

NEW SPECIAL-T

JUNE 2025



THE NEW SPECIAL-T

A Mission-Driven Brand, Evolving for What's Next

NeoCon

Design
Ahead

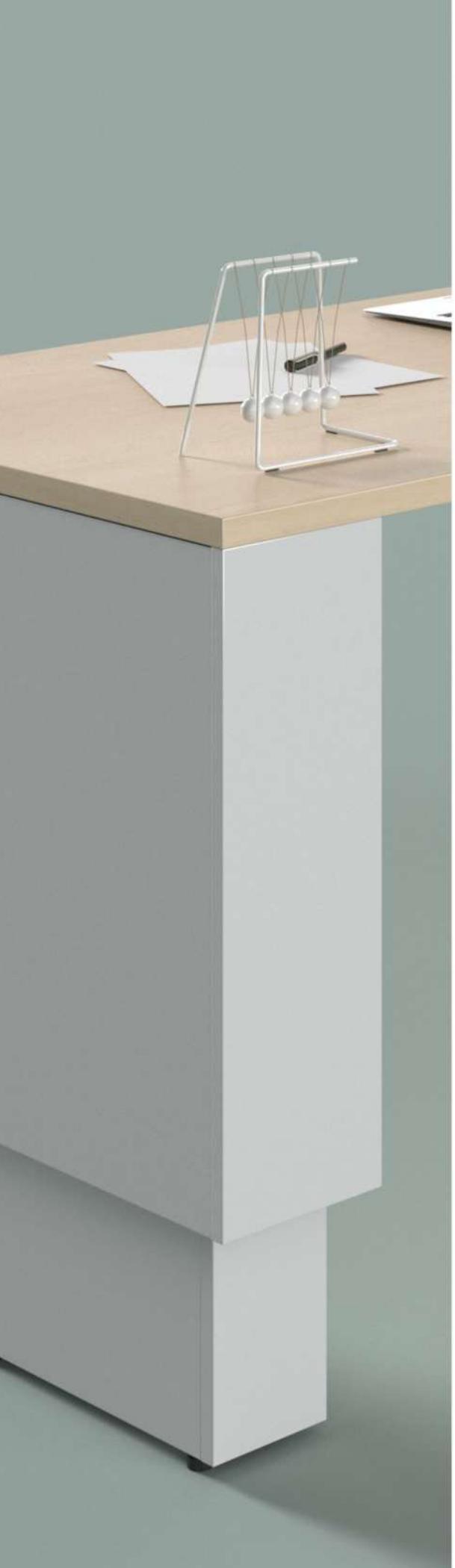
June 9-11
2025

The Mart
Chicago

NeoCon® is a registered trademark of Merchandise Mart Properties, Inc.

neocon.com

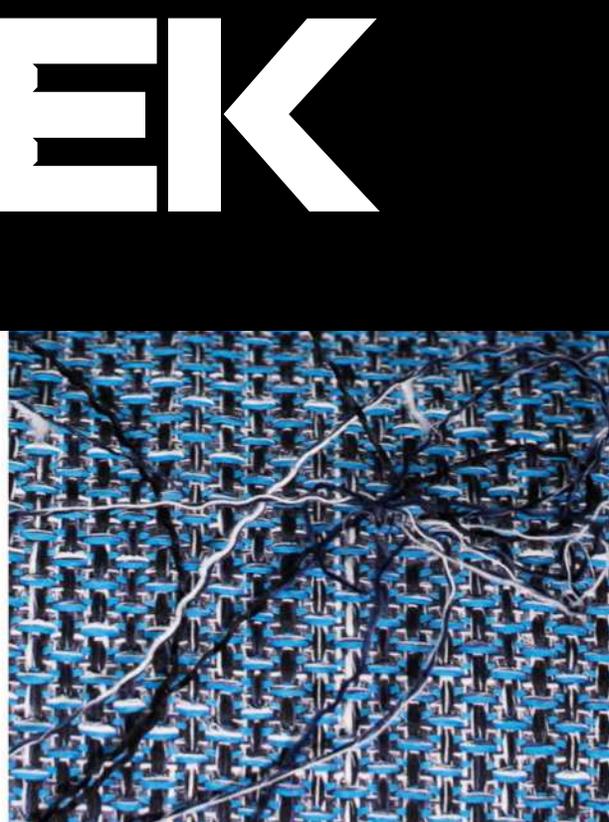
Produced by:
THE
MART





NEOCON 2025

SNEAK PEEK





It's All About the Moxie.

A company that has survived for 120 years is a remarkable testament to resilience, innovation, and adaptability. Staying relevant for over a century means navigating immense changes—wars, economic shifts, technological advancements, and evolving customer needs. It's fascinating to think about the stories embedded in its history—the pivotal moments, the challenges overcome, and the people who shaped its journey. Companies like these often become symbols of stability and legacy, something rare in an ever-changing world.

And that's where Indiana Furniture comes in. As the company celebrates its 120th anniversary, it continues to forge ahead with undeniable craftsmanship and new products that support the collaborative spirit of today's working spaces. They call it having Moxie. We call it a must see at NeoCon.

Join Indiana Furniture at The Mart, Suite 1042, during the show to experience their recently opened Chicago Design Studio. It's a destination for smart design coupled with modern practicality. Take in the beauty and flexibility of their latest introductions and be inspired by their new product configurator. Then, before you call it a day on Monday, join them at 3:00pm as they celebrate 120 minutes for 120 years.



Indiana

FURNITURE



Let's Party:
Monday, June 9
3—5 PM
Suite 1042
During NeoCon
@ The Mart





70 Years of Design Excellence

As Groupe Lacasse approaches 70 years of design excellence, we continue to shape the future of workspaces with innovative, stylish, and adaptable furniture solutions.

This year at NeoCon, we're proud to unveil the latest evolution of two of our most beloved collections: Concept 400E and NEX, now with height-adjustable desks.

These new additions blend ergonomic performance with the high-end design and functionality our clients know and love. Whether you're building an executive suite or a dynamic team environment, our height-adjustable solutions are built to move with you.



Concept 400E remains a go-to for its value and versatility and is now more flexible than ever. With an extensive range of forms, components, and finishes, Concept 400E empowers you to customize your surroundings to reflect your unique vision.



NEX embodies modern executive design with its bold asymmetry, dynamic volumes, and striking architectural aesthetic. Crafted with premium materials and a meticulous attention to functionality, NEX is more than furniture - it's a statement of leadership.

Join us at NeoCon this June to experience these new launches firsthand—and see how Groupe Lacasse continues elevating the workplace experience with purpose and passion.



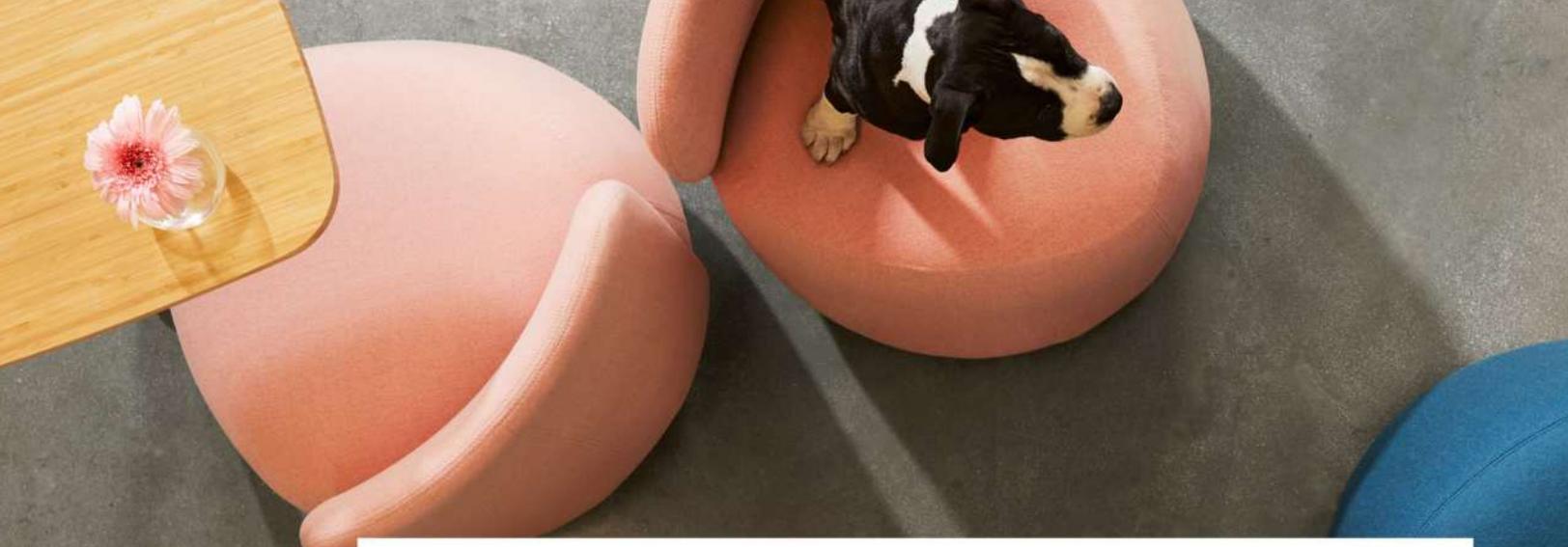


GROUPE

LACASSE

Merchandise Mart, Suite 1000
grounelacasse.com



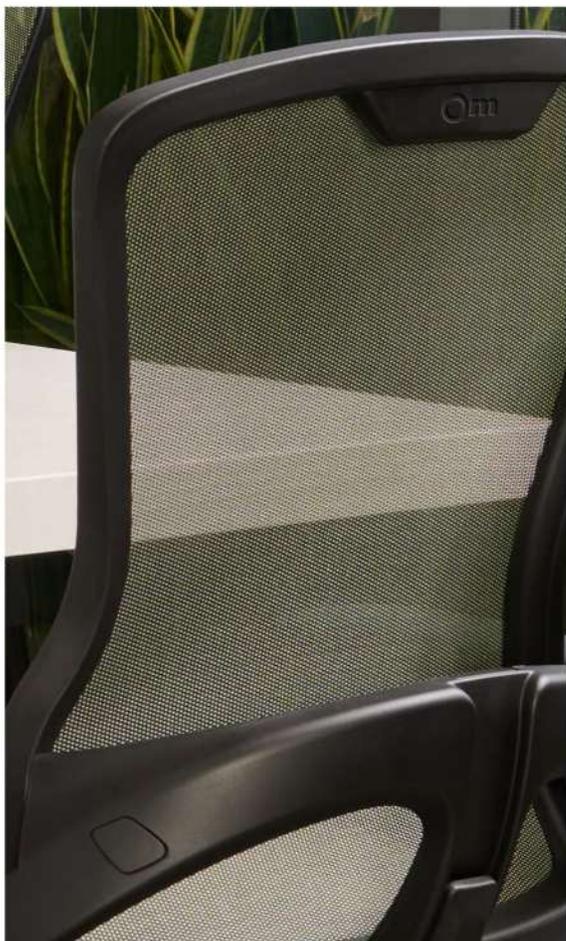


welcOMe friends!

At OM Seating, we're all about giving our customers choices—because hey, everyone's wonderfully different. Some of us love customizing every detail without the fuss. That's why, this year in our Storyspace, we've grouped our chairs into 3's—a trio of chairs, highlighting **3 Great Things** about each one.

From the attractively priced CE2 to the tools-free swappable seat OM5®, or the activate “Any Space” Plot Twist®... with our simple focus on 3 Great Things, we hope you'll experience that “Aha” moment and think, **This Must Be the Chair!**

Come explore the possibilities. And by the way, chairs aren't the only things you can customize here—**join us in our showroom and customize your very own OM-exclusive bag!**





omseating.com | connect your story

**TRY IT.
FLOOR 11
SUITE 106**

**THIS MUST
BE THE
CHAIR.**





The Kaleido Collection by Concertex Redefines Performance Fabrics

Inspired by the transformative beauty of light seen through a kaleidoscope, the Kaleido Collection celebrates the power of perspective—how a subtle shift can change everything. At its core, the collection challenges the outdated notion that sustainability compromises performance in textiles. Instead, it re-imagines high-performance upholstery through a more responsible lens.

The Kaleido Collection features innovative textiles such as Ellipse and Gem, bio-attributed silicone hybrids, Montage made from recycled olefins, and Hue, a performance cotton. By blending natural materials with advanced engineering, these textiles deliver exceptional durability, bleach-cleanability, and bold, modern aesthetics.

It proves that sustainability and performance aren't at odds—they're a powerful duo. Concertex redefines what's possible with this collection, demonstrating that when we look at the world differently, we design it better.





Concertex

The Mart, Showroom 10-103



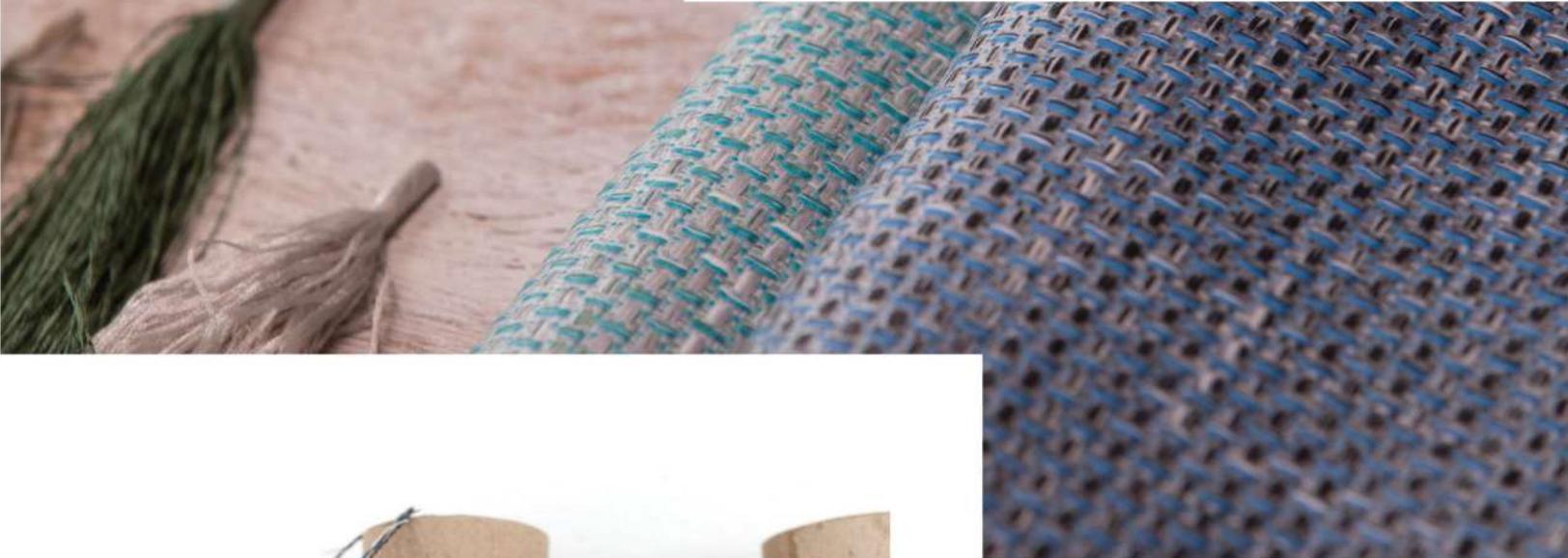


Tekloom®: Meet The World's Toughest Woven Fabric

Tekloom® is an award-winning textile innovation that bridges the gap between woven fabrics' beauty and coated materials' durability. Tekloom® fuses woven beauty with coated durability using proprietary TPE technology, creating a liquid barrier on the surface that withstands over one million double rubs. Its ink, oil, and stain-resistant properties, bleach-cleanability, and compatibility with over 20 healthcare cleaners make it ideal for healthcare settings. Free from harmful chemicals like Red List chemicals, PFAS, and formaldehyde, Tekloom® meets the rigorous industry standard of CAL 01350, ensuring low VOC emissions for improved indoor air quality.

Merging innovation, performance, and environmental responsibility, Tekloom® sets a new benchmark for sustainable, long-lasting, and design-forward textile solutions. Its trusted partnership with leading brands—including Architex, Carnegie, Concertex, Knoll, Luum, Mayer Fabrics, Pollack, and Wolf Gordon—underscores its position as a next-generation material redefining performance textiles.





tekloom.†

Our distributors:

Wolf Gordon | Mart 10-161

Mayer | Mart 1173

Concertex | Mart 10-103

tekloomfabric.com

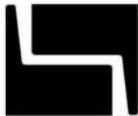


Where Timeless Craftsmanship Meets Innovation

Experience a curated selection of traditionally styled, high-end furnishings proudly built in the USA. This showroom highlights American-made excellence with a focus on enduring design, superior materials, and meticulous craftsmanship.

Every product is thoughtfully designed to bring refinement and functionality to professional and commercial spaces. Rooted in heritage and built to last, the offerings reflect a commitment to quality and tradition. With an emphasis on durability and elegance these pieces provide a distinguished foundation for any elevated environment.





cabot wrenn

Merchandise Mart, Suite 10-147
cabotwrenn.com

Celebrating the Power of CONNECTION

Our industry runs on the relationships we create and maintain, so join us in exploring the ways our rep friends stay connected. Want to be featured? Send your images and info to Abby Koesterman at abby@myresourcelibrary.com!





+ Altitude Resource Group



+ Contract Office Reps



+ ContractSource



+ OC DESIGN CONNECT Contract Office Reps



+ McKearney Associates



The background of the page is white, decorated with various colorful, irregular geometric shapes in shades of orange, teal, light blue, light green, and lavender. These shapes are scattered across the top and right sides of the page.

What makes Safco unique?

Our product offering can work for just about any budget and environment to deliver what matters most—increasing engagement and innovation.

Visit us at Neocon to learn more | The Mart 1054A

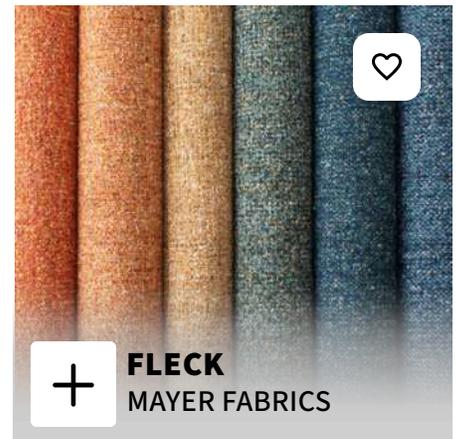
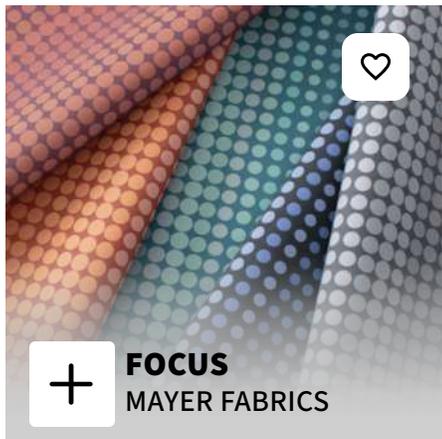
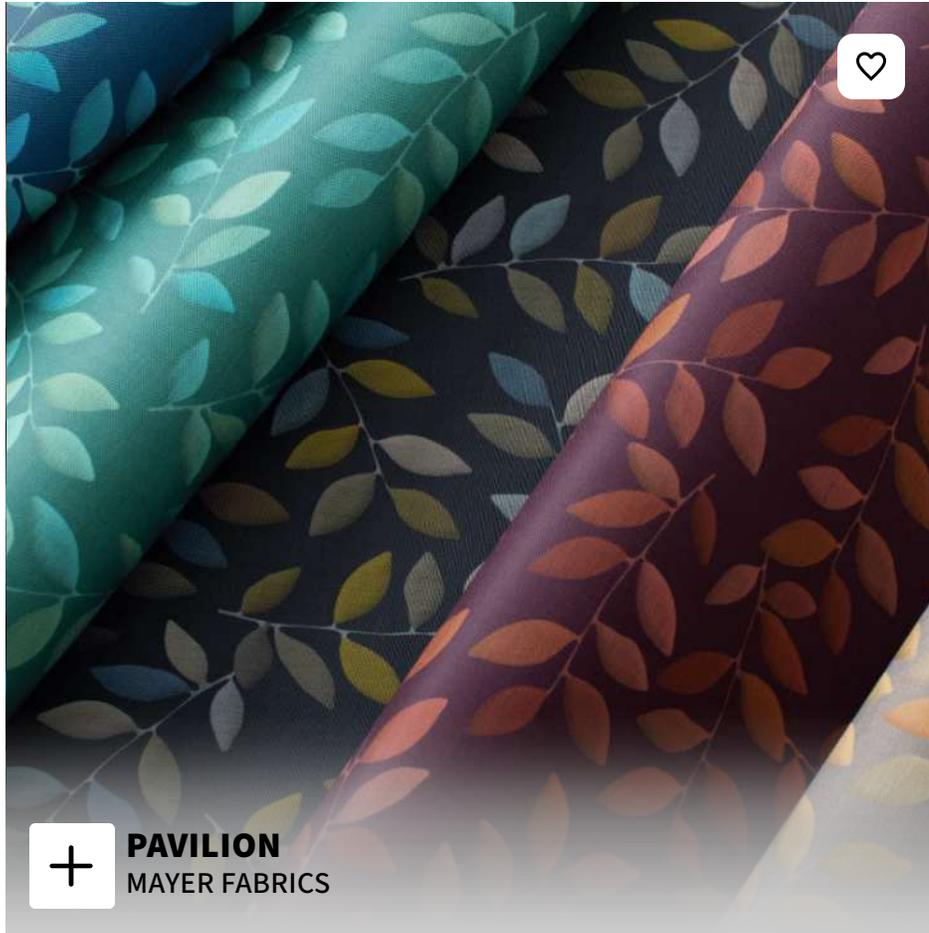
SAFCO[®]

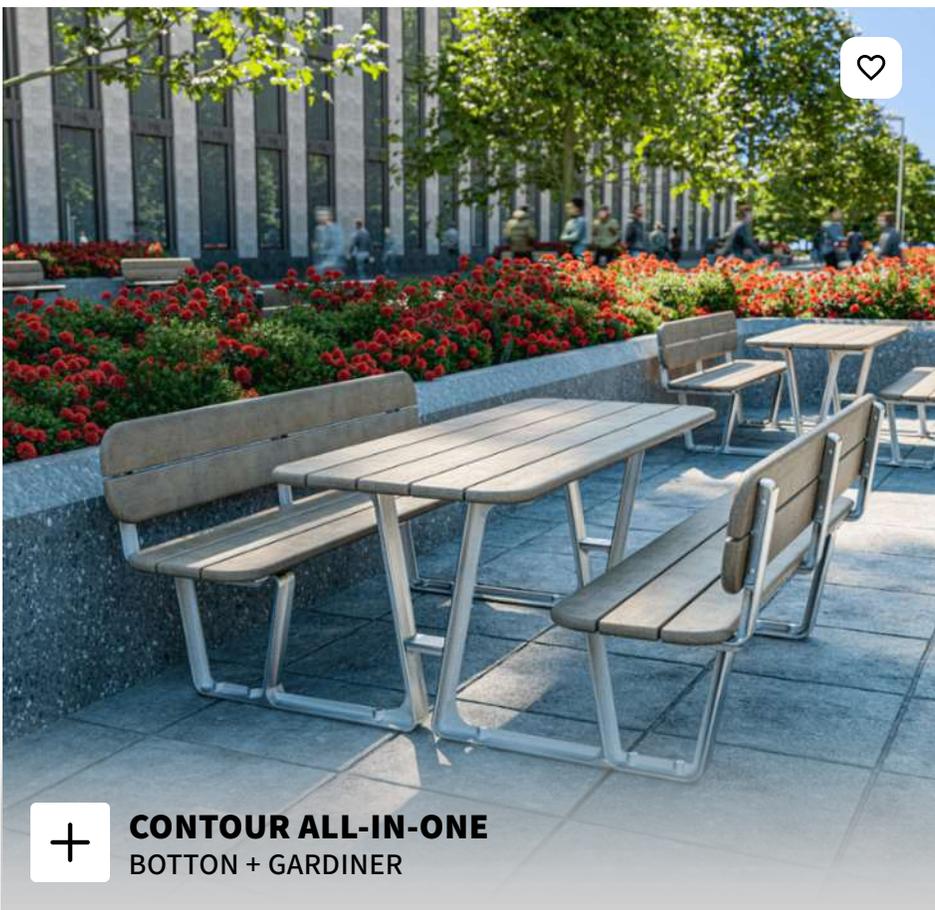
safcoproducts.com

LATEST PRODUCTS

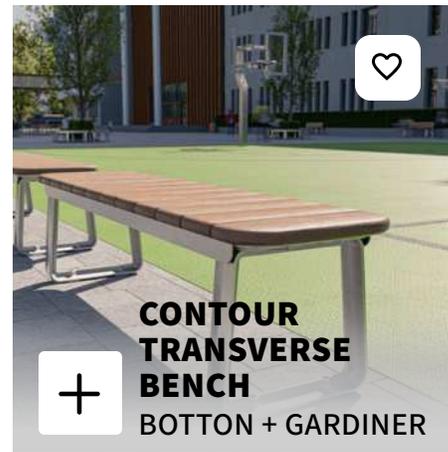
ON THE SHELVES

See something you love? Tap the heart to curate a collection of products that you'd like to request a sample of or more information!

