets the technical requirements.

**Best Practice Hint #1:** Digging in deeper, someone has to put together the specifications, sometimes called Statement of Work (SOW.) The goal here is to be the company that is setting the specification, which is setting the bar for the quality and technical specs of the products. You can accomplish this by ensuring you are providing the government with valuable information for their technical write-up.

**Best Practice Hint #2:** Additionally, keep in mind that the first company that meets the technical specifications regardless of the price competitiveness would be the lowest price technically acceptable. This is why having someone who knows how to put the bid response together is valuable. If you can provide the agency with what they ask for and show that your products meet the specifications and others get redlined, then you can be awarded regardless of whether you are low price or not.

Additionally, the government has other goals, such as socio-economic spending and their “use it or lose it budget,” that could drive decisions closer to year-end. Sometimes you will see opportunities where they give a percentage preference to a socio-economic status that they need to increase spending. When this occurs, this provides anyone with that status an

advantage where they could be more expensive but win due to their status. There are also ways for the Federal government to procure through some of the socio-economic statuses without a bid

at all, known as Sole Source, in which case low price is not the target here, but instead they need it to be fair and reasonable which your GSA pricing is considered to meet that requirement.

**Best Practice Hint #3:** This is why it is essential to be willing to partner with other companies that have socio-economic statuses that you do not have. Whether you are a dealer, rep, or manufacturer, you need to make sure you have partners that meet all of the socio-economic goals the government has: Small Businesses; Woman Owned Small Business (WOSB), Service-Disabled Veteran Owned Small Business (SDVOSB), Historically Underutilized Business Zone Small Business (HUBZone), and Small Disadvantaged Business (8a.)

Well, with just one myth, we have six acronyms and three best practices, so not a bad start! As always, I hope this is helpful as you Delve into Public Sector. If you have any myths or information you want clarification on, please reach out, and I will do my best to demystify it for you.



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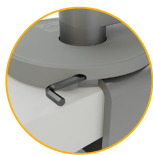
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COLONIAL CHAIR By CARL HANSEN & SØN

## EVERY PIECE COMES WITH A STORY

### CARL HANSEN & SØN

#### ABOUT

When you choose a product from Carl Hansen & Søn, you get more than just a piece of furniture. You become part of a proud tradition of distinctive and beautiful craftsmanship, where nothing has been left to chance. Where all furniture is manufactured with a great love for design and the history of the crafting process. We are the world's largest manufacturer of furniture designed by Hans J. Wegner, and we also manufacture furniture created by renowned furniture designers such as Arne Jacobsen, Børge Mogensen, Ole Wanscher, Kaare Klint, Poul Kjærholm, Bodil Kjær, and Tadao Ando. Carl Hansen & Søn represents more than 100 years of Danish design history, and our furniture is sold worldwide.

#### HISTORY

Design company Carl Hansen & Søn is a third-generation family-run Danish business. It was established by Carl Hansen in 1908, taken over by his son Holger Hansen in 1934 and then run by his two grandsons, first Jørgen Gerner and now Knud Erik Hansen. What most accounts of the company tend to gloss over, however is the 20 years for which Holger's wife Ella Hansen ran the company. In this film Knud Erik Hansen tells his personal family story and pays a tribute to his powerful mother Ella who took over the company when his father died.

#### CRAFTING MODERN DESIGN FOR OVER A CENTURY

At Carl Hansen & Søn, we believe that iconic design is a combination of simplicity, aesthetics and functionality

## CARL HANSEN & SØN

brought to life through skillful work with the highest quality materials.

Our story began in 1908 when Danish cabinetmaker Carl Hansen opened a small furniture workshop on the Danish island of Funen. Since then, the company's success has depended on two core ideas: an uncompromising commitment to the finest craftsmanship, and alliances with exceptional designers who continually reinvent and refine the concept of modern design.

Carl Hansen & Søn's evolution has been deeply influenced by our long-term relationship with one of the greatest designers of all time: Hans J. Wegner.

The creative partnership began in 1949, when Carl Hansen's son Holger Hansen took a chance on the then-unknown designer, and Wegner developed a successful furniture series that included the now-iconic Wishbone Chair.

This collaboration and the many that followed demonstrated what can be achieved when unprecedented design and uncompromising production come together.

In the 1950s, Wegner emerged as a driving force in the international success of the Danish Modern design movement. He has since become Carl Hansen & Søn's best known and bestselling designer, his works becoming widely recognized as modern classics and treasured collector's items around the world – and his legacy remaining an essential part of the company's DNA.

Today, Carl Hansen & Søn continues to work closely with the Hans J. Wegner Studio and is the world's largest producer of Wegner's furniture, manufactured in Denmark.

### PASSIONATE CRAFTSMANSHIP

Through the years, Carl Hansen & Søn has maintained a strong focus on preserving Danish design classics while continuing to expand our collection to represent influential new designers. Our goal: to gather the best, most iconic modern furniture designs under one roof.