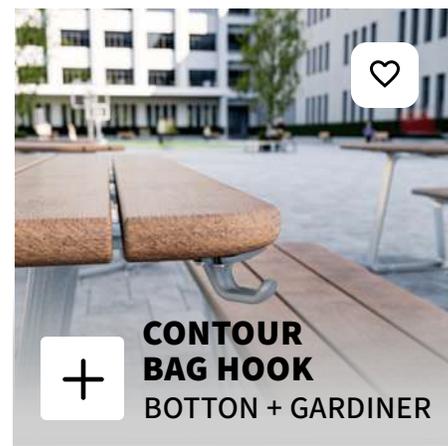




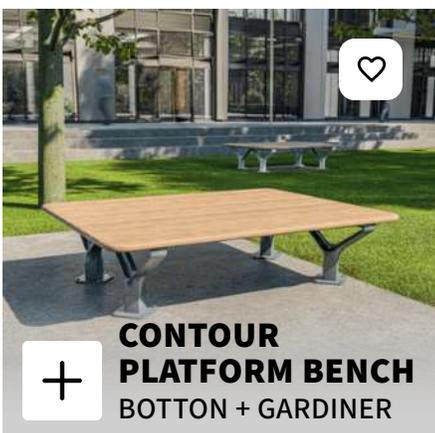
+ CONTOUR ALL-IN-ONE
BOTTON + GARDINER



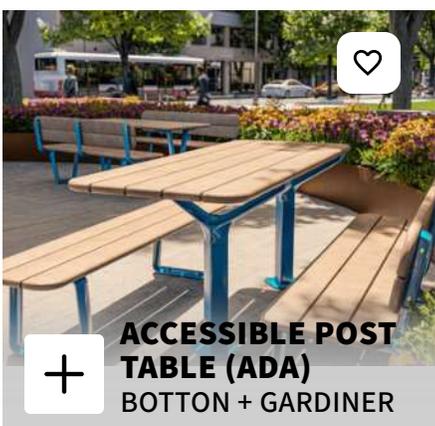
+ CONTOUR TRANSVERSE BENCH
BOTTON + GARDINER



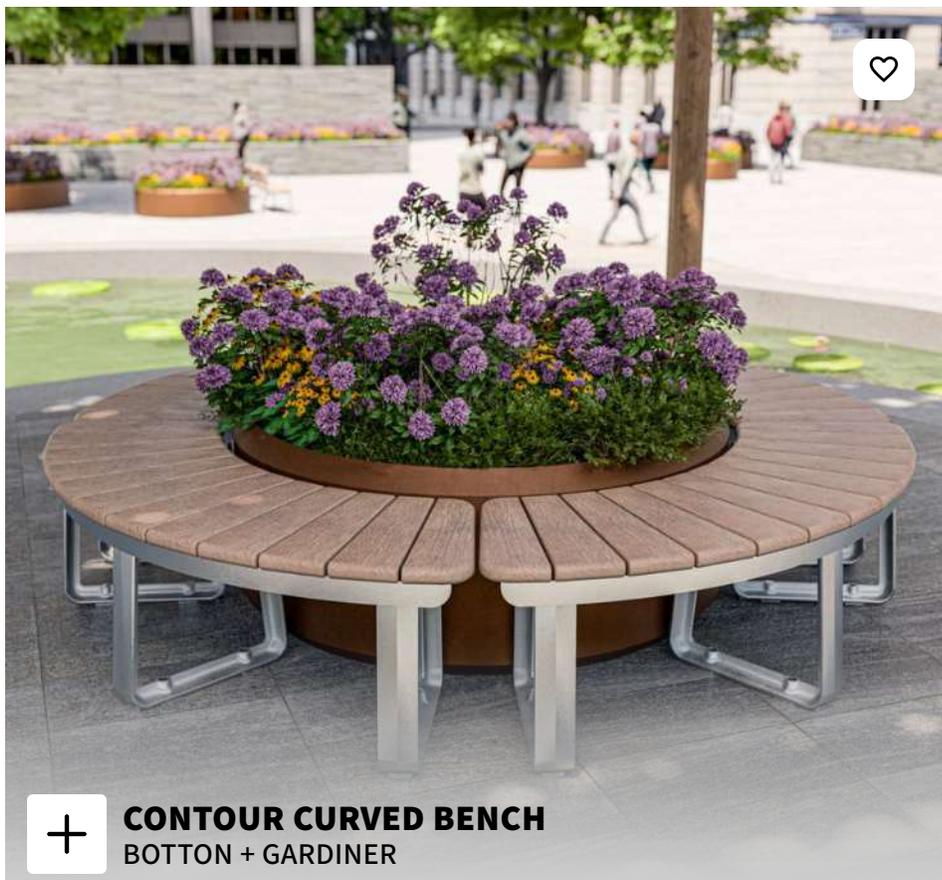
+ CONTOUR BAG HOOK
BOTTON + GARDINER



+ CONTOUR PLATFORM BENCH
BOTTON + GARDINER



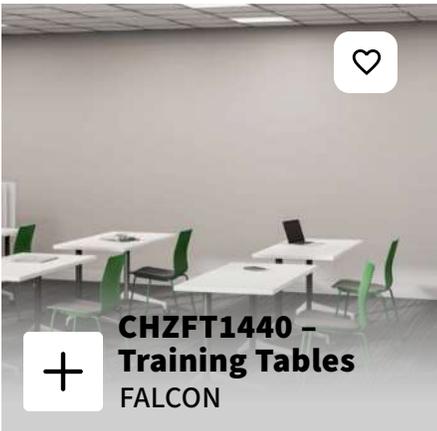
+ ACCESSIBLE POST TABLE (ADA)
BOTTON + GARDINER



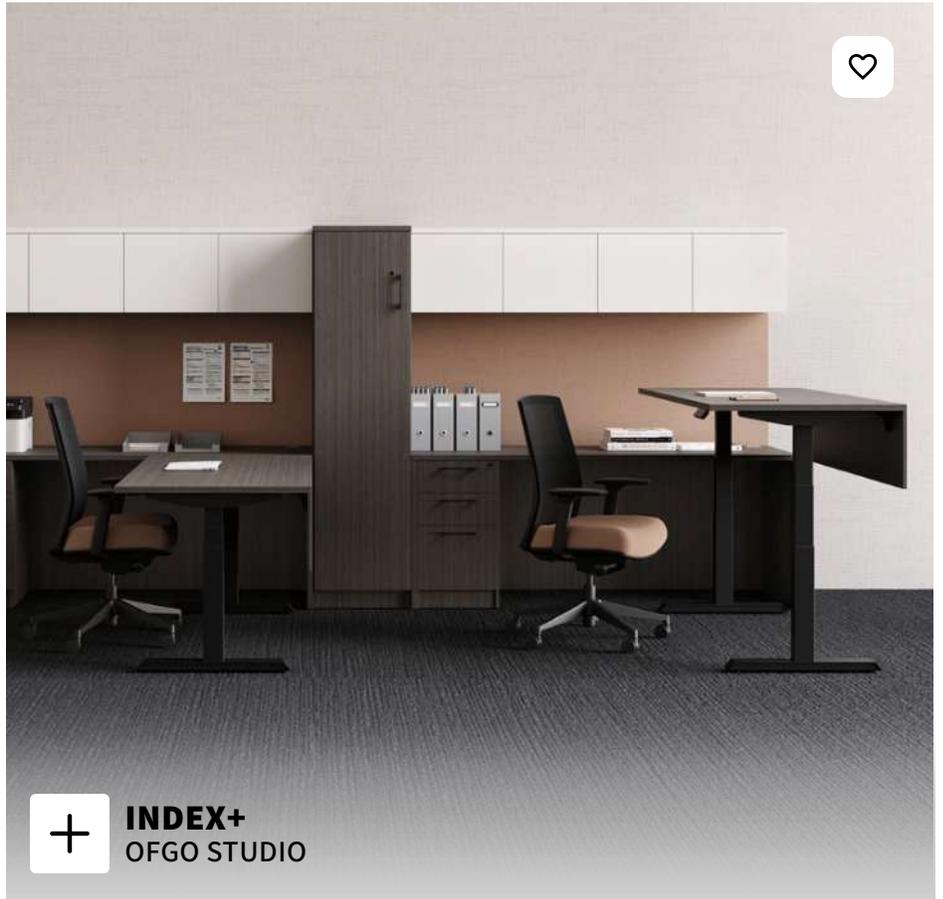
+ CONTOUR CURVED BENCH
BOTTON + GARDINER



**CHZFC1440 -
Training tables**
FALCON



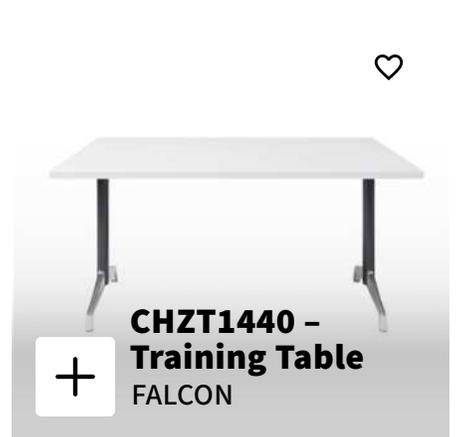
**CHZFT1440 -
Training Tables**
FALCON



**INDEX+
OFGO STUDIO**



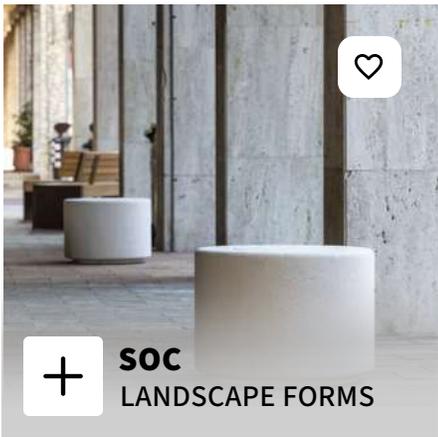
FOCUS 2.0 POLYMER BACK
SITONIT



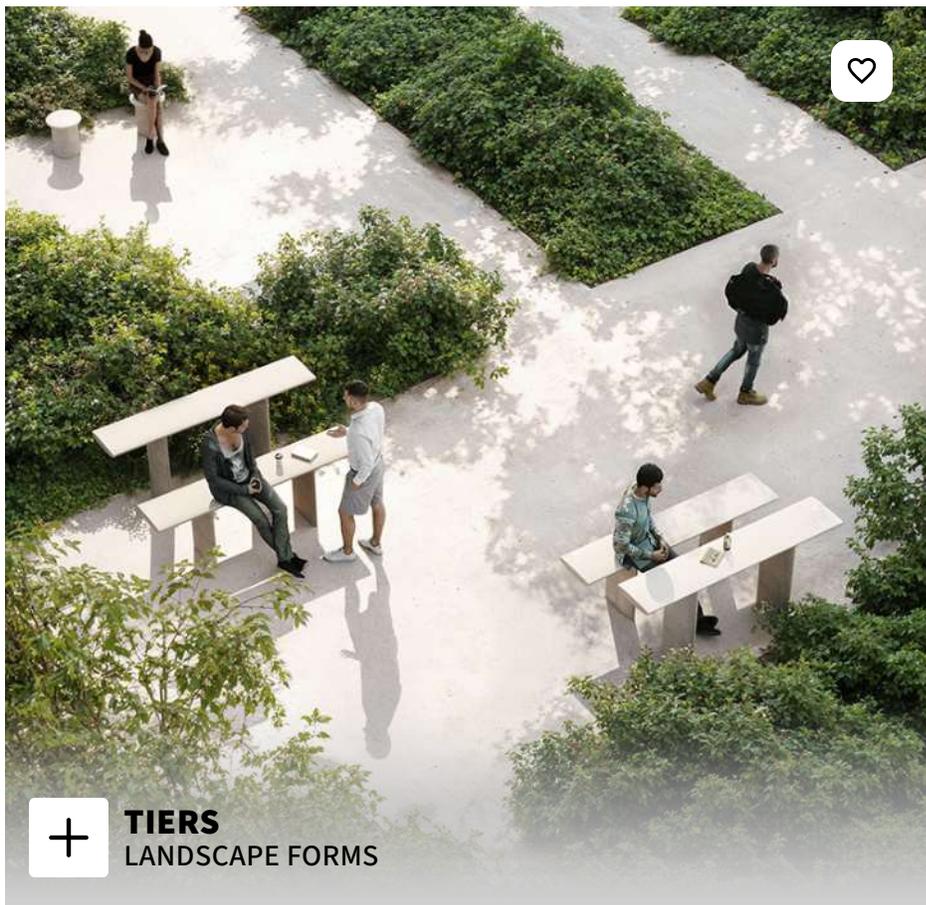
**CHZT1440 -
Training Table**
FALCON



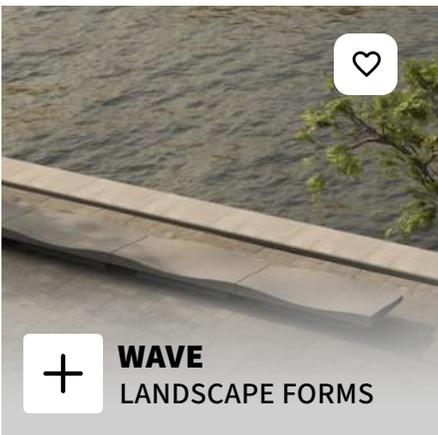
**CHZC1440 -
Training Tables**
FALCON



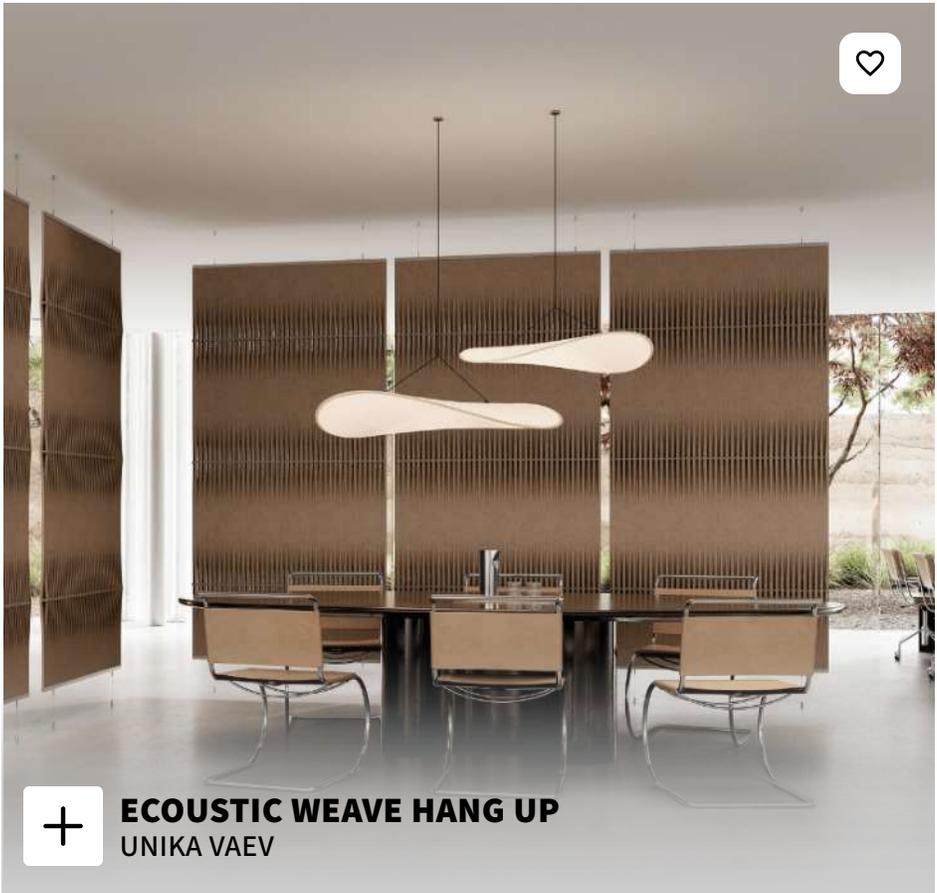
+ SOC
LANDSCAPE FORMS



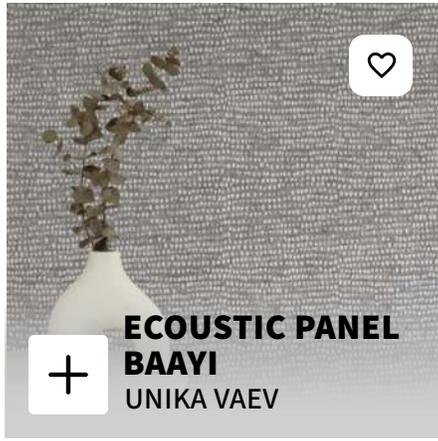
+ TIERS
LANDSCAPE FORMS



+ WAVE
LANDSCAPE FORMS



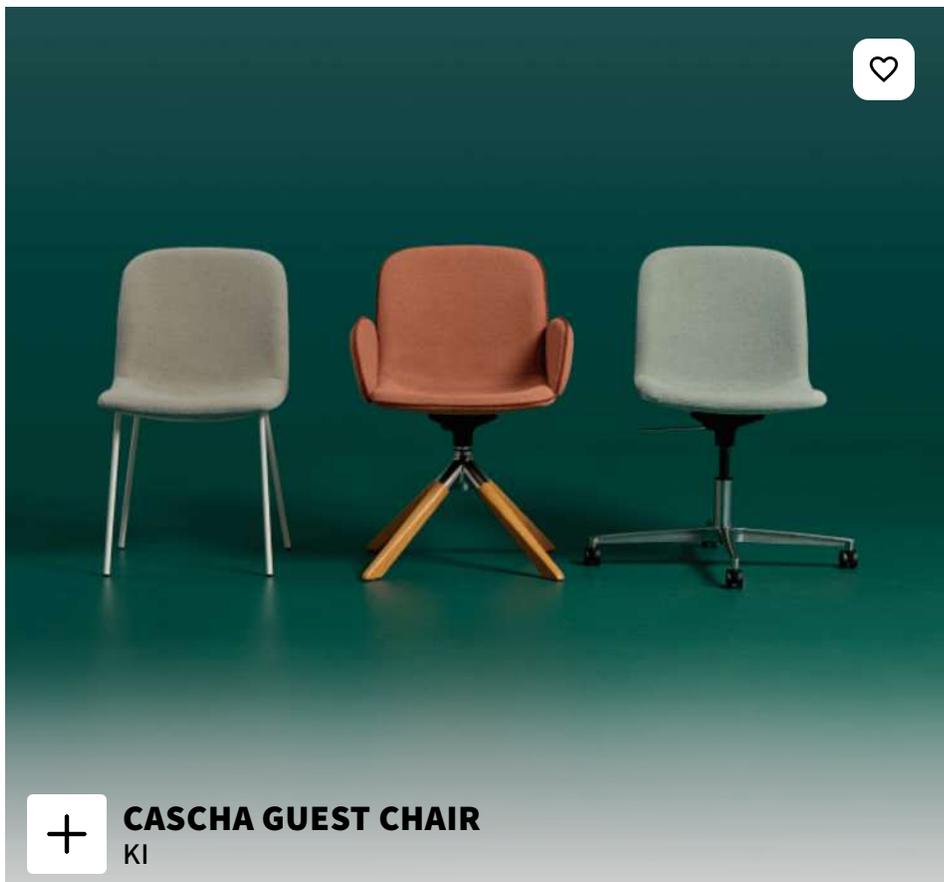
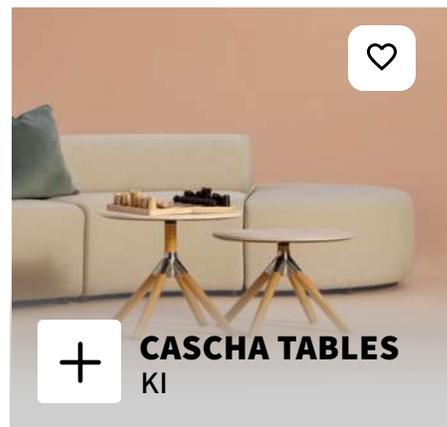
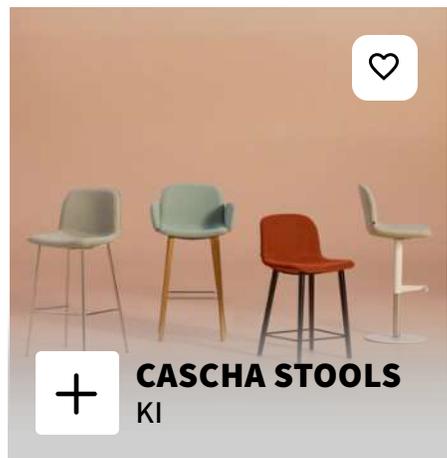
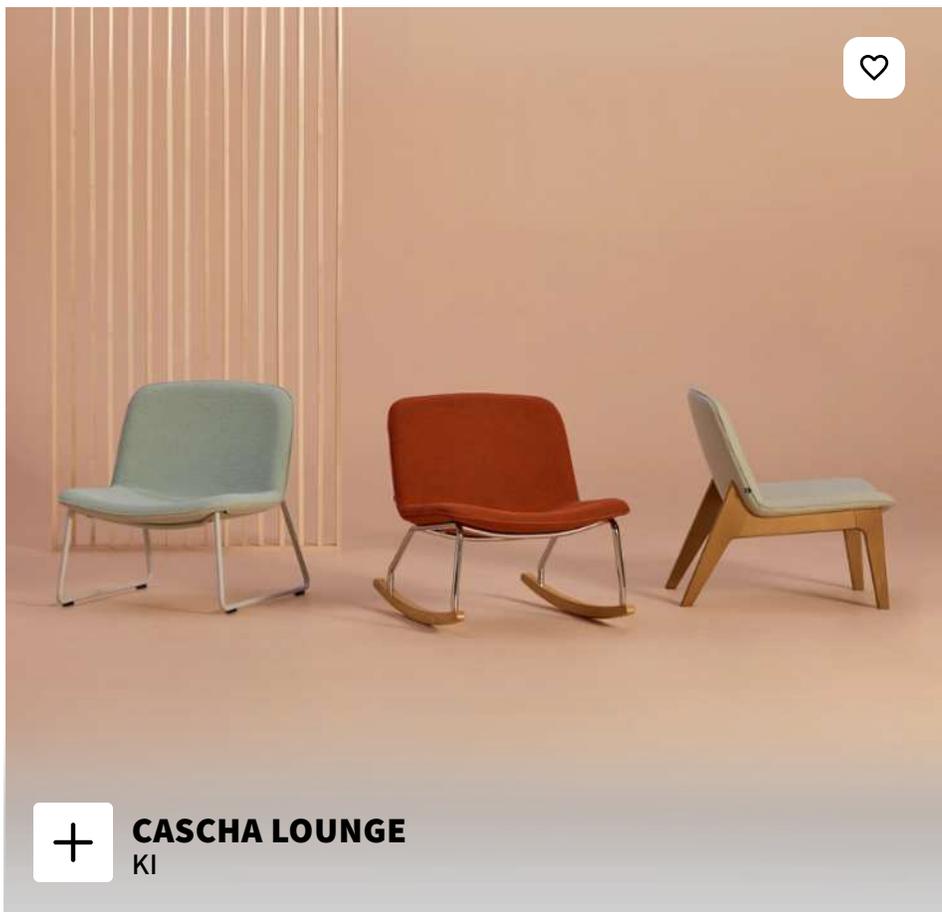
+ ECOUSTIC WEAVE HANG UP
UNIKA VAEV

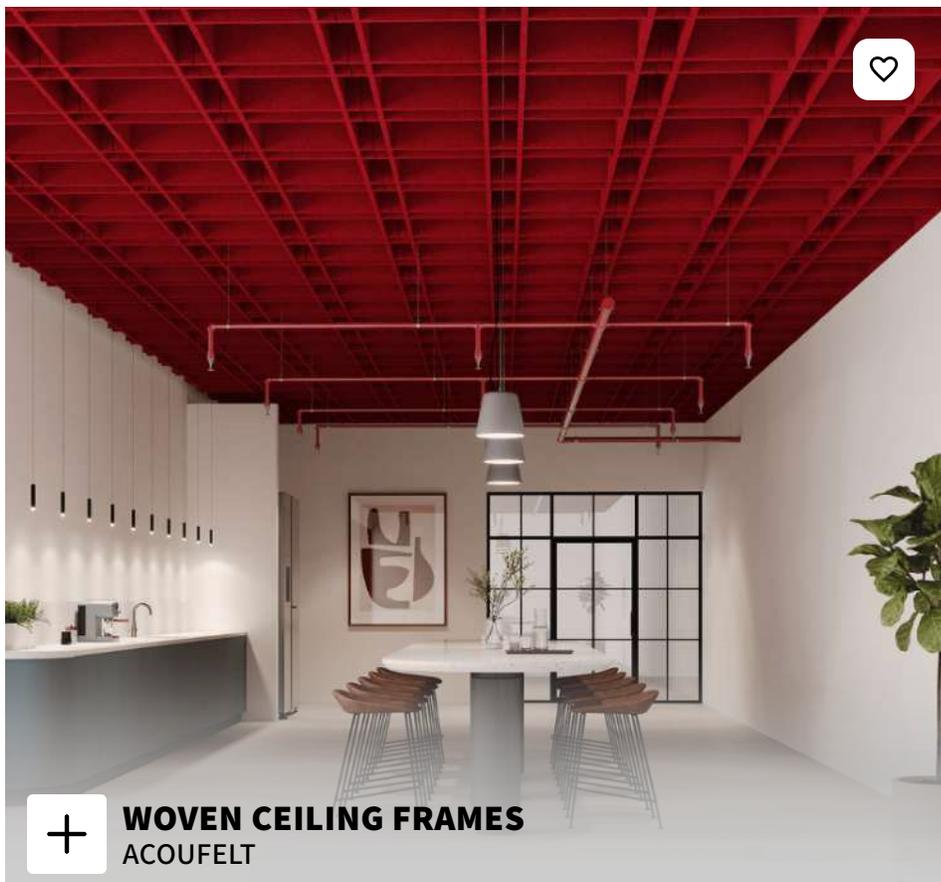
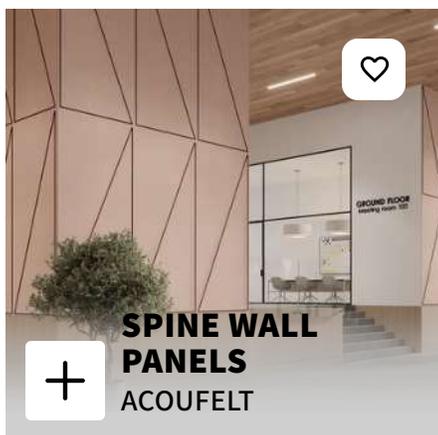
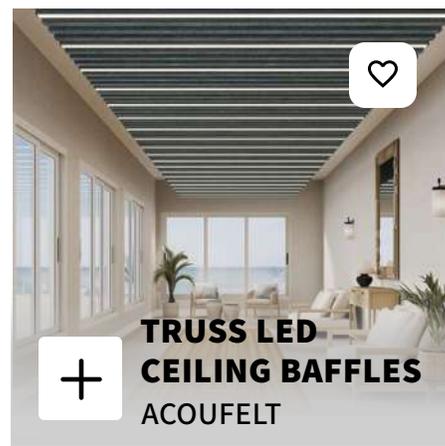
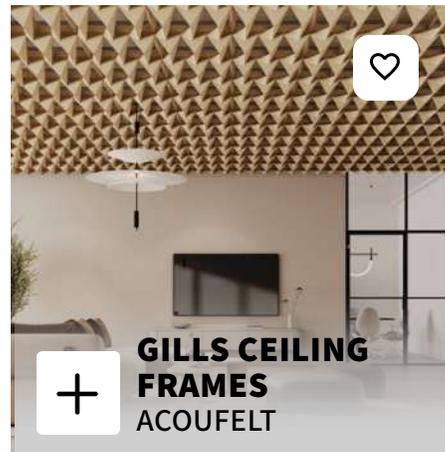
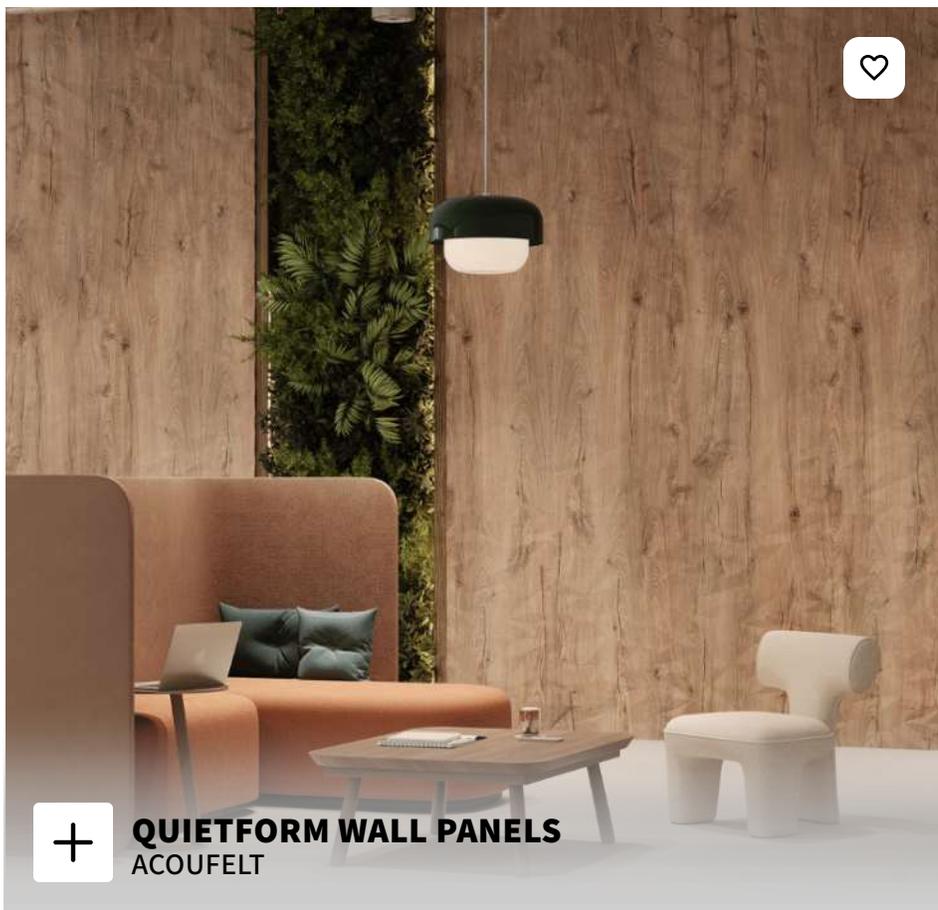


+ ECOUSTIC PANEL BAAYI
UNIKA VAEV



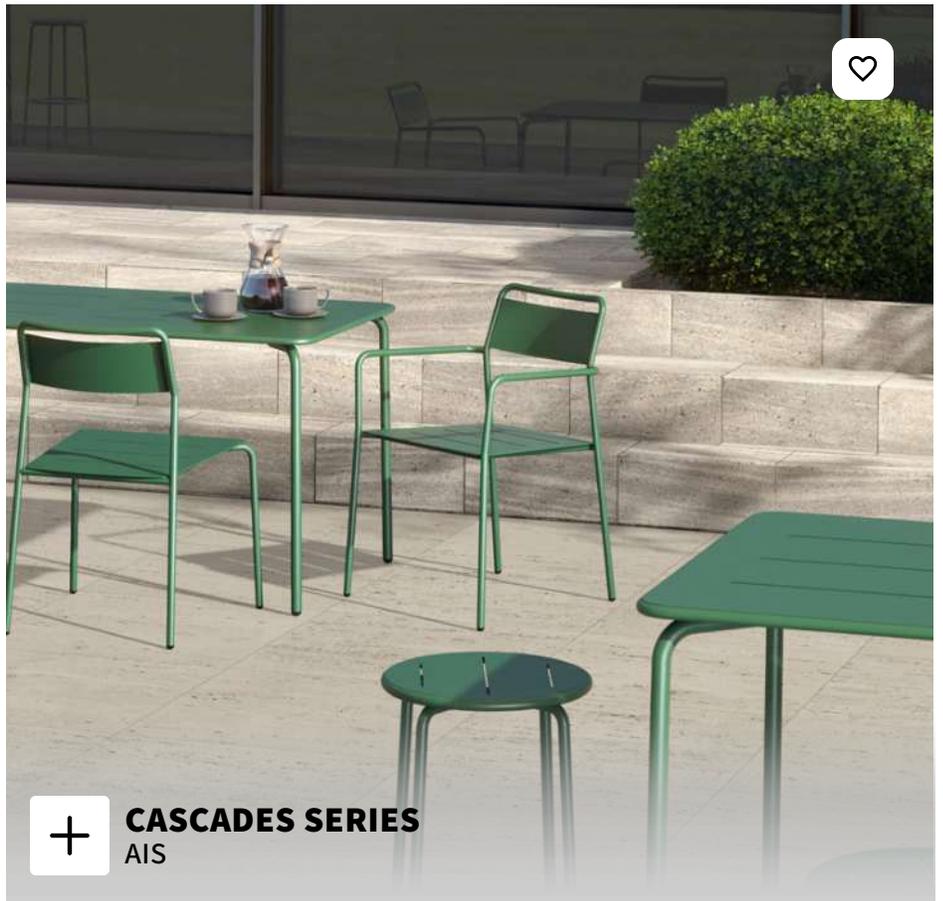
+ ECOUSTIC PANEL DANGAAY
UNIKA VAEV



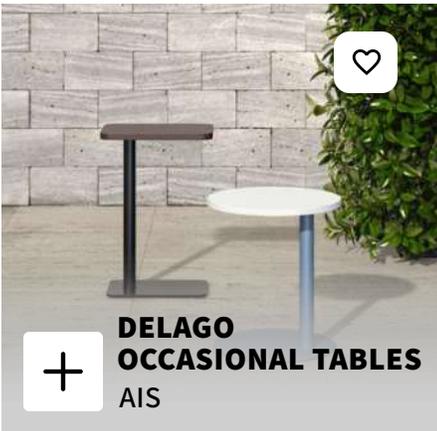




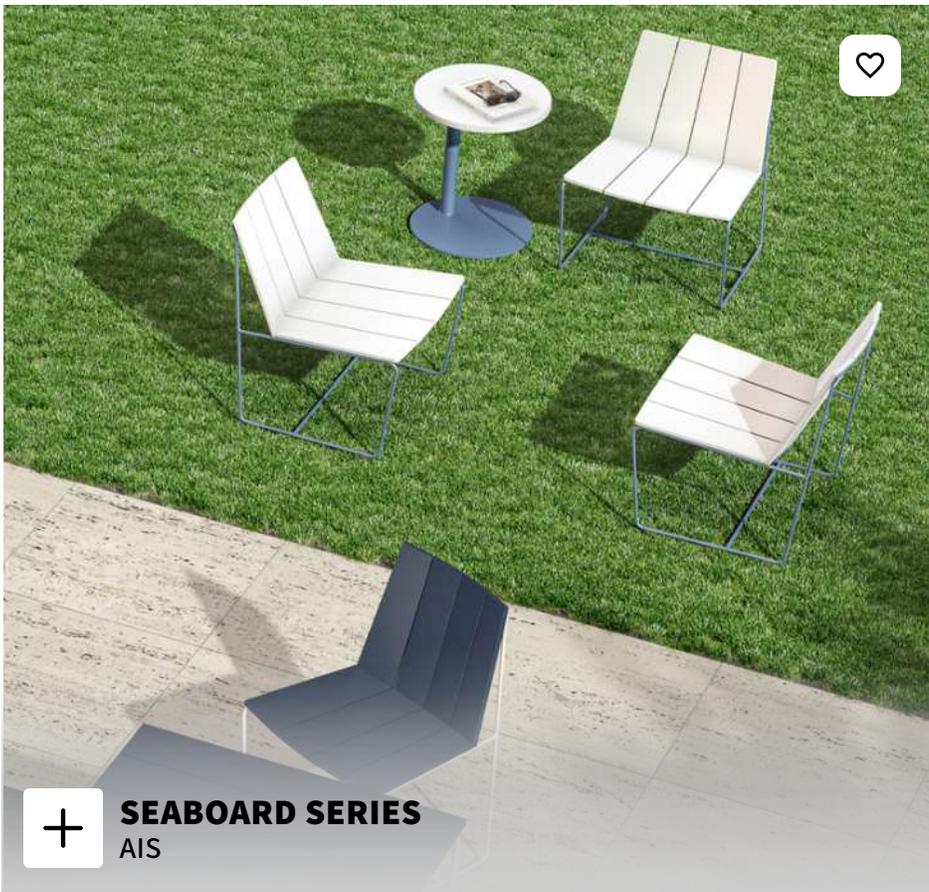
BRYCE OUTDOOR WIRE LOUNGE
AIS



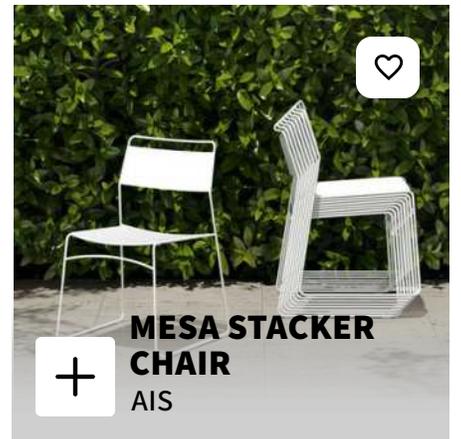
CASCADES SERIES
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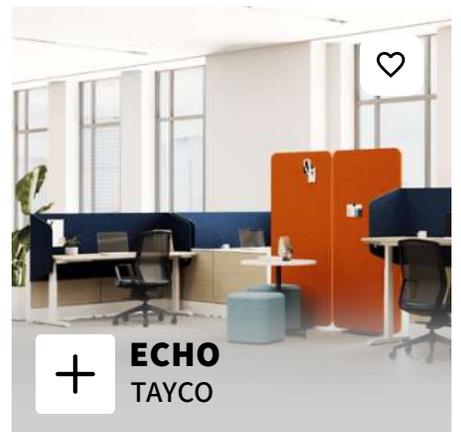
DELAGO OCCASIONAL TABLES
AIS



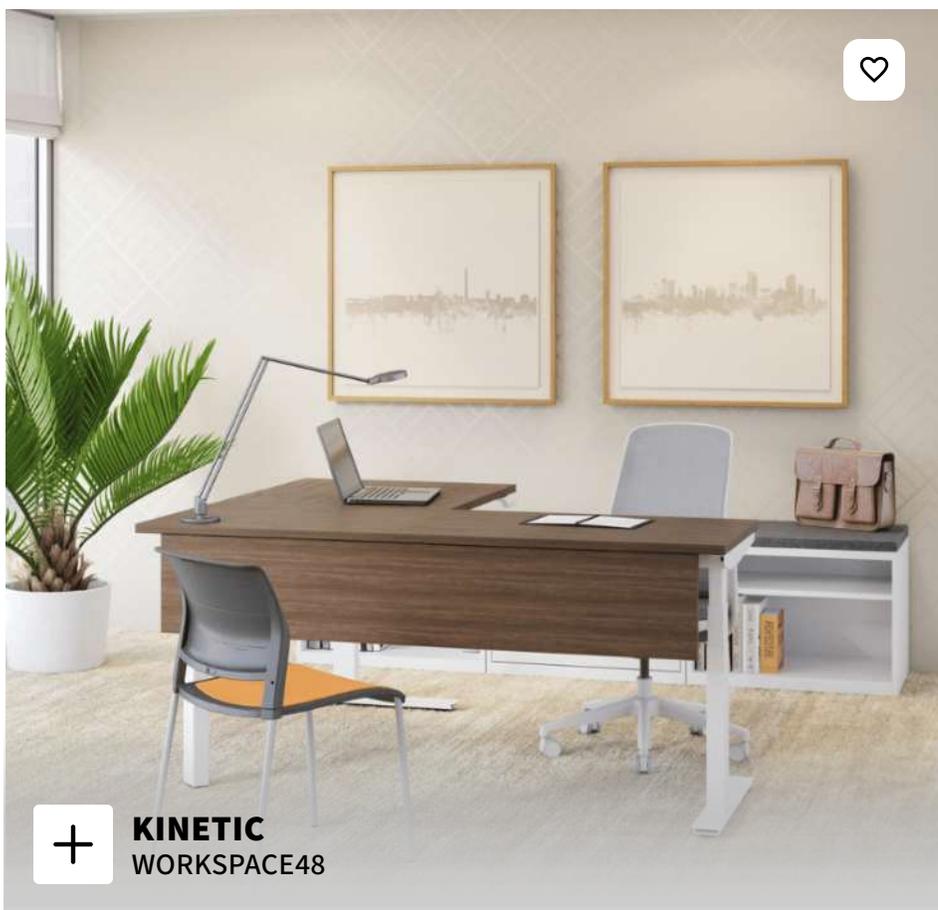
SEABOARD SERIES
AIS



MESA STACKER CHAIR
AIS



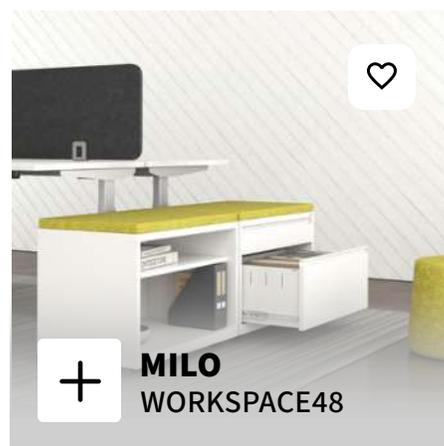
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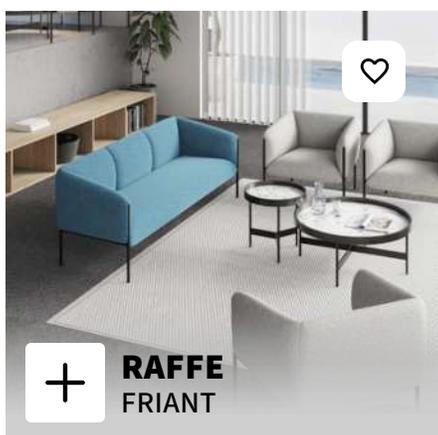
KINETIC
WORKSPACE48