Through the years, Carl Hansen & Søn has maintained a strong focus on preserving Danish design classics while continuing to expand our collection to represent influential new

designers. Our goal: to gather the best, most iconic modern furniture designs under one roof.

We produce important works by the renowned mid-century Danish masters Hans J. Wegner, Ole Wanscher, Frits Henningsen, Arne Jacobsen, Kaare Klint and Poul Kjærholm, working closely with their families and studios to ensure absolute adherence to their visions.

We also partner with contemporary designers who uphold the core Danish Modern principles of simplicity, functionality and craftsmanship while breathing new life into modern spaces.

These collaborations are rooted in shared respect for thoughtful design and production, and in perspectives that bring new dimensions to our portfolio. Our partnerships with the design duo Strand + Hvass, the designer Thomas Bo Kastholm, multidisciplinary artist Naja Utzon Popov and designer Anker Bak – modern Danish visionaries who have embraced the legacy of the great designers before them to create tomorrow's classics – embody these values.

Carl Hansen & Søn's recent international partnerships with Japanese architect Tadao Ando and the Austrian design trio EOOS have expanded our collection with works that reshape their categories and highlight their designers' creative edge, ability to push the latest technologies to new limits, and focus on marrying innovation with sustainability.





## OUR COMMITMENT TO SUSTAINABILITY

Along with working with the very best designers and the finest materials, Carl Hansen & Søn has a long-standing commitment to driving sustainable development.

During every step of the production process, we are working to create both big picture strategies and simple, everyday solutions that help us care for people and for the planet. From investing in the most modern and energy efficient equipment to the ambitious goals we set for our production practices, we are striving to leave behind nothing but beautiful furniture and a legacy of uncompromising craftsmanship.

In our manufacturing facilities, we work continuously to ensure healthy, safe work conditions for our dedicated craftspeople. When it comes to production, we use responsibly-sourced materials and processes that protect our customers, our team, and the environment.

Additionally, we purchase wood from responsibly managed forests and sawmills with which we have long-established relationships.

In fact, we use nearly every bit of wood we source, repurposing the little scrap that remains as fuel in a district heating

plant that provides warmth to more than 400 local homes in Gelsted, Denmark.

At Carl Hansen & Søn, we believe that one of the best strategies for sustainable living is to make and buy things that last, which is why we use the best materials and craftsmanship in everything we produce. Our products are crafted to last a lifetime and our hope is that they will be passed down and enjoyed for generations. To encourage this, we provide highly-skilled, in-house repair and refurbishment services. This way, after decades of daily use, even the most well-worn, well-loved piece of furniture can be restored and made ready for many more years of practical enjoyment.

Carl Hansen & Søn is certified to produce FSC-certified furniture (FSC-C135991).

## FOCUS ON SUSTAINABILITY

In addition to working with the very best designers and the finest materials, Carl Hansen & Søn has been committed to sustainable development for many years. Read 3 short stories here about how we at Carl Hansen & Søn work with sustainability in different ways.

## **ON A JOURNEY TOWARDS ENVIRONMENTALLY CERTIFIED WOOD**

Alongside working with some of the most innovative designers and high-quality materials, Carl Hansen & Søn has a long-standing commitment to driving sustainable development.

We are committed to using only environmentally certified wood by 2025, thereby ensuring that the wood we source comes from responsibly managed forests and sawmills. Today, we have more than 75 design icons available in FSC™ certified wood (FSC C135991) and we are continually working to include more. Newly launched Carl Hansen & Søn designs are always crafted in FSC™-certified wood.

By sourcing FSC™-certified wood, we ensure that forests are responsibly harvested, while protecting other plants, the animals of the forests and the people working in and living off the land. This is our commitment to the future of the planet - crafting quality design that lasts for generations, made from sustainably sourced wood.

Carl Hansen & Søn is certified to produce FSC™-certified furniture. Up to 90% of the wood we use in our products is FSC™-certified. The remainder derives from non-certified sustainable forestry.

## **USING EVERY PRECIOUS GRAIN**

Wood is a precious natural resource, and we are committed to using every piece and little scrap to its fullest. Our furniture is crafted from solid wood into iconic design pieces. Residue wood is inevitable, but we are using everything left-over to its fullest. Larger pieces of residue wood are crafted into beautiful wooden pieces, such as cutting boards and other home accessories.

The scraps and sawdust that remain are repurposed in a district heating plant that provides heating to our own production facilities and to more than 400. local homes in our hometown of Gelsted, Danmark.

Challenging how we use our resources has sparked creative ideas which have allowed us to become more sustainable in our production, while passing on a sustainable legacy of craftsmanship – one iconic piece at a time.

Cutting boards and other accessories are made from left-over materials from the furniture production.

## **INVESTING IN THE FUTURE OF CRAFTSMANSHIP**

High quality furniture craftsmanship has always been dependent on the passion and dedication of skilled craftspeople. For centuries, the skills of master furniture makers have been developed, refined and passed on through apprenticeships.

Since 1908, countless apprentices have started their careers in the Carl Hansen & Søn workshop, learning from experienced master carpenters and joiners. Today, the role of apprentices continues to be an essential part of preserving traditional craftsmanship.

In our production, we rely on the unmatched skills of our craftspeople at every step of the process. Therefore, we believe that investing in the young apprentices of today is the best way to ensure the legacy of Danish furniture design and craftsmanship in the future.

In 2019, we introduced The Lab, a new mentor-guided program intended to supplement the time apprentices spend learning on the production floor. The Lab provides opportunities to learn at a slower, less production-focused pace, so that apprentices can ask questions, study specific skills and tools, and work together with their mentors and peers to develop collaborative and problem-solving skills. With our apprentice program, we believe that we are not only preserving design icons, we are also investing in the future of quality craftsmanship.

# ABOUT NAVETTA

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Navetta designs and manufactures premier lecture room and auditorium furniture with a focus on striking aesthetics, meticulous engineering and unparalleled value.

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# STORIES OF EXCELLENCE IN CRAFTSMANSHIP WITH DARRAN

## History and Philosophy

"True to Craft", three simple words that have been the foundation of our business since 1977 when Randy Hollingsworth founded DARRAN. His belief was that customers are best served when they can get exactly what they want with reasonable lead-times at prices that make sense for businesses large or small. The concept today doesn't seem too crazy, right? Why wouldn't you be able to get what you want? But in the 70's and 80's manufacturing was centered on large scale repeat production runs to decrease inventory and maximize production efficiency. Ask nearly

any manufacturer at that time to change from what they made as standard product and responses were typically a quick 'no' or a 'sure we can do that, just quadruple the price and add 26 weeks to the lead-time'. So for Randy's idea of structuring a factory around a build-to-order manufacturing process to offer mass customization was innovation of process mixed with craftsmanship and a large topping of risk. Fast forward over 40 years and our true to craft build-to-order process using only the best materials allows us to give customers exactly what they want... beautiful products built to last made in High Point, North Carolina.

**COVER STORY:  
DARRAN**

Randy's love of furniture and passion for innovation has passed along to both of his children who now lead the second generation family owned company with Jennifer Cashion, President and Jeff Hollingsworth, Vice President of Sales. Through their leadership, true to craft remains a cornerstone of what we do today as our team of furniture makers obsess over product quality and design because that is what our customers truly appreciate. Says Cashion, "We embody true to craft as a core component of our business model each day and have held to this for over 40 years. We will continue to invest and believe in DARRAN's team and in our community."

To achieve excellence in manufacturing, to be true to craft, we take an approach that begins with our initial product development process and continues throughout the lifecycle all DARRAN products. We focus on our people, robust processes, thoughtful innovation, longevity of product design and how the decisions we make will positively impact sustainability for our environment.

### **Our People**

True to craft starts with our people. High Point is the furniture capital of the world with generations of families working in the furniture industry. Our skilled craftsmen take great pride in the work they do every day and their commitment to making quality products is evident in each product they touch. We proudly manufacture all our products in the USA sourcing 75% of our materials from within 100 miles of our plants supporting many local companies and their families.

### **Robust Processes**

Robust processes assure our true to craft philosophy enhances product quality so the result of each product is excellence. Building products to a customer's exact specifications requires stringent processes and an attention to detail that is part of our culture and who we are. The history of manufacturing knowledge across our team allows us the flexibility to modify product to suit a customer's needs and provides extensive depth of line within all collections. We pivot quickly based on customer requests to deliver consistently what customers expect when selecting DARRAN as their solution.

### **Thoughtful Innovation**

We started our company with innovation and continue to believe thoughtful innovation, whether in new product solutions or materials, is key in delivering 'true to craft' value for customers. Partnering with talented product Designers around the globe keeps DARRAN current with workplace trends. Our Best of NeoCon award winning Honey workspace system designed by Mark Muller and Christopher Wright is an example of this successful partnership. The biophilic design of Honey addresses the needs of individual users, their varied work styles, privacy, and well-being. The space-efficient 90\* and 120\* planning grid creates a flowing geometry that meanders through a room with endless possibilities. Honey panels are soft and rounded with compound curved surfaces with a panel height of 55" giving the right amount of visual and sound privacy without overwhelming the space. Improved air quality is achieved through elevated panels that allow for proper heat dissipation. Honey offers open and closed collaborative zones, meeting spaces, lounge, or desking in sitting, standing, or height-adjustable adapting to the way you work.

Thoughtful innovation also occurs with materials. For example, pandemic related cleaning protocols were necessary to provide higher levels of safety as workers return to the office. Unfortunately, most wood furniture finish standards weren't engineered to withstand the cleaning chemicals now being applied to all work environment surfaces.