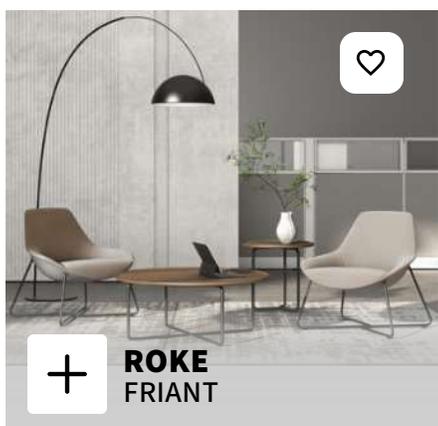
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WORKSPACE48



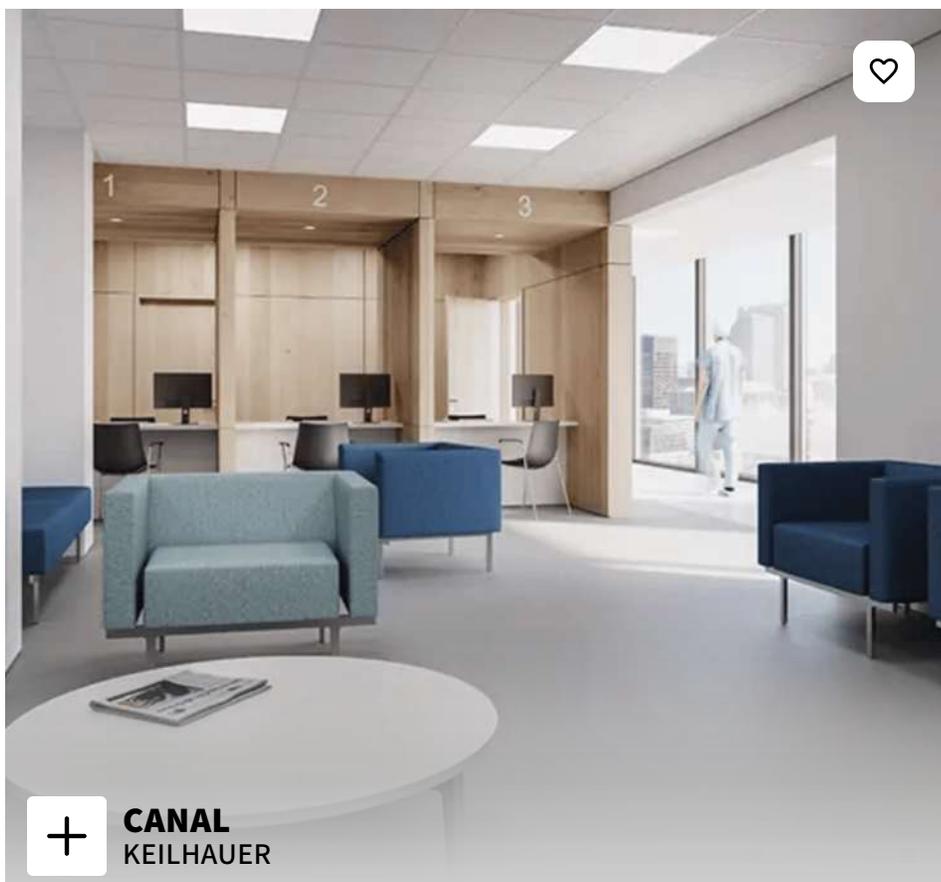
MILO
WORKSPACE48



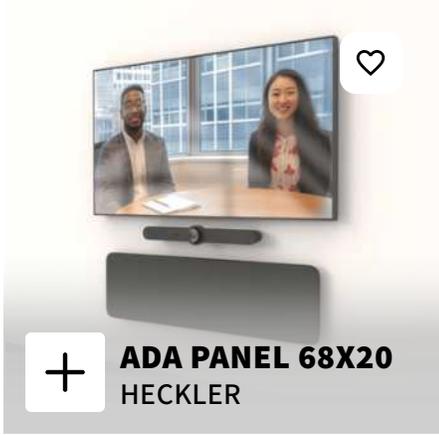
RAFFE
FRIANT



ROKE
FRIANT



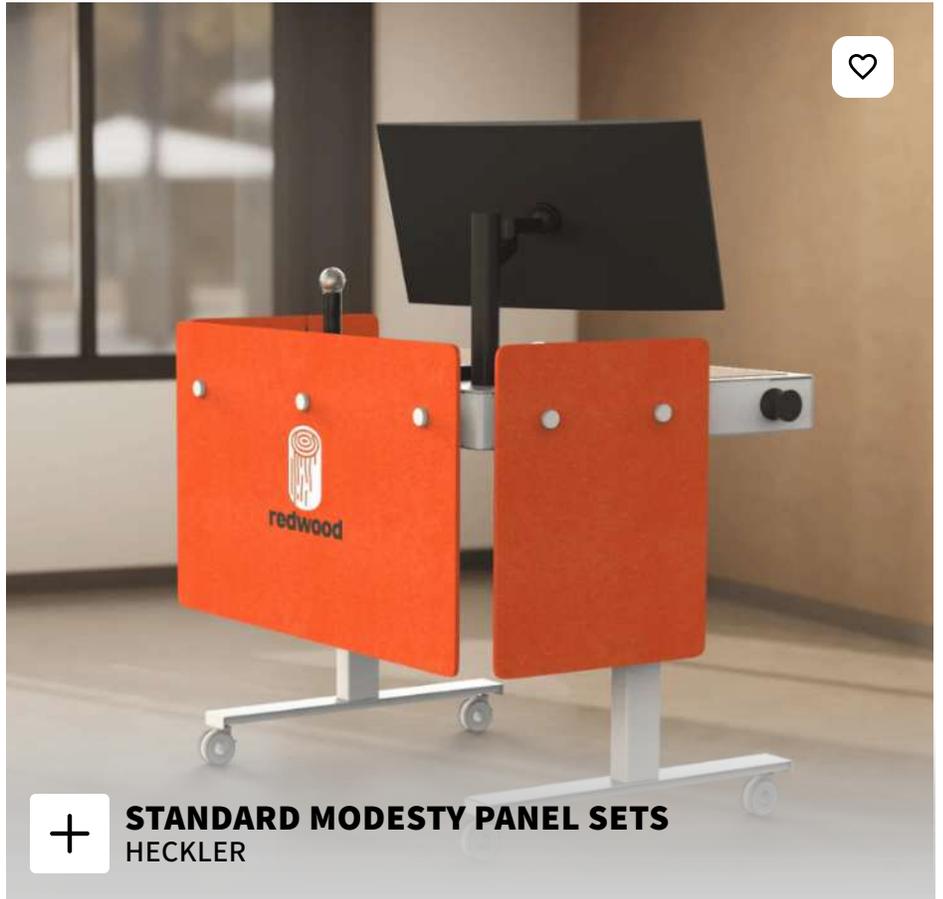
CANAL
KEILHAUER



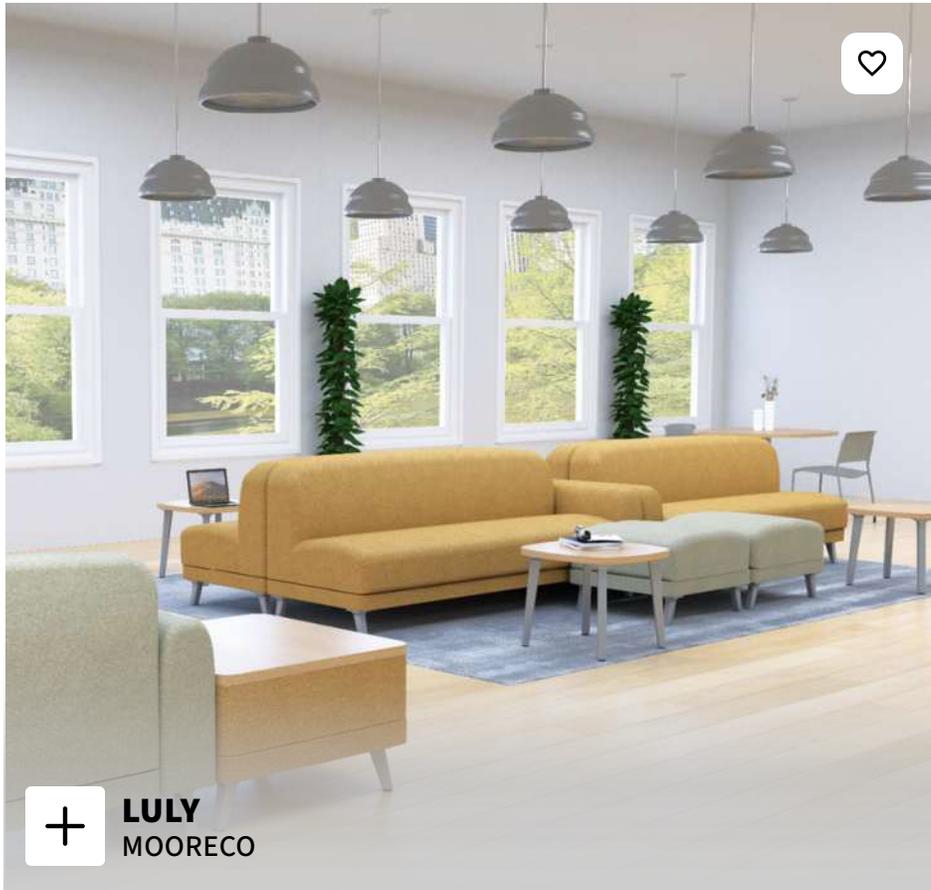
+ **ADA PANEL 68X20**
HECKLER



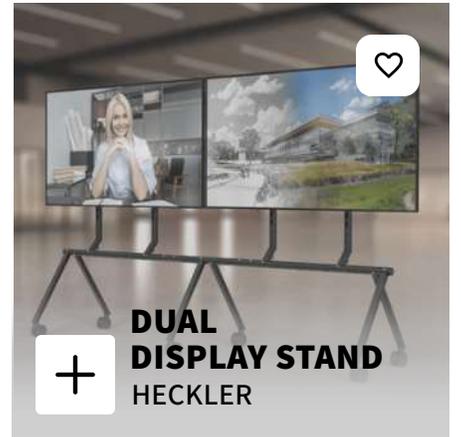
+ **CLASSROOM CREDENZA MKII**
HECKLER



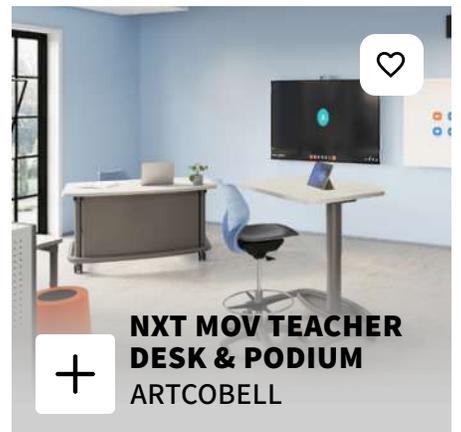
+ **STANDARD MODESTY PANEL SETS**
HECKLER



+ **LULY**
MOORECO



+ **DUAL DISPLAY STAND**
HECKLER



+ **NXT MOV TEACHER DESK & PODIUM**
ARTCOBELL



Bold Experiences

Showroom 1173

mayerfabrics.com

IMPACT COLLECTION

MAYERFABRICS





THE NEW **SPECIAL-T**

A Mission-Driven
Brand, Evolving
for What's Next

With a new generation of leadership at the helm, a growing lineup of products, and a mission rooted in redemption, Special-T is writing its next chapter – and it's all about people.



As the company expands its product offerings, it's doing so with the same clarity of purpose that shaped its beginnings. Special-T still builds tables (over 100,000 per year, to be exact). But more than that, it builds trust. It builds careers. And now, it's building momentum.

Meet the New CEO: Ian Hicks

At the center of this next chapter is Ian Hicks, a leader who knows when to listen, when to lead, and when to roll up his sleeves and get to work. Ian brings a fresh perspective to the company – not just because of his age, but because of his conviction and clarity.

As a next-gen leader in the contract furniture world, Ian doesn't believe in change for change's sake. He believes in honoring what works and strengthening it with smart, intentional growth. Supporting Ian's leadership is Steve Rozeboom, Owner and Chairman of Special-T, who is fully behind the company's new direction. Steve's involvement underscores the confidence at the highest levels that this strategic shift will propel the company forward.



“Putting people first isn’t a gimmick – it’s the foundation of how we operate. It guides every decision we make, and as we grow, it’s only becoming more important,” Ian says.

That focus on people has remained constant – even as the company moves into new territory. Under Ian's leadership, Special-T is expanding not just what they make, but how they show up for their customers in new and meaningful ways.

“

Special-T is an exceptional company. It has everything from a large breath of products, an easy to use website, and ability to provide custom options. The staff is knowledgeable and accommodating to all requests. Most of all I appreciate the integrity the company has. They value their employees and provide more support than just a “paycheck”.

SHELBY WILSON | *Ancillary Specialist, System Source*

”

“

At Special-T, we measure success not just by how many tables we sell, but by how many lives we change.

STEVE ROZEBOOM

Owner/Chairman, Special-T

”

Going Beyond the Table

As customer needs evolved, so did the opportunities for Special-T. Dealers, designers, and end users began asking for more from their trusted table source. Could they bring the same quality and responsiveness to other product categories? Would they consider doing more than just tables?

The message was loud and clear: They didn't just want more products. They wanted more Special-T!

So, the company got to work – not by chasing trends, but by answering real needs with thoughtful, practical solutions. From benching and storage to ancillary products, these new offerings reflect the same values as their tables: strong design, reliable performance, and accessible pricing.





What Hasn't Changed: The Heart of Special-T

The product catalog may be growing, but the company's core mission hasn't budged. Special-T was founded on the belief that everyone deserves a second chance and that belief still shapes everything they do.

The company proudly hires individuals in recovery or those who've been overlooked by traditional hiring paths. They promote from within, value experience over expertise, and lead with empathy at every level.

This isn't a branding angle – it's the backbone of the business. And as the company grows, so does its ability to offer more opportunities, more support, and more hope to the people who make it all possible.

“

We greatly appreciate Special-T for several reasons, particularly their unwavering commitment to enhancing the lives of individuals. Their unique story sets them apart from others, which has been instrumental in fostering our enduring partnership.

MARCUS TATE

President, Corporate Environments

”





“

With 22 years of experience in the commercial furniture industry, I have held nearly every position within a dealership. Throughout my career, Special-T has consistently been my preferred manufacturer for several reasons. Their products not only meet high-quality standards but are also easily customizable to suit specific requirements. Additionally, their customer service team is always professional and responsive. When balancing budget and aesthetics, Special-T is always at the forefront of my mind.

”

A 360° People-First Approach

At Special-T, putting people first doesn't stop at the production floor – it extends to every interaction, every order, every relationship.

Their award-winning customer service isn't just about fast response times (though they have those, too). It's about treating customers like partners, not transactions. Whether it's hand-holding a rush project, customizing a solution on the fly, or picking up the phone just to check in, the team shows up with a genuine desire to help.

That kind of care shows – and it's what keeps clients coming back.

LORI SMITH-MANLOVE

*Vice President & Market Leader
CBI Nashville*



Writing the Next Chapter, Without Losing the Plot

So what's next for Special-T? More products. More partnerships. And more lives changed by a company that refuses to separate business from humanity.

The story is still unfolding. But one thing's certain: it's going to be written with trust, second chances, and a whole lot of heart.



“

At Special-T designing your space with the perfect tables is easier than any other manufacturer in the industry—When our clients ASK we LISTEN, from getting quick quotes to designing innovative high-quality products, we are eager to help from start to finish.

MICHAEL MALONEY | *Regional Sales Manager, Special T*

”

HON.
**WORKSPACE
CHICAGO
2025**

A workspace that *delivers*



Join us June 9-11, 2025
350 N. Orleans Street, Floor 13 | Chicago, IL
Conveniently located across the Sky Bridge from THE MART.



To ensure a seamless entry experience, please scan the QR code or visit hon.com/chicago to register all attendees!



IN INDUSTRY INSIGHT



Come see us
at NeoCon 7-6097

Are YOU Ready?



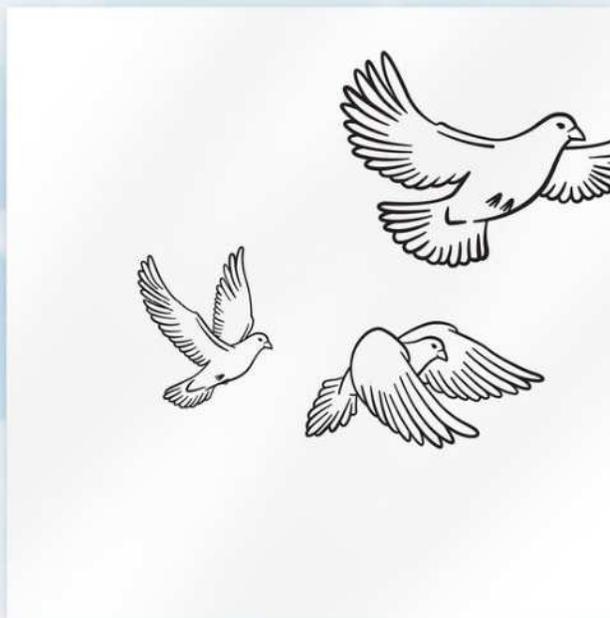
#TAG
atNeoCon

Imagine a world where feedback is **immediate**, specifiers are **engaged** remotely, reach becomes infinitely **digital**, the sales cycle is **accelerated**, and product **improvements & innovations** are driven by **real customer insights** rather than assumptions. With **Industry Insight**, this vision becomes the **new reality** for contract furniture sales.

WHERE IDEAS TAKE FLYTE

Flyte Duo Frameless Whiteboards have an aluminum core to keep it **ultralight**, a finished steel surface to make it **durable**, and a forward-thinking magnet mount system that creates a unique **double-sided** surface. The result: a sleek markerboard designed to fit any space. We innovated—now it's your turn.

See Flyte Duo at NeoCon —
visit us at Booth 1094!





HAT
COLLECTIVE™
HUMAN ACTIVE TECHNOLOGY

HAT COLLECTIVE E5:

Redefining the Standard for Monitor Arms



In the ever-evolving world of workplace ergonomics and design, few products truly revolutionize the way we work. The E5 monitor arm is one of those innovations. Engineered for today's modern high-performance workstations, the E5 doesn't just meet expectations, it re-defines them.

With an industry-leading weight capacity of 5 to 45 pounds and a modular, future-ready design, the E5 is more than just a tool to support monitors. It's a revolution in how high-performance workspaces look, feel and function.

Meeting the Demands of Modern Workspaces

With monitors ranging in size and weight more than ever before, companies face a logistical headache—having to purchase different arms for different displays. Lightweight flat screens, heavy curved monitors—each demands its own solution. That’s where the E5 comes in.

Gone are the days of choosing between function and form. The E5 is designed to deliver both, effortlessly handling a weight range of 5 to 45 pounds, or monitor sizes between 24” flat and 49” curved. It’s the one-size-fits-all answer for IT, procurement, and facilities teams who need versatility and performance without compromise.

The Smart Solution

Created with real-world users in mind—whether IT professionals, interior designers, or office managers—the E5 offers a future-proof, all-in-one monitor arm that delivers strength, style, and adaptability in one elegant package.



Limitless Configurations

At the heart of the E5 is flexibility. With 12 modular components and universal quick-connect technology, users can customize their setup in endless ways—no complexity required. One mount does it all, eliminating the guesswork of monitor specs.

Whether adapting to individual user preferences or accommodating future technology shifts, the E5 is engineered to evolve with the workspace.

The E5 adapts in real time — no hassle, no downtime, no compromises.





Key Features That Make A Difference

One of the key advantages of the E5 is its simplicity. From setup to daily use, every detail is engineered for simplicity, flexibility, and performance.

- ▶ **Monitor Support Range:** Handles monitors from 5 to 45 lbs.
- ▶ **Monitor Support Size:** Handles monitors from 24" to 49".
- ▶ **Easy Mounting:** Simple top-down mount.
- ▶ **Quick Installation:** One tool required, with integrated storage.
- ▶ **Expandability:** Universal push-button connections allow for easy expansion.
- ▶ **Integrated Cable Management:** Keeps workspaces clean and professional.
- ▶ **Rotation Stop:** Built-in rotation stop allows for post-install adjustments without the need to disassemble the arm.



Design That Works as Hard as You Do

Modern workspaces demand more than utility. They're creative, collaborative, and designed to inspire. With its refined silhouette, sculptural design, and premium finishes, the E5 is as easy on the eyes as it is on the workflow. The E5 is luxury tech at an affordable price point.

The New Standard in Ergonomics

Ergonomics is no longer a buzz word – it's essential. And the E5 delivers. With organizations prioritizing employee wellness and productivity, tools like E5 have become even more critical. By allowing screens to move with you, not against you, it supports healthier work habits and sustainable productivity.

What sets the E5 apart is how it effortlessly achieves this. But the real difference is in the feel: smooth, intuitive adjustments and thoughtful features that just make sense. The E5 supports more than monitors—it supports better work.

The integrated cable management system ensures that your workstation stays tidy and distraction-free, preserving the aesthetics of both open floor plans and private offices. The E5 is designed to elevate a thoughtfully crafted space—not clutter it.



Sustainability Without Compromise

The E5 monitor arm is designed with the future—and the planet—in mind. Engineered for longevity and adaptability, E5 is 99% recyclable and backed by a Declare label, offering full material transparency and peace of mind for the environmentally conscious.

Its modular design supports both your screens and your sustainability goals. E5 can be reconfigured as needs change, adapting to new users, new workstyles, and new equipment without requiring replacement. This future-ready flexibility reduces waste and maximizes the lifecycle of the product, making it a truly sustainable investment.

Thoughtfully crafted with minimal impact, E5 supports a circular economy by reducing the need for raw materials over time. It's built to last, easy to maintain, and designed to evolve—helping companies meet their environmental goals while supporting dynamic, people-centered workspaces.



The Future of Monitor Arms Starts Here

From single workstations to full enterprise rollouts, the E5 is the go-to solution for businesses demanding more from their office tools. Durable, adaptable, beautifully designed, and sustainability-minded, the E5 doesn't just meet today's standards—it sets tomorrow's.