We quickly addressed this by immediately partnering with our global leader in wood coatings to introduce Welltech Urethane Finish, a coating that exceeds today's cleaning protocols, environmental standards, indoor air quality and assists with LEED requirements. Welltech Urethane Finish provides a superior high-end coating that offers chemical resistance throughout the product's life. Welltech can be disinfected with Clorox (undiluted), Virex, EcoLab, Lysol, H2O2, Rubbing Alcohol and can withstand hand sanitizers. It will also protect against water spots from spills or glass rings, heat marks from pizza boxes or hot coffee, as well as providing excellent resistance to scratches and indentations.

### **Longevity of Product Design**

We understand 'true to craft' also means only using high-quality materials to assure long-lasting, durable products for the active office environment. The durability of the wood structure is ensured by using only Premier Medium Density Fiberboard (MDF) and Particleboard. Wood cleats, metal brackets, wood dowels, and glue are used in combination to assemble the products securely. Hardware items such as drawer pulls, glides, and drawer suspensions meet stringent testing standards and are sourced from reputable suppliers with proven performance. We are committed to maximizing the useful life of our entire product portfolio and diligent about how we design and engineer our furniture to withstand the daily rigors of an active workspace.

### **Sustainability for our Environment**

True to craft also means we implement sustainable practices to protect our environment for future generations. We invest in IAQ certifications and BIFMA/ANSI testing to ensure our products meet and exceed the requirements of our industry. We have achieved BIFMA Level 2 in the past and continue to practice the fundamental requirements of BIFMA Level 2, including the take-back program, recycled content calculations per product, chemical management,

reduction, durability, recovery, and waste. Our veneer, laminate and guest seating products are MAS Green Certified and contribute to LEED credits. Customers have the ability to substitute core, veneers, laminates, or accents using their preference for environmentally friendly materials.

We have implemented programs and participate in ongoing industry manufacturing research to promote sustainable forestry and protect resources that our business and our environment depend on for survival. Our wood facility can generate zero waste by using scrap raw materials that are chipped and turned into energy.

*"We prioritize sourcing local, using recycled materials, minimizing waste, and using only the best materials to build our products."*

**- Jennifer Cashion, President**

**DARRAN®**

*Pillow collection on Hightower Studio Kona Sofa*



Two award-winning, women-owned design companies have launched their first collection of interior accessories; Hightower Studio x Casework pillows will be revealed to the design community at Neocon 2022, held at theMART in Chicago, June 13-15.

The charming, unexpectedly-shaped throw pillows include a Hightower Studio collection, consisting of 4 styles for the contract furniture market and 6 Casework styles for residential and contract clients. A limited number of Casework pillows are available to pre-order starting June 13, exclusively through Design Milk, the modern design, digital media, and eCommerce source for interior and architectural trade and consumer industries. The contract furniture market can specify Hightower Studio x Casework pillow designs later in June on the Hightower website, [hightoweraccess.com](https://hightoweraccess.com).

A beautifully modern lineup of fabrics was selected for the

Hightower Studio x Casework pillow collaboration giving clients a wide range of colors and textures from which to choose for all the unique shapes and sizes. Hightower's expert sewing and assembly teams, based in High Point, NC, produce the collection. The pillows feature a double stitched seam, an extra, thoughtful detail not typically added to accessory pillows. Each pillow has a small leather label sewn into the corner with Casework and Hightower Studio logos; an unexpected and tasteful finishing touch.

Interior Designer and founder of Casework, Casey Keasler reflected on her childhood inspiration for the new pillow collaboration saying, "I grew up sewing, starting with clothes. As an adult with my own place, I began working in interiors, starting with curtains and pillows. This new collaboration with Hightower feels simultaneously nostalgic and it has also stretched my traditional thinking of what makes a pillow a special piece for individual expression."

## HIGHTOWER



3 Wave pillow on Hightower Savannah

Hightower's Design Director, Shawn Sowers, was closely involved in the design and finish work of the new pillow collection. Shared Sowers, "We talked with Casey about 'what would add to the character of the pillow design' be it the precise corner radius, the upgraded microfiber fill versus foam (so the pillows do not need to be fluffed), an oversized button detail, and proportion of scale. Every detail was considered over a year-long process of research, sampling, refinement, and final fabric selection."



### **Pillow talk with Casey Keasler:**

#### **The Half Moon:**

"I love the 3 sizes of the Half Moon pillow—especially layered in front of one another on a low-back sofa—the smaller front pillow perfectly offsets the larger pillow creating a rainbow effect!"

#### **The 3-Waves:**

"I based the 3-Waves pillow on a long lumbar with smaller sofas, banquettes, or settees in mind. I'm obsessed with the 3-Waves for a queen bed—either in a residential bedroom or a hotel room."

#### **The Round Button:**

"As a child, I remember my grandmother had a dark blue velvet round pillow with a button in the middle in her home. This sweet memory and its 1970s vibe inspired the Round Button style but we gave it more drama by selecting a much larger button detail for the center. It's a fresh, modern take on a nostalgic piece."

#### **The exclusive Design Milk collection:**

"The pillows included in the Design Milk palette are decidedly casual yet sophisticated. They are relaxed in shape and intended to be layered with one another or even paired with a square pillow (the Hightower Studio collection of pillows has rectangular and square). Each pillow is just at home on a neutral sofa, chair, or crisp white bedding as it will be on a boldly patterned chair. Pillows, like art and accessories, create layers of interest, personality, and character to a room. Pillows soften hard lines and create comfort. Foundation pieces can always be more neutral but a pillow introduces something special."

### **About Hightower:**

Since 2003, award-winning, family-founded Hightower has curated a collection of in-house designed and manufactured products, Hightower Studio, while working with a network of international partners including

+Halle, Four Design, Ondarreta, and Swedese. Hightower is led by co-owner & CEO, Natalie Hartkopf, honored with a 40 Under 40 business leader award, and named a 2019 Rising Star by American Business Journals. Learn more and book a tour at one of the US-based Hightower showrooms by visiting [www.hightoweraccess.com](http://www.hightoweraccess.com). Hightower inspiration via Instagram or Pinterest @hightowergroup. Career opportunities and company news can be found on LinkedIn @hightower-group. Hightower is a certified Women Owned Business Enterprise.

### **About Casework:**

Founded in 2015 by Casey Keasler, Casework's portfolio employs a range of ideas, materials, objects, and references - from the unexpected to off-the-shelf. Casework is driven by experience, narrative, and the belief that thoughtful design can be a means of living life to its fullest.

Founder Casey Keasler and her Portland, OR team, work to establish meaningful interiors as well as a foundation for growth and possibilities for all involved. No matter the project size, the Casework team considers it with passion and attention to detail—not just filling a space with pretty things, but making sure each project tells a unique story. Listeners, managers, detectives, therapists, advocates, and visionaries; at the root, Casework is a team of designers looking for meaning in the work they produce.

**About the Hightower NeoCon showroom, a design collaboration with Casey Keasler and Casework:** Hightower followed up their 2019 Best Small Showroom and Best in Competition awards from IIDA by partnering again with Interior Designer Casey Keasler and her team at Casework, to transform the Chicago showroom for 2021. The redesign gave visitors a provocative new interpretation of the US-based brand, frequently associated with a modern, Scandinavian aesthetic. Color and texture were layered throughout the space, translated through patterns such as faux flora with a vibrant tropical print and paired with natural dried elements. Dramatic touches like trompe l'oeil wallpaper, rich velvets, and wools were unexpectedly partnered with botanicals. Hightower and Keasler exchanged the 2019 neutral palette for a more saturated one, embracing deep garnets and blush velvets, contrasted with details of brass, rich browns, and textured creams. The result was another IIDA win in 2021, for both Best Small Showroom and Best in Competition.

The logo for Hightower, featuring the word "Hightower" in a bold, orange, sans-serif font with a registered trademark symbol (®) to the upper right of the letter 'r'.



# CRAFTSMANSHIP WITH IRON AGE

*Carruca Desk*

“The American Dream” is a phrase spoken often. Its definition is fluid, but, perhaps most simply, it can be defined as the belief that anyone, with enough hard work and dedication, has the potential to reach success. Some say that The American Dream is a relic of the past, an aspiration that’s no longer achievable. For Sean Dineen, CEO of Iron Age Office, that sentiment couldn’t be further from the truth.

After graduating from Sheffield Hallam University with a Graphic Design Degree, Sean set out for America to pursue his passion of Soccer. He began coaching youth soccer camps, living with a different host family each week. Eventually, he ended up in the home of the Stephens family. Michael Stephens, father of the family, became fast friends with Sean. As the owner of Southern Machine & Fabrication (SMF), Michael possessed an interest in the process of creating. After some conversation, Michael and Sean realized that they shared a seminal passion: craftsmanship.

Upon coming to this realization, the pair began discussing ideas for creating a desk that possessed the high-quality craftsmanship that both men appreciated. The ultimate result of these conversations was the Carruca, a desk that would go on to define the Iron Age look for years to come. With a 1.75” solid maple wood top and carbon steel frame, the Carruca possessed not only a bold look, but also an unwavering commitment to quality. It was a desk built to last a lifetime.

Excited by their design and subsequent creation, Sean began contemplating the idea that people would be interested in having a Carruca desk of their own. Beyond that, the duo considered the idea that a market existed for high quality, durable, modern office furniture. The selection could expand past desks to include conference tables, storage units and even workstations. Once the ideas started flowing, Sean and Michael knew that they’d passed the point of no return. Iron Age Office had been born.

Once the idea for IAO had been established, the pair moved quickly to begin putting the plans into action. Busy with operations of his own company, Michael tasked Sean with running the day-to-day operations of Iron Age Office. Sean, along with a small group of employees, began operating out of a small, unused section of SMF's facility. At first, IAO would fulfill small orders for home offices, typically consisting of a single desk. As time went on, however, the orders grew more ambitious.