Experience the future of ergonomic innovation.
Because great work deserves great support

Experience it yourself at NeoCon.

Visit the HAT Collective
showroom located on the

11th Floor, Suite 122



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All-Ways

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Indiana
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NeoCon 2025



It's All About the **Moxie.**

A company that has survived for **120 years** is a remarkable testament to resilience, innovation, and adaptability. Staying relevant for over a century means navigating immense changes—wars, economic shifts, technological advancements, and evolving customer needs. Such a company often carries rich traditions, a strong brand identity, and a deep connection with its community and industry.

It's fascinating to think about the stories embedded in its history—the pivotal moments, the challenges overcome, and the people who shaped its journey. Companies like these often become symbols of stability and legacy, something rare in an ever-changing world.

And that's where Indiana Furniture comes in. As the company celebrates its 120th anniversary, it continues to forge ahead with undeniable craftsmanship and new products that support the collaborative spirit of today's working spaces. They call it having Moxie. We call it a must see at NeoCon.

Join Indiana Furniture at The Mart, Suite 1042, during the show to experience their recently opened Chicago Design Studio. It's a destination for smart design coupled with modern practicality. Take in the beauty and flexibility of their latest product introductions and be inspired by their new product configurator. Then, before you call it a day on Monday, join them at 3:00pm as they celebrate 120 minutes for 120 years.

Products making their NeoCon debut include Otty Ottomans + Tables, Canvas + Gesso Enhancements, Kirby Occasional Tables, and Chat Work Tables:

Bring Comfort to Any Space.

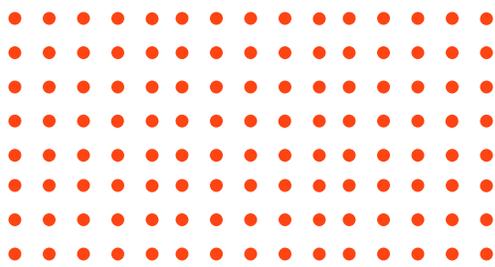
Otty Ottomans and Tables are designed for flexible environments where people can collaborate, brainstorm, or simply have a quick chat. Perfect for impromptu meetings, breakrooms, and all types of “we” spaces, Otty makes it easy to bring comfort to the workplace. And with a variety of options, like round and soft square styling in multiple heights, as well as handles, glides or casters, contrasting fabrics, and table tops in Veneer, Laminate, and Solid Surface, you can easily configure and personalize your workspaces.





New Work Walls, Height Adjustability, and Storage, Oh My!

Canvas and Gesso, Indiana Furniture's most popular casegoods, just got even more versatile. Say hello to new wall panels, shelving, height adjustable options, and storage that opens up a world of possibilities for additional configurations, functionality, and just the style and look you're going for. Whether you're outfitting an executive suite, shared offices, or anything in between, Canvas and Gesso can help you maximize your space while providing an elevated design.



Occasional Tables for Modern Spaces.

Introducing Indiana's newest collection of occasional tables. Kirby offers a range of modern style for all your environment needs. Specify a casual look or elevate the tables to your desired level of sophistication. Available in a variety of sizes, shapes, edge profiles, and top surfaces, like Veneer, Laminate, Solid Surface,

and Glass, and a mix of heights for nesting and creating a layered look. These versatile tables are perfect for reception areas, waiting rooms, personal spaces, collaborative areas, and so much more!



Work. Meet. Gather. Connect. Chat.

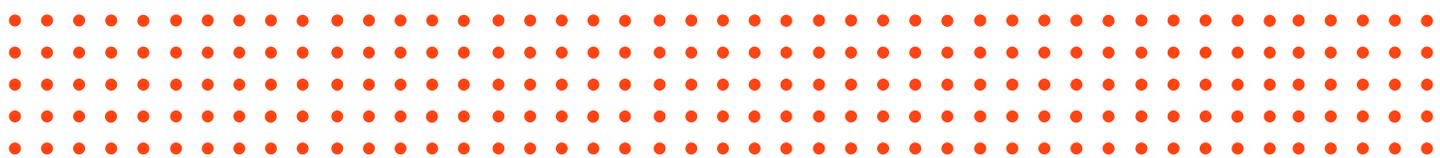
Chat Work Tables are the perfect place to gather and connect. With seated, counter, and standing heights in widths of 60" to 96" and depths of 24" to 48", Chat allows you to add style and functionality virtually anywhere. Whether you're looking to outfit a meeting room, collaborative area, breakroom, library, or training space, Chat provides a simple design coupled with functional options to meet all of your needs. Select from Veneer or Laminate, then personalize the look and function with contrasting colors/finishes, optional power, and wire management.





With these new launches, we should mention that all of Indiana Furniture's product series—100%—are BIFMA level®, BIFMA Compliant®, TSCA Title IV, and Indoor Air Quality certified, are on GSA Advantage, as well as contribute to the LEED®, Well®, and Green Globes® programs. One of the company's notable efforts is with their proprietary UVAdvantage topcoat finish, which is utilized across their entire casegoods and tables offerings. This UV topcoat obtained a perfect score in independent testing for durability and utilizes processes with reduced air pollutants and a system to recapture and reuse excess finish. These green initiatives mixed with Indiana Furniture's known quality equals products that were built to stand the test of time and reduce our carbon footprint.

To bring it all together, and to make visualizing products and options easier, Indiana Furniture has recently added a new product configurator to their website. Quickly see seating and table lines, determine pricing for a range of options, apply a variety of fabrics to find the best fit or your favorite style, and use augmented reality to see exactly how a product will look in a particular space. It's waiting for you, and your vision, at **IndianaFurniture.com**.



As they celebrate 120 years, Indiana Furniture has reconfigured their Design Studio, developed four new product launches, and created new online tools. So go ahead, stop by their space at **The Mart, Suite 1042**, during NeoCon to experience what the Moxie is all about.

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Avena Chair
by Jonathan Prestwich



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Designing for Versatility Through Our **Premium For All** Mission

Work preferences have evolved from the traditional desk setup, embracing a more adaptable and personalized approach to how individuals work. Today's office environments are changing to reflect how people actually work best, whether that be in a relaxed lounge-like position, or at a more traditional modular workstation.

At OFGO STUDIO, we continuously design and enhance our product line to meet the demands and versatility of a modern workplace while focusing on our mission of Premium For All. This mission includes premium construction methods and features as part of our standard offering – because we believe everyone deserves the best. This year, we introduced a new line of products designed for flexible, hybrid workspaces, helping individuals work where they're most productive.







Our latest lounge collection, **CROSBY**, is a versatile solution that combines comfort, durability, and adaptability. With its rounded design, CROSBY invites relaxation while the seat, backrest, and arms offer ample support for focused work and casual interactions. This collection is ideal for individuals who prefer working in non-traditional, relaxed environments such as breakout zones, collaborative areas, or quiet settings. CROSBY is constructed using our premium JIGSAW method, incorporating a sturdy frame and reinforced components for a clean robust appearance, ideal for high-traffic areas.

CROSBY is available in single seat, two seat, and three seat configurations. The single seat version offers options for stationary (with feet), mobile (on casters), or active (swivel with return) movement. The two and three seat versions are available in stationary configuration. These options provide flexibility for the user for fixed positioning, ease of mobility, or versatile movement.



INDEX+ is our newest height-adjustable collection designed to accommodate various working styles in today's hybrid environments. Whether in the office or working remotely, INDEX+ provides a seamless user experience with its smooth and intuitive height-adjustment system, allowing for easy transitions between sitting and standing throughout the day.

Additionally, INDEX+'s tech-focused enhancements and built-in smart features make it the ideal solution for the current and future generations of workers. USB-C and USB-A chargers are standard, built into the handset. These

convenient and discreet charging ports allow users to keep their devices charged while keeping workspaces free of clutter. A built-in alert system prompts users to switch positions throughout the day, encouraging movement and reducing prolonged sedentary time to promote overall health, well-being, and productivity.



Available in two and three leg configurations with lengths ranging from 48" to 84" and base finishes in silver, black, or white, INDEX+ supports a wide range of workspace aesthetics and needs. Its three stage height-adjustable mechanism accommodates surface heights from 22.9" to 49", aligning with ANSI/BIFMA G1-2013 ergonomic guidelines to promote a healthier, more inclusive environment.



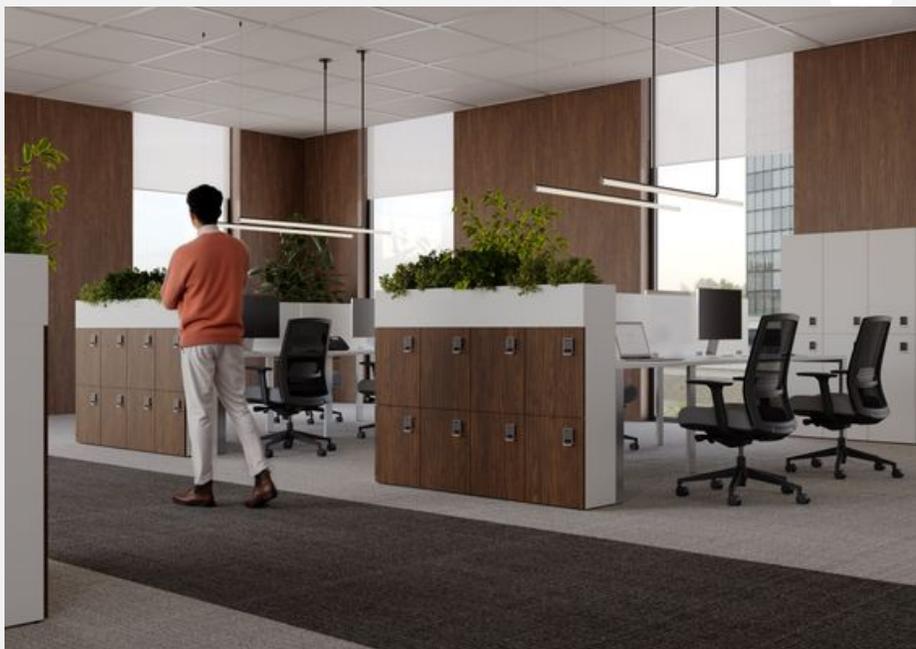
Also new this year are **WORKWAY™ LOCKERS**, our latest adaptable storage solution built for hybrid workspaces and evolving work habits. It offers modern, secure, and user-friendly storage, allowing people to keep their belongings safe in a shared working environment. Our innovative digital lock with an integrated pull handle gives employees peace of mind for the safety of their belongings while keeping facility management at ease with public settings that automatically reset for each user. Hasp locks are also available as a standard option for users to utilize their own locks.

With its modern appearance, WORKWAY™ LOCKERS enhance the aesthetic appeal of any environment and seamlessly integrate into professional settings. Choose a single laminate for a consistent look, or mix and match across 18 standard options—including premium textured finishes at no additional cost—to customize doors and shells with a variety of finish combinations.

WORKWAY™ LOCKERS provide essential personal storage solutions in hybrid work environments where employees may not have assigned desks. Many units feature a coat hook to conveniently store outerwear and accessories, promoting better organization and maintaining a tidy workspace. Optional boot storage provides a separate compartment for footwear. Optional add-ons including a riser base and angled top help enhance the workplace aesthetic and functionality of the collection.



As hybrid work continues to shape today's workstyles, these solutions reflect just one part of our broader commitment to meeting the diverse needs of modern workspaces. At OFGO STUDIO, our comprehensive product line supports all areas—offering desking and casegoods, soft seating, lounge, task, tables, and reception solutions. Each product is thoughtfully crafted with flexibility in mind, helping organizations create environments built for how people work today.



Designed to meet the needs of both individual focus and team collaboration, our workspace solutions bring function and flexibility to every setting. The **SAVOY** collection enhances working spaces with its minimalist appearance, featuring concealed height-adjustable legs and integrated storage solutions like pull-out box drawers and floating shelves. **MODERN** offers nearly unlimited configuration possibilities, allowing for tailored layouts from private offices to open spaces with the option to add privacy with **PANELX** screens.



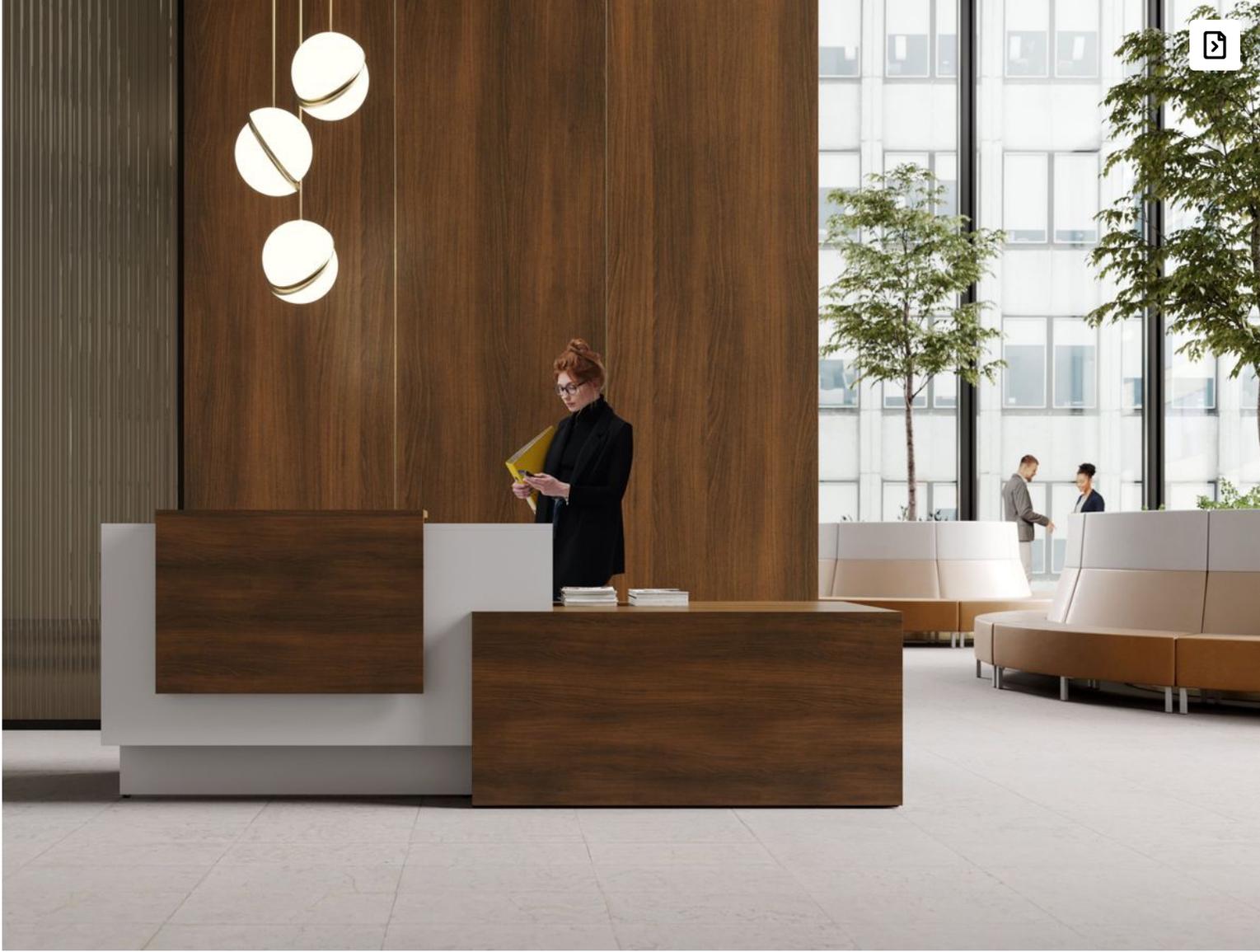
Comfort meets flexibility in our extensive lounge and modular soft seating collections, built to adapt to evolving layout needs while fostering both group and focused work. **UNIFY** offers modular units that can be arranged to create open, semi-private, or focused configurations. **INVITE** features a unique angular profile and low

back that pairs with worksurfaces, perfect for collaborative settings and maintaining open sight-lines. **BEATBOX** combines sofas with optional screens to form modular seating spaces or individual hubs, providing comfort and connectivity for both collaborative and focused work.



Whether it's training, collaboration, or casual gathering, our table collections are built to support teamwork and adaptability across various settings. **TRELLO** offers reconfigurable tables with nesting capabilities ideal for training or multipurpose spaces. **LET'S MEET** is an agile community table collection engineered for a variety of spaces, offering multiple sizes and optional power with integrated wire management. **CTX** combines durability with its C, T, and X-bases, offering a range of base heights and top styles suited for cafés, break rooms, and public areas.





Our reception options are built to leave a lasting first impression when interacting with clients. With its layered, floating-top design, **ARRIVE** balances modern aesthetics with privacy to elevate reception areas. **INTRODUCE** creates a welcoming environment with customizable finishes and configurations for maximum planning possibilities.

Regardless of working style or setting, our products offer practical solutions that support individuals in working where they perform best. Crafted with superior construction methods, they ensure durability and comfort, making high-quality design accessible to everyone. Together, these solutions bring flexibility, comfort, and functionality to every corner of the workspace—all in line with the cornerstone of our mission of ‘Premium for All.’

Learn more about our Premium for All mission: www.ofgo.com/premium/



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Monitor Arms Reimagined

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THE DEAL



Award Winning Design



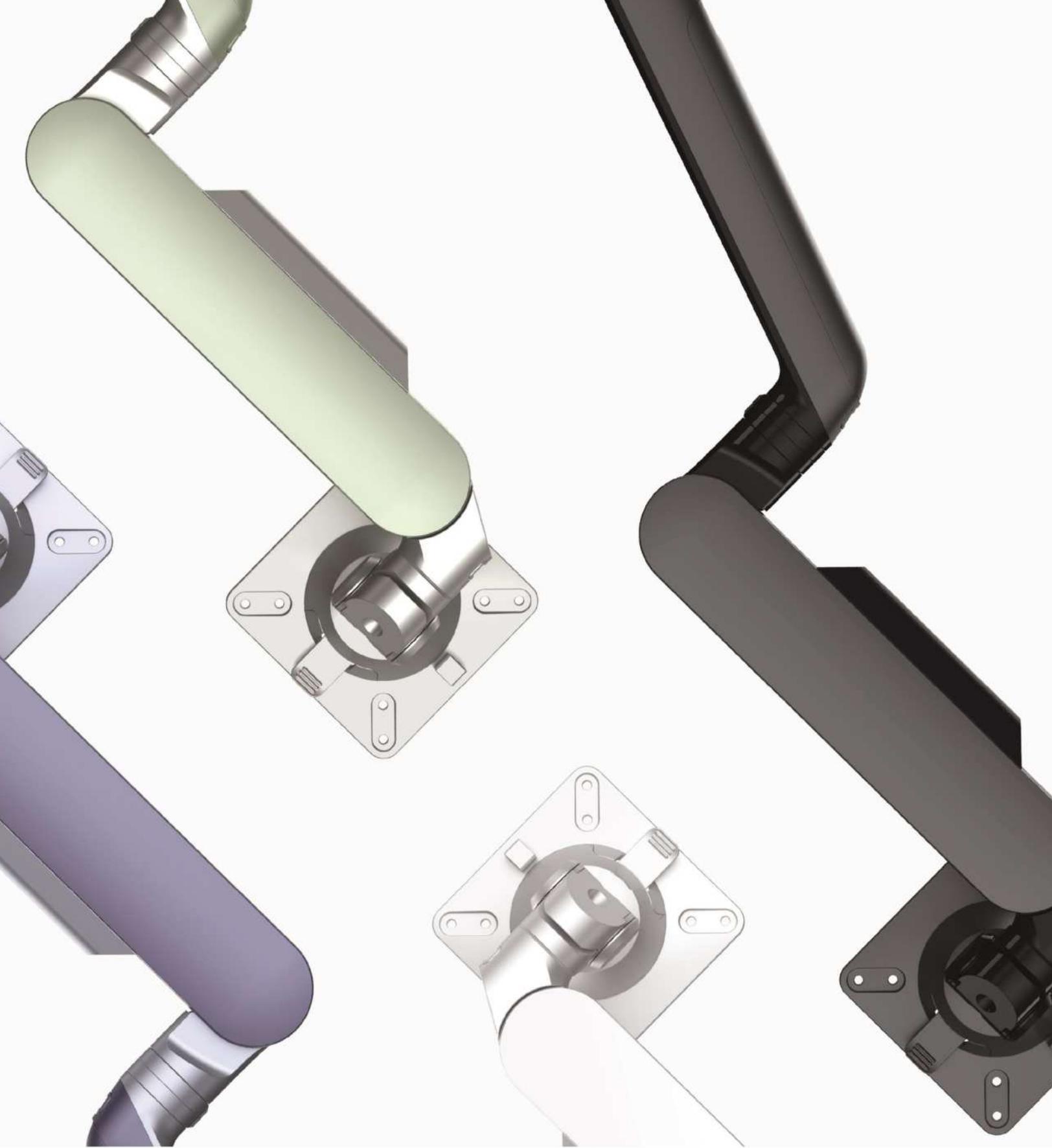
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BUILT TO LAST:

Designing for a Circular
Future with American
Steel and Global Expertise

VERSTEEL





Today's design landscape demands more from the materials we choose and the way we build products. As spaces become more dynamic and sustainably responsible, there's increasing pressure to create furniture that can adapt, perform, and endure over time. At Versteel, we meet that demand by uniting American manufacturing with a broader design perspective, delivering lasting value to our customers with every detail. Specializing in metalwork with American steel, Versteel manufactures its products at its facilities in Indiana, where our team fabricates, finishes, and assembles each piece with precision and care.