Established from the get-go was the mentality that every piece of furniture shipped out of Iron Age's doors must be built to last a lifetime. Sean felt strongly that if the quality weren't the number one priority, the company shouldn't exist. To achieve this standard, all the furniture would be handcrafted. This meant that cutting the wood, welding the metal, and every step in between would be completed by human hands. This commitment would extend the time needed to complete the products, but more importantly, would ensure that every piece received the care and attention it deserved.

Before long, Iron Age had outgrown its space, and in 2017, the team moved into a new facility in Cartersville, GA. This provided them with the space they needed to expand and grow out of SMF's shadow. The additional space enabled IAO to begin fulfilling larger orders. Instead of creating one desk for a home office, the team was now making eight desks for a commercial office space. That's not to say that smaller orders were now being neglected; part of the beau-

ty of Iron Age Office is that it's able and willing to accommodate orders of any size, keeping in line with Sean's original vision.

As the orders grew, so too did the team. Skilled craftsmen, from welders to woodworkers, were attracted to the top-notch products that IAO was producing. As the shop filled with talent, Iron Age's own office also began to blossom with skilled individuals to help manage operations, handle sales, and grow marketing efforts. After a few productive years in Cartersville, Iron Age Office moved up yet again, this time to an 80,000 square foot facility in Kennesaw, GA.

Since the move, growth for IAO has skyrocketed. The company is now capable of fulfilling orders of virtually any size but is still eager as ever to supply products for home offices, just as it did when Iron Age first began. Countless new product additions have also helped to assert Iron Age Office as one of the most flexible and varied manufacturers in the industry. Ultimately, the most important constant for IAO is the commitment to quality. No matter how large a project is, it receives near obsessive levels of care and attention.

For as long as Iron Age manufactures furniture, it will unapologetically raise the standard of quality across the entire industry. Countless brands like Papa John's, Harley Davidson, Jack Daniel's, and John Deere proudly rep IAO furniture, and our extended family grows larger by the day. There's truly never been a more exciting time for Iron Age Office. The best part? It's just getting started.







## JSI – CULTURE, CONNECTION AND CRAFT

We are furniture people. We love bringing designs to life that are inspired by a great story – from the raw material to a skillfully-made product, brought to life with a fierce passion for craftsmanship. It's only fitting that the story and evolution of our company follows much the same pattern.

We come from strong roots. German immigrants skilled in the art of wood working settled in southern Indiana, attracted to the ample hardwood supply and proximity to river and rail transit. They knew one way to work – hard. And they had a savvy to create using the land's resources.

JSI's doors opened in 1876 in what is now the oldest, continuously running furniture manufacturing facility in the United States – still producing our products today. From the first brick and mortar, JSI began producing wood desks and

business quickly took off, attracting other manufacturers to the area. Awarded the first furniture patent in the United States for the Roll Top Desk Curtain, JSI was off to a momentous start. This was just the beginning of furniture making in Jasper, Indiana and it would only grow from here!

With strong desk business in place, seven local businessmen met with hopes of starting a seating company committed to producing long-lasting, quality wood chairs. Dedicated to causes that prospered their native city, these men worked tirelessly to lay the groundwork for a company amidst the economic turbulence of 1929. Thus, Jasper Seating Company was born with a small family of employees alongside their first chair, the "400" – still in the JSI offering today as Americana.

We pay homage to our legacy and still use techniques passed down over the generations, such as steam bending, hand-sanding, and the artistry of tailored upholstery. We are a true manufacturer from the lumber yard and dry kilns to finish and fabrication, with offline inspections and attention to detail every step of the way.

From the sawdust on our boots, to the years of focus on customer, quality, and craft, the most beloved aspects of our history are still embedded into JSI's culture over 100 years later.

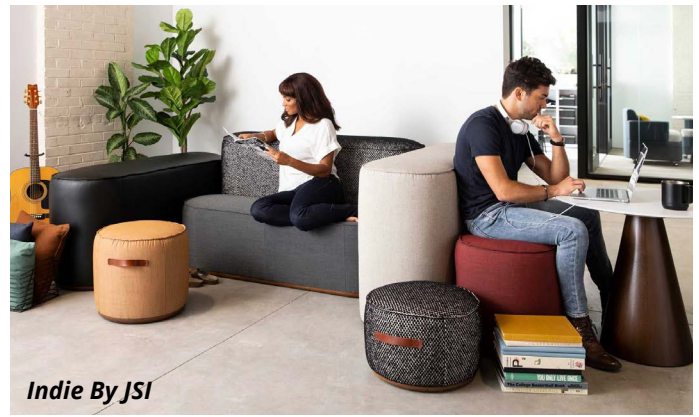
Today, JSI is redefining expectations of quality, design, and craftsmanship. Our legacy of precision and detail are unmatched, and we don't have plans to change that reputation of quality anytime soon.

We are a true manufacturer, creating quality-built products with steps that span from forest to finish. From our own lumber yards and the dry kilns which control precise quality, to our steam bending capabilities (yes, we bend wood!) and efficient plant processes, we can directly impact quality, costs, and lead times.

When we talk craft, we don't only mean the passion and artistry that goes into our products. To us, craft also represents capabilities - the processes we employ, materials used and the personalized service we provide. We hand select solid wood and veneer materials, incorporate precise stitching, pattern matching and hands-on tailoring. We combine small scale, hands-on techniques with high yield production output, meticulously inspecting all products, at every step.

With extensive capabilities - efficient manufacturing + high craft production - JSI offers the best of both worlds. This allows us to operate successfully with large volume runs, maintain an abundance of product collections, keep lead times at a minimum, and even create non-standard, out of the box pieces. Our team of dedicated people across multiple disciplines support a personalized experience and tailor to each project size and scope.

At JSI, it's not enough to have functional, well-built prod-



**Indie By JSI**



**Oxley by JSI**



**Bourne By JSI**

ucts. When your culture is all about prioritizing people, it's reflected in everything you do. That's why our products are beautifully designed to empower people in all the ways they work.

We take the time to listen to what matters to you, and then tirelessly obsess over how we'll fulfill and meet or exceed your expectations. We place people at the heart of everything we do.

**#lovewhatyoudo**



# MARTIN BRATTRUD *by Matt Leaver*

Martin Brattrud can trace its beginnings to the south side of Los Angeles, California in 1946. Initially a furniture frame shop, the company was founded by Frank Martin and Bob Brattrud, two former GIs at the end of WWII. Within a few short years—and aided by technological advancements like readily-available polyurethane foam—Martin Brattrud had expanded from its modest frame shop roots to become one of the most well-respected manufacturers of upholstered furniture on the West Coast. With a reputation for a robust build quality and a meticulous upholstery technique, Martin Brattrud became a go-to resource for some of the most famous interior designers of Southern California in the 1950s, 60s and 70s. Greta Grossman, Arthur Elrod and Steve Chase were among the notable designers that partnered with Martin Brattrud. Firms like Cannell & Chaffin also frequently relied on Martin Brattrud to manufacture their custom creations.

In fact you may have seen a remarkable Martin Brattrud vignette in the James Bond film, “Diamonds are Forever”. The iconic arcing orange sofa and opposing bench appear in

John Lautner's futuristic Elrod House, and are exemplary of Martin Brattrud custom craft of the era. Celebrities such as Clint Eastwood, Joan Kroc, and Gene Hackman all had Martin Brattrud pieces in their homes.

By the 1990s Martin Brattrud had begun to shift its focus toward the contract market. The company's extensive custom capabilities along with their robust build quality made this new market a natural fit. The first iteration of Apple's Infinite Loop Campus in Cupertino, California featured various Martin Brattrud lounge seating and side chairs, and solidified the company's position as a highly-regarded contract manufacturer for product designers and specifiers alike.

In 2007 Martin Brattrud was awarded a defining project with the Dallas Cowboys, outfitting several environments within the new AT&T Stadium. The company's custom capabilities were on full display with banquettes, stools and tables within the Player's Lounge, the Champagne Bar, and the VIP Terrace. This project paved the way for larger public environ

## MARTIN BRATTRUD



ment projects like airports, hotels, higher education, health-care facilities and more across the United States and even internationally.

Though the scope of Martin Bratrud projects has grown dramatically over the decades, the roots of the company remain intact as many things have not changed. Martin Bratrud is still located and manufactures exclusively in Los Angeles. Inspired by the climate, geography, and rich mix of cultures, Southern California is woven into the company's DNA. Design still leads, as the company continues to forge partnerships with some of the most talented designers in the industry. Recent product introductions have been created through design partnerships with industry-leading talent such as Ayse Birsel and Bibi Seck, Studio Gorm, Alyssa Coletti, Brian Graham and Chris Adamick. The reputation for mastery of craft and attention to detail continues to set Martin Bratrud apart. Designers trust that Martin Bratrud will be faithful to their work and execute it to the highest quality.

**“Craftsmanship is the result of thoughtful design, team collaboration and the expertise of our craftspeople. Our team considers every step of the furniture creation process, from conception to installation. Each project is something we are proud of and can't wait for people to use!”**

**- Zachary Manuel,  
Director of Product Development**

And practically speaking, the way operations are set up within the company creates a culture where craft is valued as a top priority. For example, all employees are paid for their time, not by the piece. This eliminates any incentive to take short cuts. Employees are also owners in the company through the Employee Stock Ownership Program. Every employee is also given the authority to stop a product going through production at any point if they notice anything that may not meet quality standards.

Excellence in craft today however means more than just the quality of the finished product. The methods used to create are now held to a much higher standard than they were in the post-war era. Practices must be better for the health of the craftspeople while at the same time less impactful to the environment. Some of the changes the company has made over the years include switching to use only water-based adhesives and stains. Plated finishes have been eliminated. Foam scraps are recycled and used locally to create carpet pads. All of the company's seating and tables are Indoor Advantage Gold certified and the company was recently awarded HPD certification across a range of products. And the manufacturing facilities, still both located in South Los Angeles, have been recently converted to solar power.