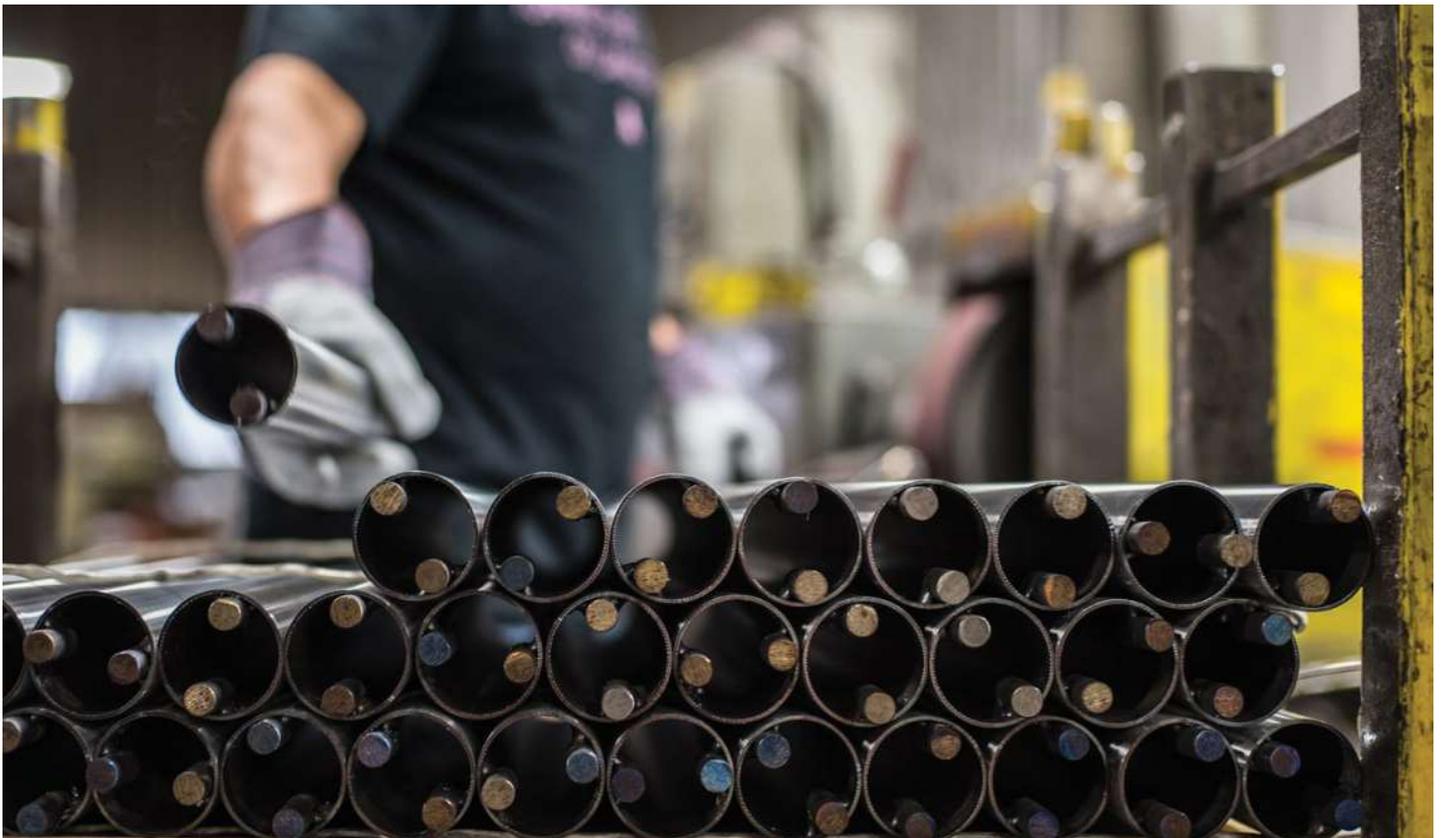
The Strength of Steel. The Power of Precision.

Steel is more than a material – it’s a promise. For decades, Versteel has partnered with local suppliers to manufacture its products using high-quality American steel, a material known for its strength, longevity, and sustainability.

Steel fabrication is held to high standards, with domestic mills following strict regulations that ensure consistency and performance. Highly recyclable and energy-efficient, steel helps preserve raw materials and reduce environmental impact. The steel used in Versteel products contains up to 95% recycled content and is completely recyclable at end of life.



Versteel combines the inherent characteristics of steel with advanced fabrication techniques, like induction brazing, for stronger joints, custom alignment, and enhanced corrosion resistance. By keeping production in-house and sourcing steel domestically, Versteel reduces variability in material quality. The entire supply chain is visible, controllable, and optimized.





The captivating potential of steel is embedded in Versteel's design process of new products. **Troupe**, which was designed in collaboration with Qdesign, features tapered legs that are formed and layered into a unique profile. The concave leg is both beautiful and practical, offering dual-tone possibilities and a way to conceal wires for technology integration. A recent expansion includes a refined T-base, allowing for functional options in modular spaces.

SIMON and **TOD** also demonstrate how form and function intersect through the power of steel. Their inverted, steel tube structure offers increased strength with minimal visual weight. Designed for active learning environments, this engineering innovation supports the required demanding stability while keeping the overall footprint light and adaptable. In both cases, the design of the steel structure becomes an intrinsic solution for performance, resilience, and style.





This commitment to steel is not just about strength – it’s about storytelling through design. **The Maker Project**, for example, exemplifies this philosophy. This collection of tables, seating, and ancillary furniture combines robust construction with refined details to provide a rugged aesthetic for creators, thinkers, and builders. Versteel’s trademark **Studio Steel®** process, which embraces exposed metal joinery and visible welds, pairs well with The Maker Project to proudly highlight the raw honesty of American steel.

Choosing American steel is an investment in long-term performance. Its strength is measured in more than its structural integrity. It holds up to daily use, resists wear, and supports evolving demands over time.

Built to Evolve

Versteel products are built to perform – and transform – across multiple industries, including education, healthcare, hospitality, and corporate spaces. Every product is manufactured in Indiana with American steel. The materials and components used in our tables are sourced in America, and a growing number of our seating collections are also entirely domestically sourced, including **Chela**, **Socius**, and **Catwalk**.





Catwalk, designed by David Dahl, was intentionally created to anticipate future needs by integrating forward-thinking flexibility. Like many Versteel solutions, Catwalk is modular, durable, and easily refreshed with updated components and materials. Versteel plans for the full life cycle of the product, both structurally and functionally.



Global Influence. Purposeful Design.

At Versteel, we pride ourselves in designing furniture to last a lifetime.

Our product development process is grounded in collaboration with global designers and international perspectives that enrich the form, function, and spirit of every product. These partnerships expand the possibility through design integrity and material innovation.

Our collaboration with renowned Italian designers brings unique European perspective to the user experience. Roberto Lucci, one of our earliest design partnerships, helped shape our foundation of design excellence. His seating solutions, including Quanta Max, are recognized for their timeless style and ergonomic intelligence. Lucci's deep understanding of human-centered design continues to influence Versteel's product evolution and reinforces our commitment to both performance and beauty.





More recently, we partnered with Francesco Favaretto to introduce a fresh perspective with the launch of **Aerie**, a large-scale table with a light aesthetic. That collaboration evolved into **Nerita**, our newest seating solution. Nerita features an organic, contemporary silhouette that balances comfort and performance.

In both partnerships, sustainability was considered from the beginning of the design process. The poly shells used in Nerita and Quanta Max are sourced from an international facility that prioritizes circularity. These shells are made with recycled material and are compostable at end of life. Their steel frames are sourced in America, marrying global innovation with domestic craftsmanship.

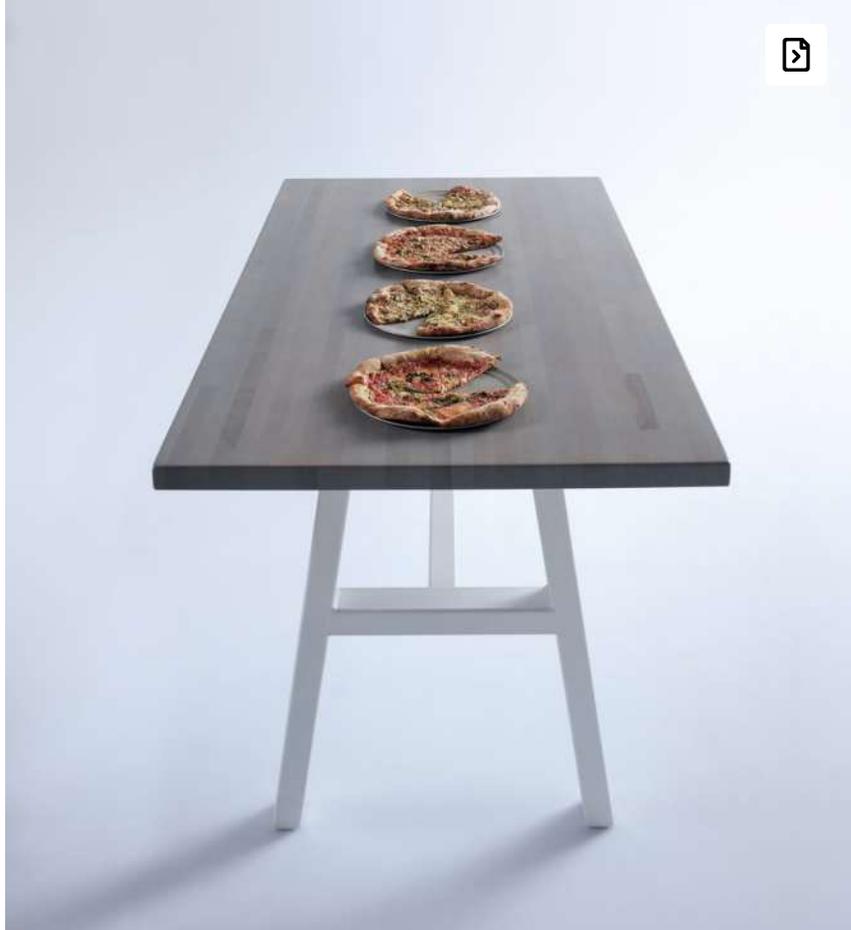




Built to Last

To be built to last is to be built with purpose. Each Versteel product is precisely engineered using quality materials, with steel at the core. Long-term use minimizes waste and maximizes value, extending the life cycle of our products in meaningful ways. When the time comes, many of our products can be disassembled, refreshed, reused, or fully recycled.

We remain committed to the future – continuing to innovate with intelligent materials, building long-term relationships with partners who share our values, and investing in communities where we live and work. It’s a balance we believe in: designing with confidence today, while creating with tomorrow in mind.



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Koble

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seating



CONNECTING TASK AND LOUNGE

Inspired by nature's dramatic forms and crafted for performance, Koble transforms soft seating into dynamic, functional configurations that support the evolving needs of the modern workplace.

See us at NeoCon at suite 1095.



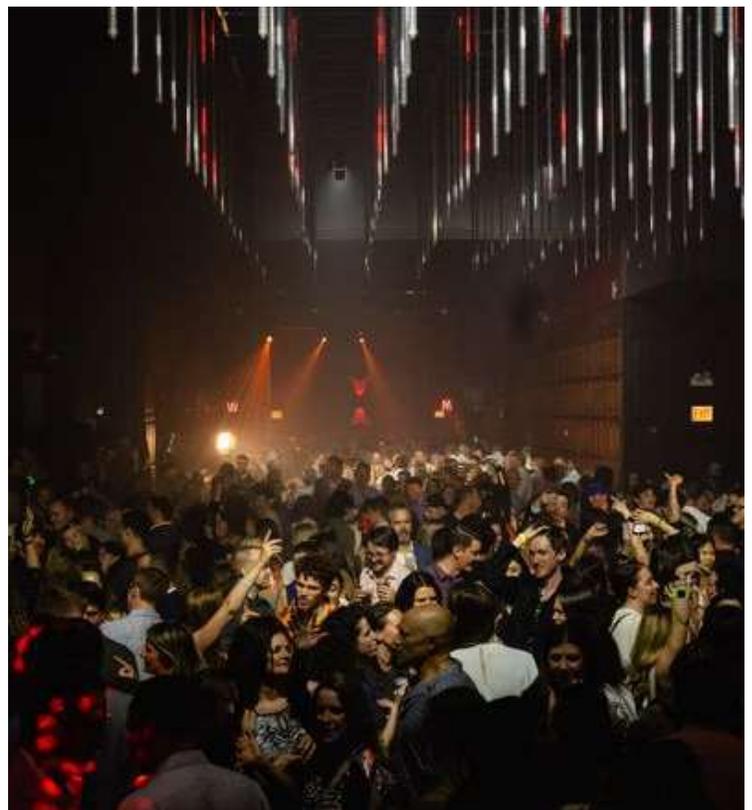
MRL's *AfterHours* Party:

THE ULTIMATE NEOCON NIGHTCAP

Every June, thousands flock to Chicago for NeoCon – North America's most influential event for the commercial design industry. But when the showroom lights dim and The Mart begins to quiet down, there's one event Monday night that keeps the energy going: My Resource Library's legendary *AfterHours* Party.

Hosted annually with the Charter Members of the North American Independent Rep Council (NAIRC), this high-energy celebration isn't just a party – it's the party. The one you'll hear about in every elevator ride, showroom corner, and coffee line on Tuesday.

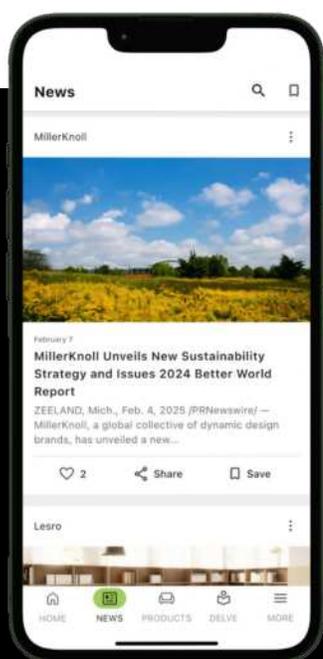
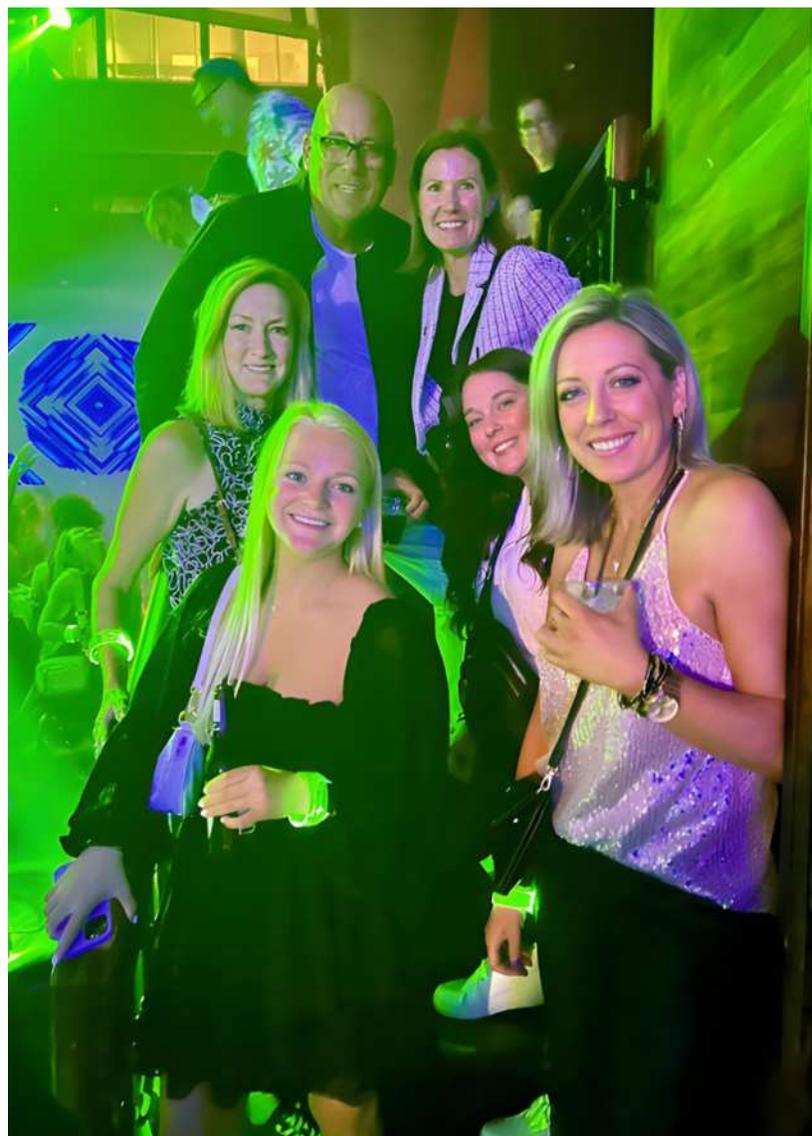
For MRL, NeoCon *AfterHours* is more than a night of music, mingling, and memorable moments. It's an expression of the brand's mission: to connect the commercial interiors industry through shared experiences. Since its inception, MRL has redefined how we interact with product libraries and manufacturer resources. But what truly sets them apart is how they bring the people of this industry together – digitally, and in real life.





Whether you're a first-timer or a seasoned pro, there's an undeniable buzz in the air. Maybe it's the music, the venue, or the sheer excitement of seeing so many familiar faces in one place. But ask anyone who's been, and they'll tell you: this party is where the real magic of NeoCon happens.

So if you're headed to Chicago for NeoCon, here's your reminder: don't just plan for the show – plan for the AfterHours. Because when the industry's go-to digital platform throws its biggest in-person celebration, you don't want to be anywhere else.



Wristbands are required, so download the MRL Media App to get the drop on when (and where) to grab yours on **Monday, June 9!**



SCAN OR CLICK TO DOWNLOAD

THE PROFESSOR IS IN



CLOSING THE LOOP:

Bridging Students, Educators, and Industry at Trade Shows

By Stephanie Sickler & Helen Turner

Remember what it was like in design school when budgets, indecisive clients, or change orders were not a factor in your design project? When your concept could be as imaginative as your professor would allow and your biggest worry was how long it would take you to render your Revit model? As a practitioner, these freedoms and worries often change, making the distance between practice and education seem distinct and sometimes vast. But what if interior design stakeholders, including practitioners, educators, and students, created a “circular economy” that embraced and pursued collaborative and mutually beneficial relationships to incite innovation?

The Value of Students in the Design Community

Speaking from our perspective as educators, students represent the future workforce, and their education and preparedness directly impact the future success and innovation in our industry. Their needs and perspectives are therefore valuable in shaping industry practices and curriculum development. And yet, how many practitioners are spending time with design students? How many are working closely with faculty or reading the vast research design education is publishing?

A study analyzing the concept of quality in higher education determined that students are the most important stakeholders and that the “quality of the academic staff and study programs are the most important elements in ensuring quality of higher education.” By collaborating with students and faculty through internships, mentorship programs, advisory boards, sponsorships, partnerships, or other means not yet occurring, firms can gain valuable feedback on industry trends and emerging technologies.

Creating a Circular Economy in Design

What if networking with educators and students as well as learning about industry trends and research findings were part of every practitioner’s daily routine. Strategic engagement such as this is a step toward creating a continuous feedback loop - a circular economy in design. In this way, we, as practitioners, educators, and students, can create a richer design community steeped in inspired projects, competitions, or research collaborations that address industry challenges.

As an example, trade shows offer a unique opportunity to bring students, educators, and industry professionals together under one roof. These events can serve as a platform for showcasing innovative projects, sharing research findings, and fostering collaboration. By participating in trade shows, firms can not only stay updated on the latest trends but also contribute to the education and development of future professionals. Students benefit from exposure not only to the professionals they aspire to work with, but also benefit from learning firsthand the tools of the trade in the showrooms they encounter.

Closing the Loop

By embracing a circular economy, students, educators, and practitioners, as a collective force, can ensure that the design community remains vibrant and innovative. To this end, we encourage investment in the future of our discipline by closing the loop and creating a design community that thrives on shared knowledge and mutual support.



Reference: Degtjarjova, I., Lapiņa, I., & Freidenfelds, D. (2018). Student as stakeholder: “voice of customer” in higher education quality development. 388-398. 10.21272/mmi.2018.2-30.

FLOWER



PETER PEPPER PRODUCTS

Hedge Planters



NEOCON

How Industry Events Helped Shape My Professional Growth

My passion for interior design was evident early on. Earning a bachelor's degree in interior design from the University of Cincinnati, College of Design, Architecture, Art, and Planning.

I often rely on this solid educational foundation to excel in the competitive field of commercial interior design. My career in commercial interior design spans over two decades, marked by innovation, leadership, and a deep commitment to creating meaningful spaces. This journey is a testament to the transformative power of design and the pivotal role that industry events like NeoCon have played in shaping my professional trajectory and professional growth.

Thirteen years ago, NeoCon served as the launching pad for My Resource Library. The event provided the perfect platform to introduce MRL to the commercial interior design community. The initial concept of MRL was to replace the wasteful, cumbersome, and quickly outdated printed product catalogs with a digital library. This innovative approach was well-received at NeoCon, where industry professionals recognized the potential of a digital solution that could streamline the design process and keep project information organized in one place. I joined the MRL team 3 years ago to extend the library beyond furniture, spearheading the expansion of MRL's focus to include textiles, flooring, wall coverings, acoustic products, and more. This comprehensive approach has made MRL an indispensable tool for designers, specifiers, dealers, reps, and manufacturers.



The success of MRL at NeoCon was a turning point for the commercial interiors industry. The positive reception and feedback from the event's attendees validated their vision and provided the momentum needed to further develop and expand the platform. Over the years, MRL has evolved from a basic digital catalog to a comprehensive tool that includes project management features, digital asset management, and a sample program embedded in a manufacturer's subscription. The time we get to spend together in June each year becomes more valuable for not only us but for our manufacturing partners and industry friends.

I am in constant awe of how strongly The Mart's history is intertwined with the evolution of the design industry. The Merchandise Mart in Chicago, where NeoCon is held, is itself a landmark in the world of design and commerce. Opened in 1930, the Mart was the world's largest building at the time, boasting 4 million square feet of floor space. Built by Marshall Field & Co., the Mart was designed to centralize Chicago's wholesale goods business by consolidating architectural and interior design vendors and trades under a single roof. The Art Deco structure has become a hub for retailing and wholesale activities, hosting thousands of visitors and tenants daily. It has been home to numerous enterprises, including showrooms, offices, and tech startups. The building's significance extends beyond its size; it has been a focal point for trade shows and community events that attract designers, architects, builders, and consumers alike.

A few of the hottest topics talked about as we head into NeoCon 2025 – comfortable fashion, tote bags, and parties! The premier event for commercial interior design, has not only been a hub for industry innovations but also a showcase for evolving fashion trends among its attendees. Over the years, the event has seen a significant transformation in how participants present themselves, the coveted takeaways they seek, and the vibrant social scene that extends beyond the showrooms.

Fashion at NeoCon has evolved dramatically over the years. In the early days, attendees often adhered to a more traditional business attire, with suits and formal wear being the norm. However, as the design industry has embraced creativity and individuality, so too have the fashion choices of NeoCon attendees. Today, the event is a vibrant display of personal style, with designers, architects, and industry professionals showcasing a mix of chic, contemporary, and sometimes avant-garde outfits.

Comfort and practicality have become key considerations, given the extensive walking and networking involved. Attendees now favor stylish yet comfortable footwear, versatile layers, and accessories that reflect their personal brand. The shift towards more relaxed and expressive fashion mirrors the broader trends in the design industry, where creativity and innovation are highly valued.