Martin Bratrud is proud of their unique position in an industry where craft is highly valued but can be increasingly more difficult to find. Having remained in Southern California for over 75 years, manufacturing at their own facilities with a close network of trusted metal and foam suppliers, Martin Bratrud is able to deliver a product crafted to the highest standards while also being a leader in the industry for responsible and sustainable manufacturing.

**Martin  
/ Bratrud**



# SHERIDAN CONTRACT

## Q & A SESSION

*Sheridan Contract represents select, North American made, contract office furniture manufacturers in the Illinois-Wisconsin territory. Our customer base consists primarily of Corporate/Commercial, Education (K-12 & Higher Ed.), Healthcare (Acute & Long Term), and Government (Local, State, & Federal). We have assembled one of the strongest lineups of manufacturers anywhere. Our customer base is comprised of contract furniture dealers, A&D firms and end-users. Our cross disciplinary manufacturers provide range, flexibility, and custom capability in all market segments. Specializing in office, healthcare, education, senior living, hospitality and government, Sheridan Contract is the ultimate resource in creating any environment.*

**Q: Tell us a little bit about how your rep group got started?**

**A:** Sheridan Contract started in 2003 when two Rep Principals joined forces. Kevin was partner in a Chicago firm and Michelle had her own firm in Minneapolis. We joined forces in Life and Biz, two leaders in their respective markets created Sheridan Contract.

**Q: How has the company changed over the years? How hasn't it?**

**A:** We went from 90% of our business with one manufacturer in two channels to 13 manufacturers in many channels. We have broken into multiple key vertical markets over the past 18 years. We started as mostly Corporate and K12, then became expert in Acute Care (HC), Higher Ed, Local Govt, Senior Living and new markets every year. We started with one manufacturer and slowly added leading industry brands in their respective channels that helped get us into these various silos.

**REP FEATURE:  
SHERIDAN CONTRACT**

**Q: What do you think is the secret to your longevity and success?**

**A:** People. The People on our team, despite our youthful appearance...have over 100 years combined industry experience as Manufacturers Representatives. The People at our North American based and family owned manufacturers from Customer Service to Production to Logistics. People on our team and at our manufacturers are among the best in the entire industry, and we care.

**Q: What makes you most excited about working in the contract and hospitality industry?**

**A:** Never a dull moment. In times like these where literally any link in the chain from Sourcing to Logistics to Installation is prone to disruption at any point, you need Reps that can get to the right People to make the impossible happen. Everyday.

**Q: How do you think your group will evolve over the next 5-10 years?**

**A:** Increased involvement with end users, project managers, A&D, CRE, GC's, and Developers - more of a grass roots/ street level effort on behalf of our Manufacturers to maximize market share and channel penetration.

**Q: If you could use just one word to describe your rep group, what would it be?**

**A:** Specialists.



# KEEPING CONNECTED

With the challenges that 2020 and 2021 brought, it is more important than ever to "Keep Connected" to our clients, friends and colleagues. We have been simply inspired by all of the innovative ways our Rep Group friends have found to do just that! The pandemic hasn't slowed them down one bit, and relationships are still at the center of their strategy.

In the "Keeping Connected" section of Delve Magazine, we will highlight inspirational snapshots of what our Rep Group partners are up to, and how they are finding innovative ways to stay connected to their clients.

We hope you enjoy this new feature, and are inspired as much as we are!



*Pictured are Hayden Rodenbeck, Justin Rodenbeck and Jim Carey (Krug)*

## Rodenbeck

Rodenbeck is one of the sponsors of the IIDA Orange County Fashion show this year being held in a few weeks. Back on June 23rd, we had the "REVEAL" where the Design Teams, Student Teams, and Event Sponsors gathered outdoors to mix, mingle, and begin strategizing for the upcoming Fashion Show. Teams received their theme for their costume and show walk order while enjoying the food and drinks provided by our wonderful community. We are looking forward to see all the amazing collaborations on July 28th! [rodenbeck.com](http://rodenbeck.com)

**KEEPING  
CONNECTED**

# Yellowbox Collective

The event was with Kershner Office Furniture the event was their 'Cinco De Mayo Event' was able to display all my vendors and had a fantastic time and a wonderful response. A Designer at Meyer Design won the Corda Pendant Light from Sossego. [yellowboxcollective.com](https://yellowboxcollective.com)



## e tu interiors

Erin Eneboe from e tu Interiors has been busy this summer reconnecting, and chair shuffling! The e tu showroom is constantly changing, and it is getting re-organized thanks to our summer intern Laynie. Some big news came this Spring, based on input from our design friends e tu Interiors launched "e work"! <https://etuinterior.com/e-work/> Last, but not least we have a new website that showcases resources from all our mfg partners, and a new blog. Celebrating 5 years in business this year, and excited about the future! [etuinterior.com](https://etuinterior.com)





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