One constant at NeoCon has been the coveted bags distributed by various manufacturers. These bags have become a symbol of the event, eagerly sought after by attendees each year. The competition among manufacturers to design the hottest and most functional bag is fierce, with each aiming to create a standout piece that attendees will proudly carry long after the event.

These bags are not just practical for carrying brochures, samples, and other materials collected during the event; they also serve as a canvas for showcasing innovative design and branding. Over the years, the designs have ranged from sleek and minimalist to bold and colorful, often incorporating sustainable materials and clever features that reflect the latest trends in both fashion and functionality.





The social aspect of NeoCon has also evolved significantly. In the past, most of the networking and socializing took place within the confines of the showrooms. These gatherings were intimate, allowing attendees to connect with manufacturers and fellow designers in a more controlled environment.

However, as NeoCon has grown, so too has the scope of its social events. Today, the parties and networking opportunities extend far beyond the showrooms, activating the surrounding areas with hosted dinners, afterparties, and exclusive events. These gatherings take place in some of Chicago's most iconic venues, offering attendees a chance to experience the city's vibrant culture and culinary scene.

The expansion of social events has added a new dimension to NeoCon, making it not just a trade show but a comprehensive experience that blends professional development with social engagement. These events provide invaluable opportunities for attendees to forge new connections, share ideas, and unwind after a day of exploring the latest in commercial interior design.



As NeoCon continues to evolve, it remains a vital platform for showcasing the latest trends in commercial interior design and fashion. The event's ability to adapt and innovate ensures that it will continue to be a highlight of the industry calendar, attracting professionals from around the world who are eager to see and be seen. This week in June will undoubtedly continue to set the standard for industry events, offering a blend of inspiration, innovation, and unforgettable experiences. Cheers!



Laura Carlson

Director of Architectural
Products & Materials, MRL

DESIGN WITHOUT LIMITS

Preparing Bold Thinkers Through FSU's Imaginative Charrettes

by Steven B. Webber and Terry Londy

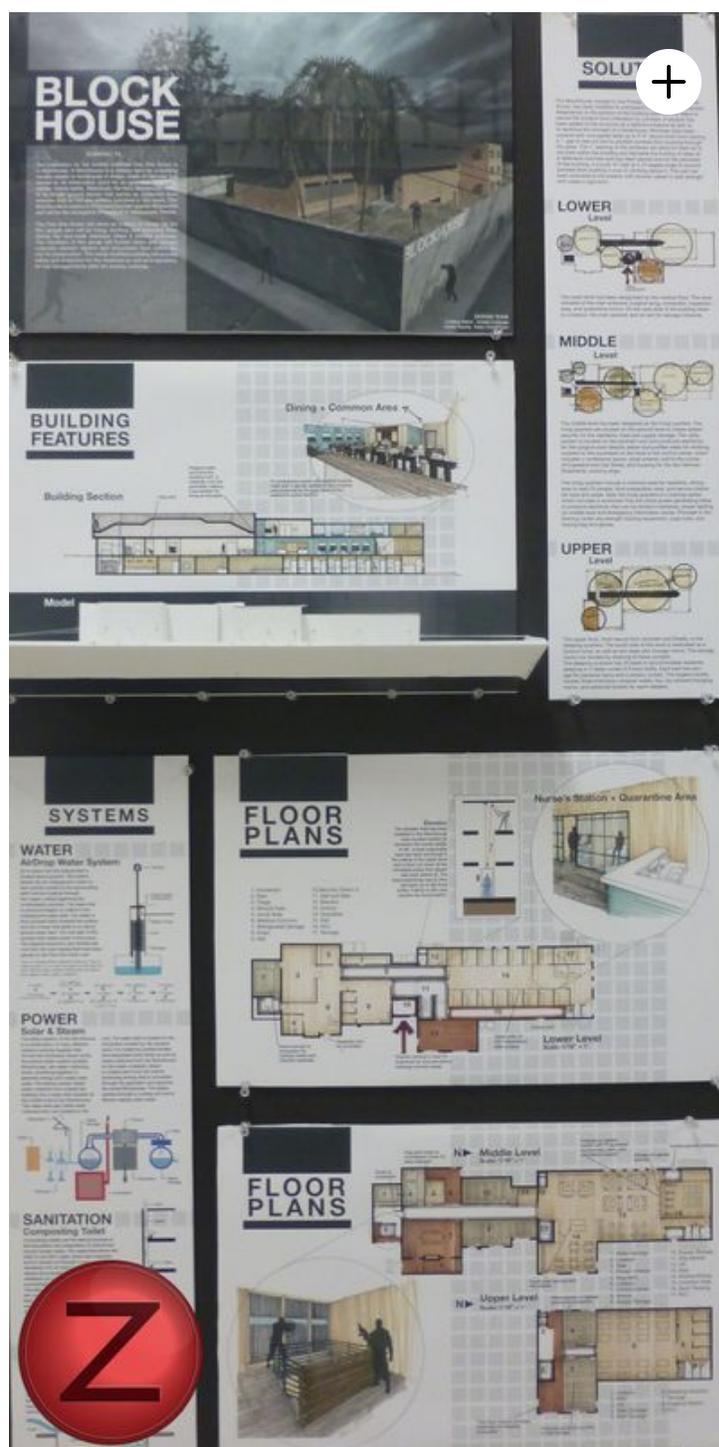
Time, budget, constructability, codes... these are the built-in accountability measures of interior design practice. CIDA accreditation, the accrediting body of interior design education programs in the USA and Canada, is the primary accountability for interior design education.

The rigor of accreditation contributes to a level of trust that emerging practitioners with a degree from a CIDA-accredited program will be well prepared to practice. Did you know that in addition to addressing the foundational skills and abilities that an interior designer needs to succeed in the field, the CIDA standards also include this requirement, "The interior design program includes: ...opportunities for innovation and risk taking" (CIDA, 2024)

Innovation finds wide-ranging applications throughout the discipline, but risk-taking typically does not mix with budget, constructability, code, and related issues. When was the last time a client asked you take risks with their budget? However, taking risks in design ideation leads to innovative solutions to complex problems and prepares students to challenge the status quo and envision a better future in both practice and education. This is where interior design educators make a tremendous difference in the development of their students. Interior design educators challenge students to meet, exceed, risk, fail, and occasionally break problems, even when they are fantastical. Today's fantasy often become tomorrow's reality, after all.

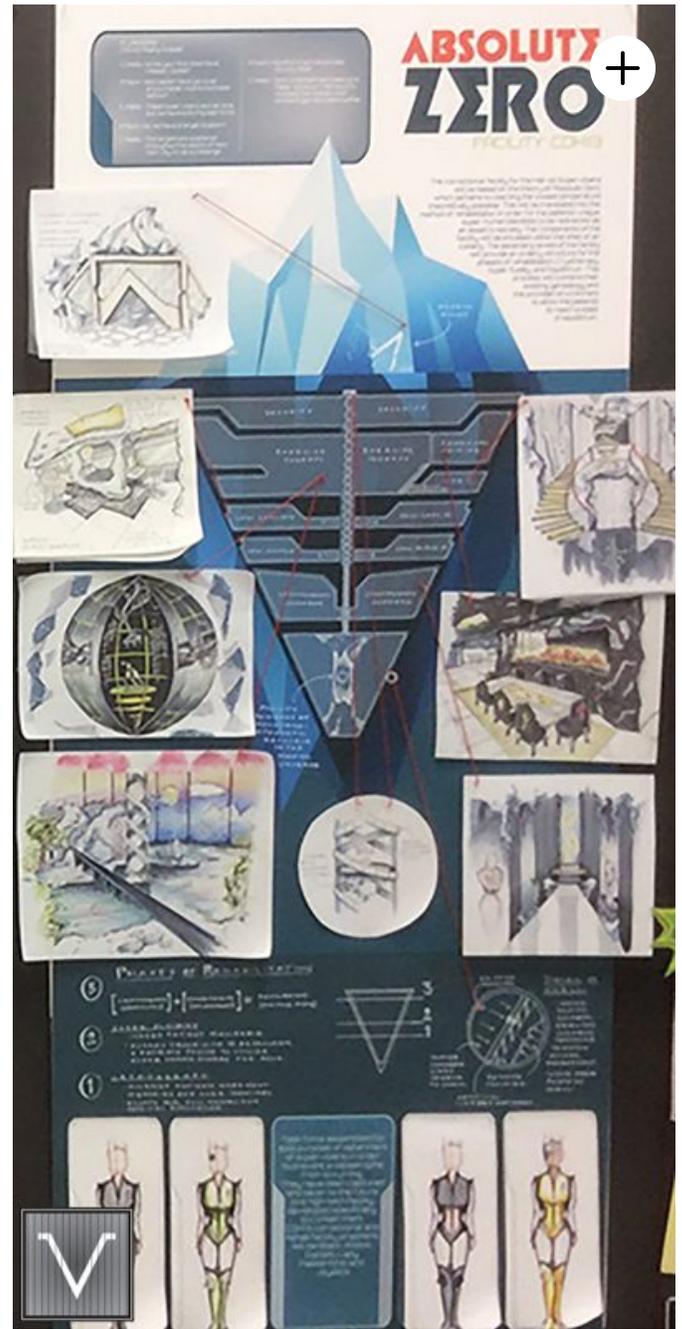
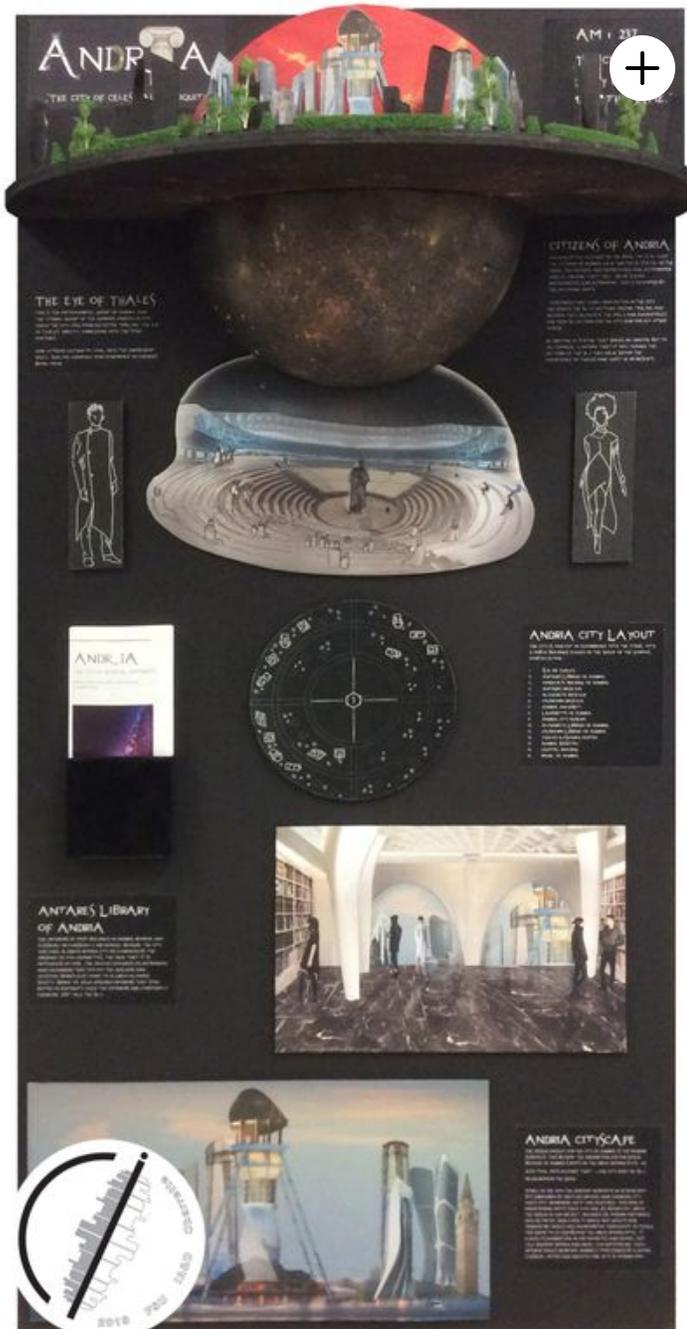
The Interior Architecture & Design Department at Florida State University holds an annual student design charrette to push these boundaries. Students are formed into multi-expertise teams (each team has at least one sophomore, junior, and senior) and given a unique design scenario to complete and present within five days. The design scenarios are purposely fantastical in nature to complement the largely realistic scenarios utilized in regular studio coursework.

The inaugural charrette in 2013 called for the student teams to design a safehouse to withstand a zombie apocalypse. Pop culture, music, poetry, film, and literature would inspire many of the design scenarios that followed, which included an interior overlooking a city based upon Italo Calvino's *Invisible Cities*, a performance space and luthier studio inspired by *The Red Violin*, a correctional facility for comic book supervillains from the Marvel and DC multiverses, a steampunk-themed survival scenario in 1886 London, the meeting place for a secret society, a mind palace similar to that found in the *Sherlock Holmes* series, a Mars habitat and research facility (what if *The Martian* habitat had succeeded and led to something else?), and an arena for a competitive TV game show based upon a childhood game or toy (think Jenga using cranes), among others. The opportunities to take risks, innovate, and fail are built into these scenarios—helping students embrace risk and failure in the design process.



Each charrette included very practical learning objectives within the fantastical design scenarios. Life safety basics (such as clean air, water, and security) and ethical issues (like causes of crime and the role that art therapy can play in rehabilitation) provide underlying requirements for each charrette. In addition, the students build upon the annual successes of the teams that preceded them by improving the visual presentations and finding ways to bend the few rules that were placed upon them. Simultaneously, students

learn to work on teams that break down the expertise barriers as the more advanced seniors mentored the juniors and sophomores to accelerate their learning process. The risky fantastical design scenarios contribute to an environment where students feel comfortable taking risks in their design work and they are rewarded for doing so. Fantastical projects in the educational realm such as these teach the designers of tomorrow to challenge assumptions and to dare ask “What if?” when our society will need it most.





AUTHOR BIOS

Steven B. Webber is associate professor of interior architecture and design at Florida State University. His research areas include emotional intelligence, empathy and systemizing quotient, design pedagogy, and design process. He is the author of Interior Design Fundamentals (Fairchild). He created the annual student design charrette at FSU IA&D in 2013 and has worked alongside Terry Londy in the endeavor since 2023.

Terry Londy is an assistant professor of interior design at Florida State University. As a practicing designer he specializes in the role of Brand in the built environment, and how Experiential Graphic Design plays a role in our connection to spaces.

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MRL Pro Dealer **re|DISTRICT**

Alexandria, VA

PRO DEALER SINCE 2024

re|DISTRICT is a full-service workplace furniture dealership focused on long term strategic partnerships. Headquartered in Alexandria, VA with a full-time staff of 45, the company has served the local community since 2005. We are a Steelcase Premier Partner specializing in superior service with our exclusively senior level team of experts.

What drove or influenced your decision to go Pro?

Our staff. Our company and team are growing and we are focused on providing the best tools and resources to improve our efficiency and effectiveness. Several team members advocated for MRL Pro as an excellent tool to arm our sales and design teams with, saving time, expanding product knowledge, and making our deliverables more consistent and accessible to our client base.

How do your team members use MRL?

Our sales team regularly uses MRL for product searches, competitive research and images of product, along with brochures and spec info vs. searching through the manufacturer sites. Our **Custom Library** helps streamline the process for accessing preferred vendors.

MRL makes the design process more efficient by providing a centralized hub for product information, manufacturer contacts, specifications, and CET extension links. The design team creates specific lookbooks using the **Project Tool**. These are easily shared by the team and allow for customers to provide feedback on product, typicals and finish information – as well as better visualize their space. MRL helps to enhance collaboration and make presentations more interactive and visually compelling. Overall, it really helps to improve the project workflow.

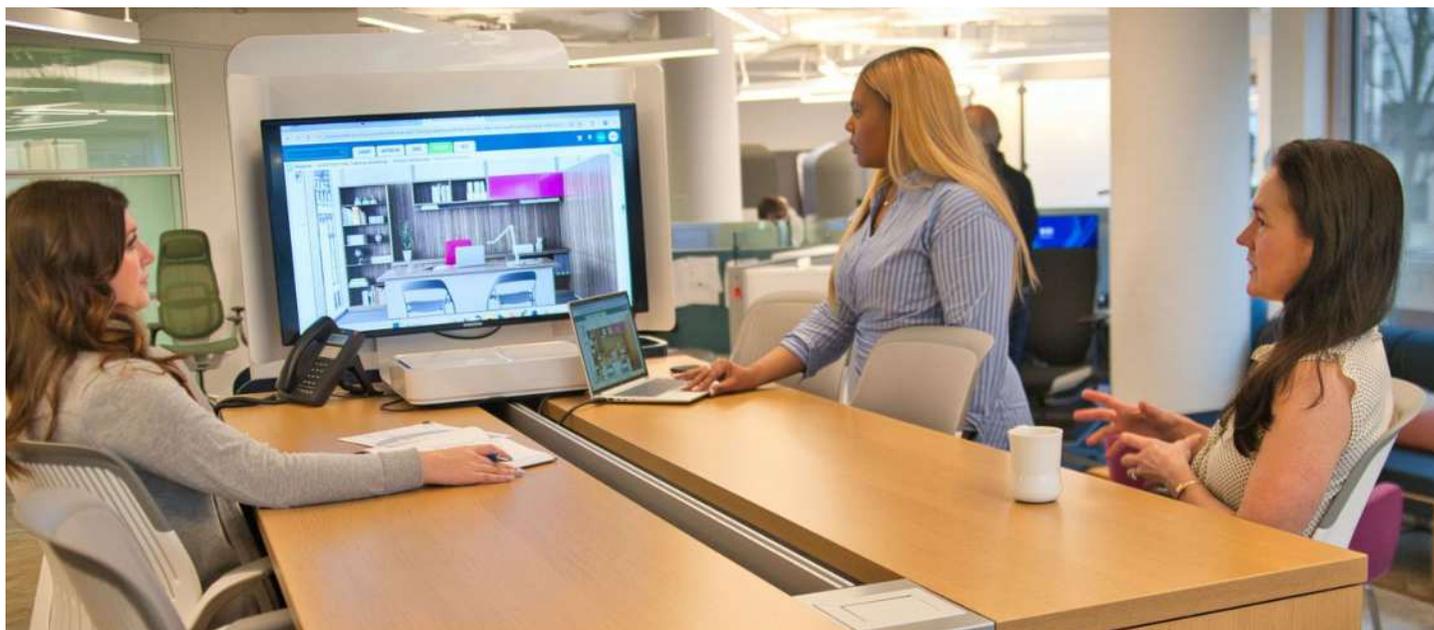
PROFILE CONTRIBUTORS

Teresa Patterson
Design Manager

Scott Compton
Account Executive

Amanda Abelende
Marketing Specialist

Marketing efforts are enhanced by using MRL to provide an engaging experience for clients which is key to driving success. MRL offers powerful tools that streamline the sales process, enhance collaboration, and deliver a polished final product, all while giving the team the ability to engage with clients in a more meaningful way.



What key features of MRL Pro Dealer do you find the most beneficial to your daily activities?

As we are very new to MRL, we are actively reviewing additional MRL Pro Dealer features including website integration. Given MRL's ability to provide real-time access to product information, enhance client engagement, and offer a more seamless experience that aligns with our brand's commitment to innovation and customer service, we think this is likely to move forward this year.

The sales team accesses re|DISTRICT's top manufacturers through their **Custom Library**. They also use the **Full Product Library** as it provides quick access to all the manufacturers and is a real-time reminder of other options that they may be less familiar with. The design and marketing team members have discovered previously unknown products while searching this full product library. Since MRL keeps manufacturers and product solutions all on the same site, it is expanding our users' product knowledge and making it quicker and easier to view a broader list of solutions for various client needs. Our designers use the library filters to narrow down the products that have CET Extensions.



Lookbooks are created by the design team using the **Project Tool** to introduce product lines, showcase typicals and share proposed floor plans. Marketing is also using the Project Tool as a way to share various company and service information so the team can have these resources available in MRL to email to clients in an efficient and consistent manner. Although the sales team is not currently using this great tool, they are currently in training and look forward to better understanding the how-to's of the project building process.

Mobile access to MRL provides significant benefits when your team is out in the field. Having project information, images from the Inspiration Gallery, and product specs readily available ensures that we can work efficiently, even when away from the office. The designers prefer to access it on a tablet because it is a great deal of information to view on a small screen when accessing project or binder info. The benefit of using it on a mobile phone is to access contacts and quick information.

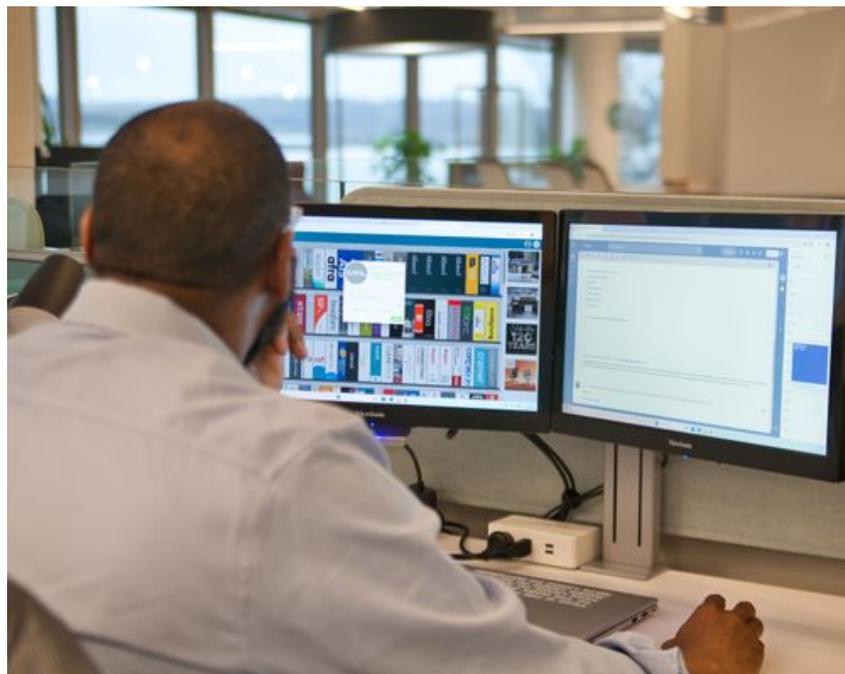
Regarding **onboarding and training**, there have been several training sessions done already by our MRL Star, Teresa Patterson. Since most of us are fairly new to MRL, we have an implementation team in place to develop our own best practices, next steps, and training sessions for the larger team. For the design team specifically, application is the best practice and the more the user delves into MRL, the more familiar they become. We are measuring usage and sharing best practices, user guides, and examples of MRL project content to encourage adoption and continuous improvement with the rest of the team here at re|DISTRICT. Ongoing training motivates the team to consistently use the platform. Over time, user proficiency, familiarity and confidence in navigating MRL's features is growing, leading to improved productivity and ultimately, better client outcomes.



Summary/Closing Comments

SALES

MRL's platform has allowed me to quickly and easily see and utilize various manufacturer catalogs and visual tools and search for and research products and product options. Our Custom Library saves a lot of valuable time, versus going to multiple manufacturer sites as it's all in one place and does not constrain bandwidth with limitations for downloading photos, binders, options and brochures. When the platform is fully utilized with our customized library, it will be a valuable tool for client interaction on project work or product viewing.



DESIGNERS

MRL absolutely saves time and ensures that our designers stay informed and efficient while creating well-curated design solutions. re|DISTRICT's product portfolio is massive, and with so many options available to us, having a tool like MRL to assist our teams is a gamechanger. We are always learning, and MRL makes this easier to be organized and stay focused on the right options for each client.

MARKETING

MRL has transformed the way we engage with clients by providing instant access to product specs, images, and inspiration - further streamlining aspects of our sales and design process. It allows us to deliver tailored, professional presentations on the spot, enhancing client collaboration and accelerating well-informed decision-making.



FEATURED MANUFACTURER

The Art of Adaptability

How Keilhauer Designs for a Shifting Workplace

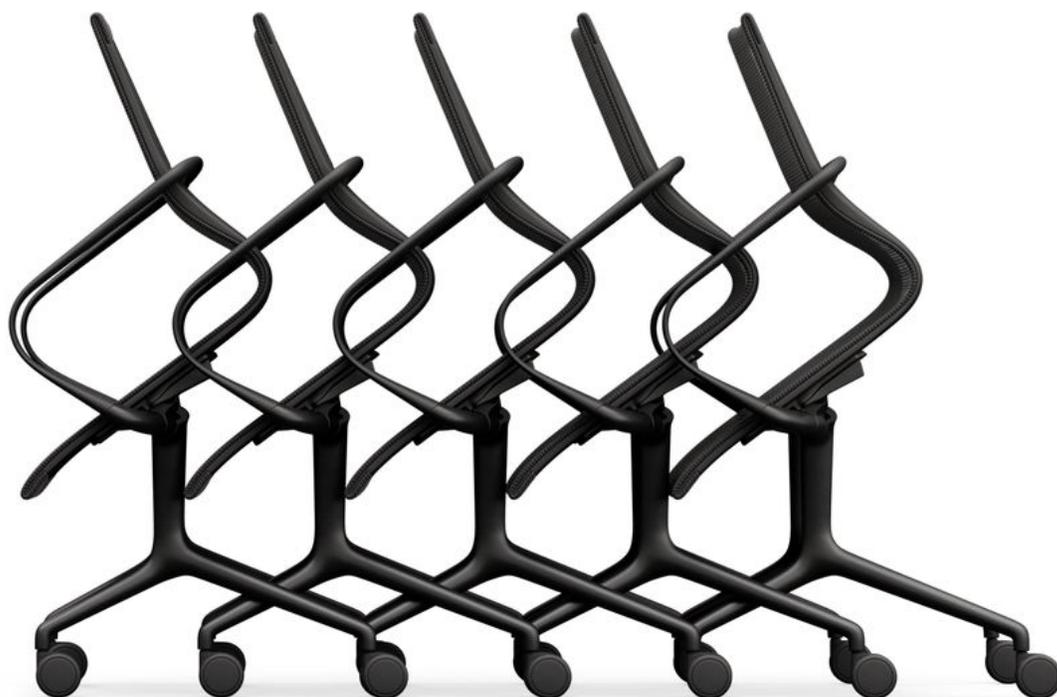


KEILHAUER

What are you most excited to showcase at NeoCon this year, and how does your latest collection embody the “Design Ahead” concept?

Keilhauer’s presentation at NeoCon 2025 is rooted in the insight that with the trend of reduced office footprints, each space within the office needs to become more productive and multi-purpose. We still need space for collaboration, small and big meetings, and town halls, but now we need to be able to use the same spaces for different purposes throughout the day. These new products reflect the shift to hybrid work spaces that need to flex and adapt with the needs of the day. They easily flow from lounge to training to solo work, all in a single space.

Keilhauer’s new **Weve** Nesting Conference Chair provides a seating solution that can work as a conference chair for small or large meetings, lined up for theatre-style seating, and then easily folded up and nested together for easy storage when not in use. It has a unique tilting mechanism that allows for a comfortable and customizable sitting experience.





The **Unifi** lounge chair has a versatile mid century-inspired design that effortlessly shifts from individual seats to communal benches with optional tablets. It comes on casters or a sled base, with an optional tablet and combines comfort with convenience for seating that goes with any type of work.

For comfort that's made to move, we are introducing the **Agyl** working lounge chair. It blends casual comfort with practical mobility for the modern workplace, with an enveloping shape that offers an upright sitting experience. Casters and an optional table provide effortless flexibility to work comfortably, from anywhere.



As a long-time exhibitor at NeoCon, how does your showroom continue to stand out in such a dynamic and competitive environment?

The Keilhauer showroom continues to stand out not because of the space, but because of the solutions based designs that embody the furniture within. Every year at NeoCon, Keilhauer brings our best new designs that meet the emerging needs in the commercial furniture industry, whether it be a stunning lounge chair that demands to be the centre of attention, or an innovative new line-up that speaks to the challenges of the hybrid work space.

What's the most innovative product or collection you've introduced in recent years, and what was the inspiration behind it?

In 2020, Keilhauer introduced **Swurve**, our first ever Carbon Neutral task chair. Keilhauer has been a design activist since our start in 1981, so the journey to start achieving carbon neutrality on our furniture was a natural one. We start by selecting materials with low carbon features, then complete a third party ISO 14044 Life Cycle Assessment to calculate our carbon impact and verify our program. We then offset any remaining carbon impact by investing in offset credits that support third-party verified carbon-reduction projects. Since 2020, Keilhauer has achieved carbon neutrality on over 26 product families.



What are some of the core values that guide your company's design and manufacturing process?

At Keilhauer, our design and manufacturing process is guided by a set of core values that reflect our purpose: **to make work comfortable for all**. We focus on creating solutions-focused products that address workplace friction and enhance the overall work experience.

Our designs prioritize **beauty, comfort, and sustainability**, ensuring that each piece not only performs well but also contributes positively to the environment and the spaces where people work. We are committed to manufacturing high-quality seating, delivered on time, with careful attention to both form and function.



Sustainability is integrated into every step of our design process through our Design for Environment program. This includes choosing eco-conscious materials—such as FSC-certified wood, recycled aluminum, and biobased foams—whenever possible, and using innovative, waste-reducing practices like shipping products in reusable blankets instead of disposable boxes. From material selection to manufacturing and delivery, we strive to minimize our environmental impact while creating beautiful, lasting furniture for the modern workplace.

Can you tell us about your company's journey in the commercial furniture industry and what sets your brand apart from others?

For over 40 years, Keilhauer has been redefining the workplace through thoughtfully-designed furniture that balances beauty, comfort and sustainability.

Founded by the Keilhauer family, we began with a very simple promise—to manufacture quality seating on time. Since then, we've evolved into an internationally recognized and design-forward contract furniture company with a mission to produce furniture that's good for people and the planet.

From our skilled team members to our design partners to the individuals who use our products every day—people are at the heart of everything we do. Every piece we produce serves to transform workplaces into environments where people can connect, engage and thrive.

We embrace bold, innovative approaches to design, materials and construction, continually evolving to meet the ever-changing needs of the modern workplace.

We believe good design does more than just look great, it has the power to change our daily lives for the better. Sustainability drives every step of our process, from materials sourcing to manufacturing to recycling and end-of-life practices. We're more than just a contract furniture manufacturer, we're design activists.



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Getting to Know **The Craven Co**

of Austin, Texas

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

I started The Craven Co in October 2021, just as the world was starting to find its footing again post-Covid. At first, it was just an idea—something I began thinking about after taking some time to figure out what I wanted to do next. I knew I wanted to reconnect with the amazing brands and friends I'd gotten to know over my 25 years in the industry.

What surprised me was how quickly things started to come together. Three partners came on board early, and we quickly realized we shared a vision: to build a strong, relationship-driven rep group focused on the Texas market.

One of the things I've always loved about this industry is how connected people stay, even as they move around. I was fortunate to have longtime friends and colleagues who were more than willing to help with introductions, and those connections opened the door to some truly incredible brands. It all came together pretty organically—and we've been growing ever since.

How has the company changed over the years?

Over the last few years, we've really grown and evolved as a company. We've partnered with eight incredible brands that focus on architectural products, lighting, and commercial office and hospitality furniture. That's allowed us to expand our reach and grow our representation throughout Texas, Arkansas, and Louisiana—something we're super proud of.

What hasn't changed is our focus on creating extraordinary spaces. We've continued to align ourselves with forward-thinking manufacturers who care about design, sustainability, and the well-being of the people who use their products. Brands like Arper, HAT Collective, Heller, Muraflex, Parla Design, Schiavello and Wilkhahn help us bring fresh, inspiring solutions to every project we're part of.

It's been exciting to see how far we've come, and we're just getting started.

What do you think is the secret to your rep groups longevity and success?

Even though The Craven Co is still relatively new to the market, we believe a big part of our early success comes from building strong, intentional relationships. We've made it a priority to work closely with the architecture and design community, construction teams, and real estate professionals—always in close collaboration with furniture dealerships. At the end of the day, the best projects happen when everyone's working together.

Our approach is simple: we lead by listening. We see ourselves as consultants, focused on bringing the right products and ideas to the table based on what each project truly needs. We're not always the lowest-cost option—and we're okay with that. The value we bring comes from thoughtful design, reliable service, and smart solutions that make a real difference in the spaces we help create.

That listen-first mindset, paired with strong partnerships and a genuine passion for what we do, is what keeps us growing and moving forward.

What makes you most excited about working in the contract design industry?

What continues to excite me most is being involved at the front end of a project—collaborating with architects and designers to help bring their vision to life. There's a real energy that comes from being part of those early conversations, offering solutions, and finding the right products to support both the aesthetic and functional needs of a space.

I take great pride in being a trusted partner throughout the creative process. Whether it's problem-solving a design challenge or working through the details to ensure a seamless execution, I enjoy the opportunity to contribute to environments where people live, work, and connect every day.

What's most rewarding is standing in the finished space alongside the team who helped bring it all together. After all these years, that moment—seeing a vision realized and knowing I played a role in it—is still incredibly meaningful. Every project is a fresh opportunity to make a lasting impact, and that's what keeps me passionate about this industry.





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

If I had to choose one word to describe The Craven Co, it would be **TRUSTED**.

In our marketplace, relationships matter—and we've built our reputation on being a reliable and respected partner to both our clients and the brands we represent. We're intentional in how we do business, always leading with integrity, consistency, and a true commitment to service.

We're not just here to make a sale—we're here to support, to solve, and to serve. That level of trust doesn't happen overnight, but it's what we value most, and it's what sets us apart in this industry.

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

At The Craven Co, we've always prided ourselves on being a boutique agency—and that's not changing anytime soon. What sets us apart is our personalized approach, our deep-rooted relationships, and our commitment to representing brands that bring real value to the marketplace. As we look ahead over the next 5 to 10 years, we'll stay true to that core—staying nimble, responsive, and focused on what matters most: our customers and brand partners.

That said, there's no doubt we're in a season of exciting growth. With the industry evolving and client needs becoming more complex, we see a real opportunity to expand our reach, deepen our expertise, and grow our footprint—especially here in the Texas market and beyond. Whether that means adding new lines that complement our existing portfolio or investing in more robust tools and resources to better serve our clients, our vision is clear: grow with intention, not just for the sake of growth, but to continue delivering the high-touch service and creative solutions our partners expect from us.

Like we say around here—bigger isn't always better, but better always matters. And that's the kind of future we're building at The Craven Co.



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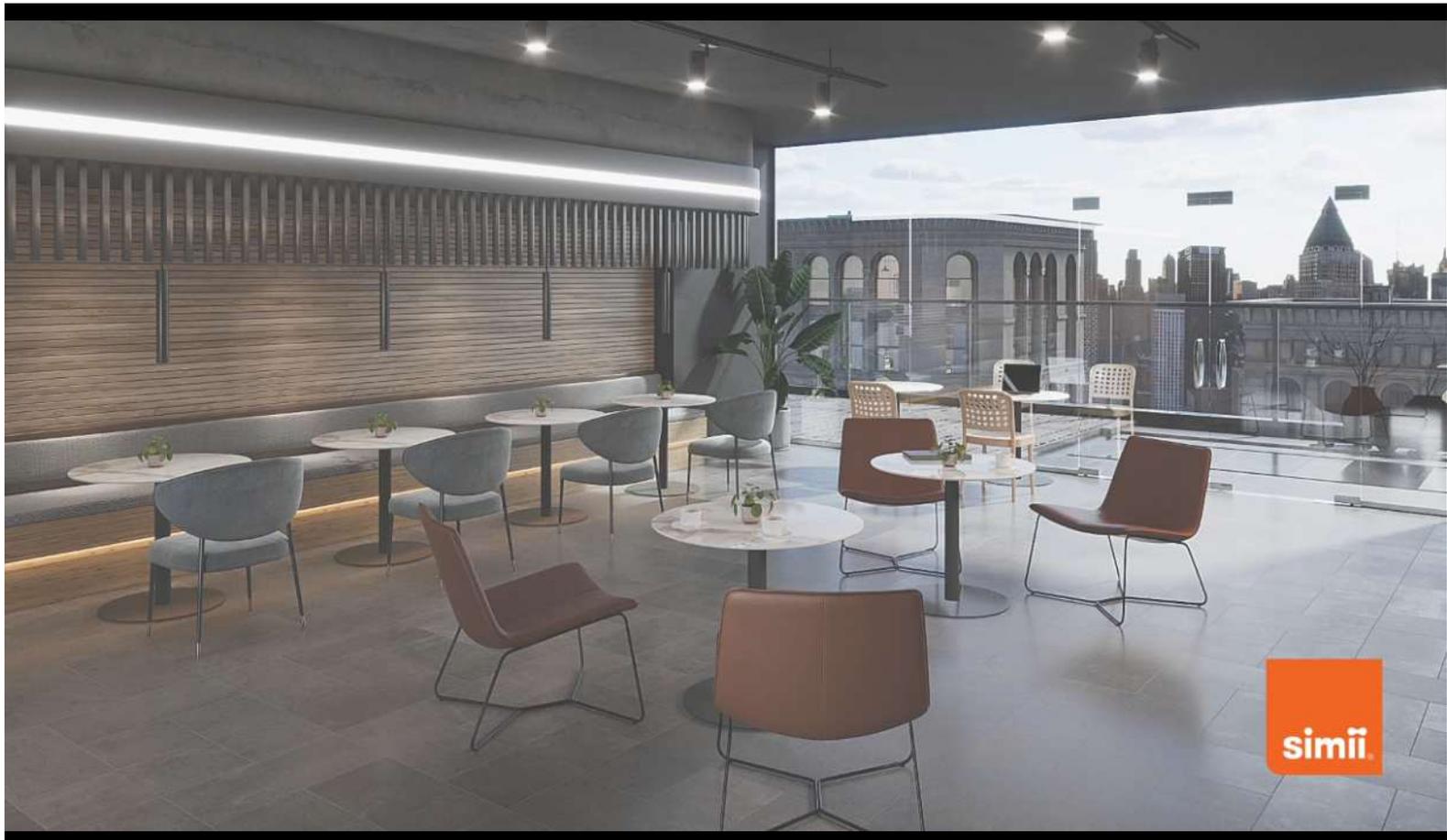
Tuesday, June 10th | 2:30 - 4:00 PM
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MRL STAR OF THE MONTH



NAME:

Caitlin Sherman-Hyde

DEALER:

Forward Space

TITLE:

Senior Designer + Ancillary Specialist

LOCATION:

Chicago

HOW LONG WITH THAT DEALER:

10 Years

HOW LONG IN THE CONTRACT FURNITURE INDUSTRY:

11 Years

GET TO KNOW ME:

If you had to teach a class, give a TED Talk, or do a podcast what would it be about? My dream “passion” project would be to compile or write a book about the history of set design & furniture in movies

What’s your favorite way to spend a day off? Checking out a new restaurant in Chicago and then going to Music Box movie theater

How would your coworkers describe you in five words? Authentic, Adaptable, Resourceful, Eclectic, Analytical

What’s the best work-related book you’ve read? 1000 Chairs by Charlotte & Peter Fiell – great source to get inspiration when everything starts to blur together, or you get stuck in a rut

What’s your favorite thing about working in this industry? I love getting together with people and geeking out over furniture design

If you could design YOUR perfect office, what would it look like? I love a vase of fresh flowers & bright colors





Industry News in Real Time.

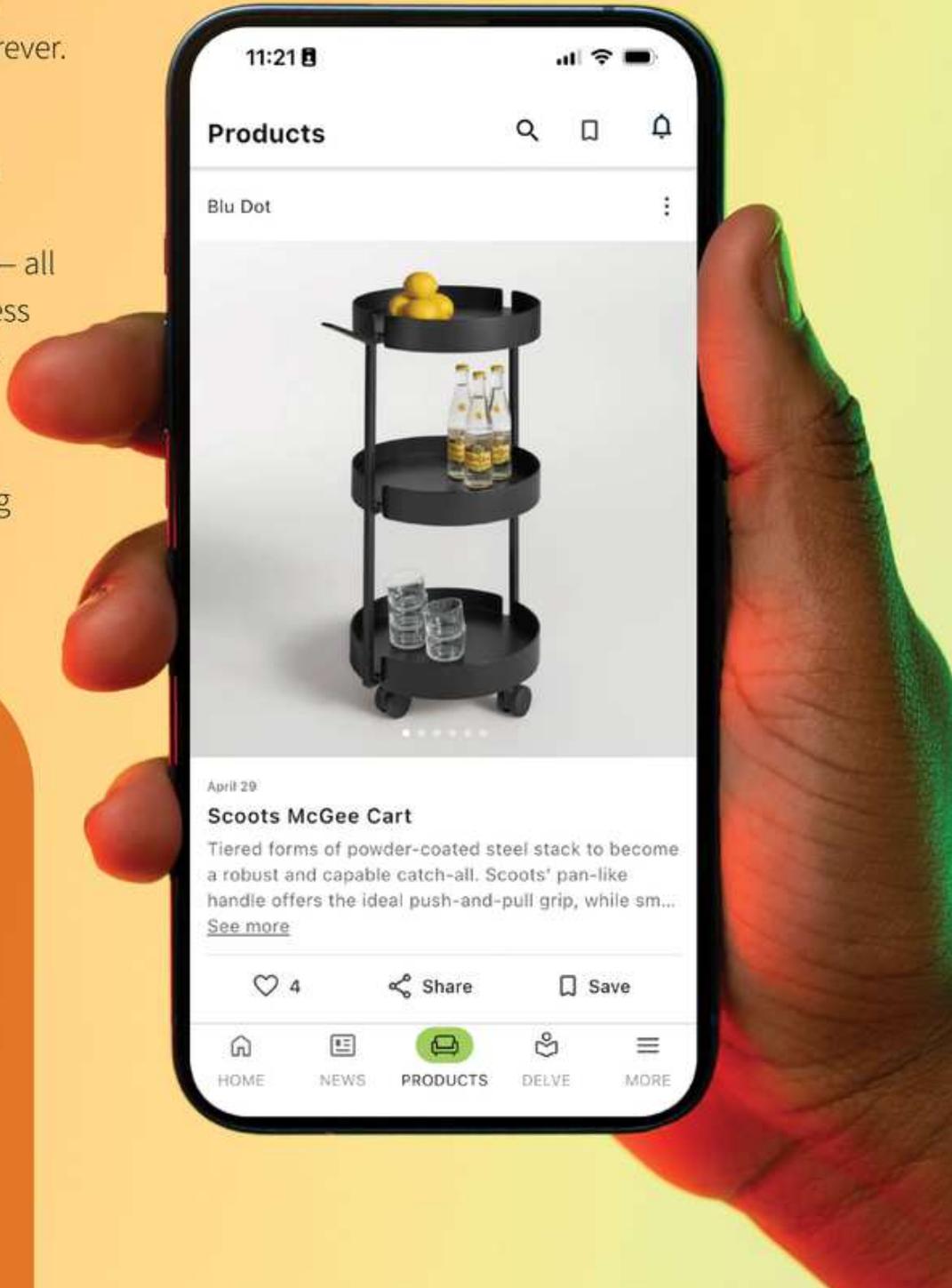
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CONNECTING THE INDUSTRY

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*Fulton Market Design Days
Chicago, IL*

June 9-11

*NeoCon
Chicago, IL*

September 17-19

*IFMA World Workplace
Minneapolis, MN*

September 28-30

Connexions

October 10-13

*ASLA (American Society
of Landscape Architects)
New Orleans, LA*

October 14

*ACT Conference
New York, NY*

October 25-28

*Healthcare Design
Kansas City, MO*

October 7-9

*CET Experience
Orlando, FL*

November 9-10

*BDNY
New York, NY*

November 3-8

*ISG meeting
Denver, CO*

November 5-7

*EDspaces
Columbus, OH*

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EVENTS**



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Next Sessions:

July 22 and July 24

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BIFMA LEARNING SERIES

BIFMA is providing live virtual learning opportunities on the 4th Thursday of the month at 12:00pm ET for designers, buyers, members, and anyone interested in topics that connect furniture to the built environment. There is no fee to attend.

Next Session: June 26

**Design and the Science of Neuroaesthetics
in the Built Environment**

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JULY 2025: TECH TALK

Next month, we turn our focus to the digital landscape with our Tech Talk issue.

As the contract interiors industry continues to evolve, technology is no longer just a tool – it's a transformative force shaping every step of the way, from ideation and space planning to pricing and specification. And no one understands that better than My Resource Library. With its groundbreaking digital platform (and now a mobile app experience!), MRL continues to lead the charge, reimagining how designers, dealers, and manufacturers connect and collaborate.

Expect conversations with tech pioneers, feature stories on the tools driving efficiency and creativity, and more!

Do you have something to share? We'd love for you to be part of the story!

Share Your Ideas

You can also send your suggestions via email to Abby Koesterman at abby@myresourcelibrary.com.