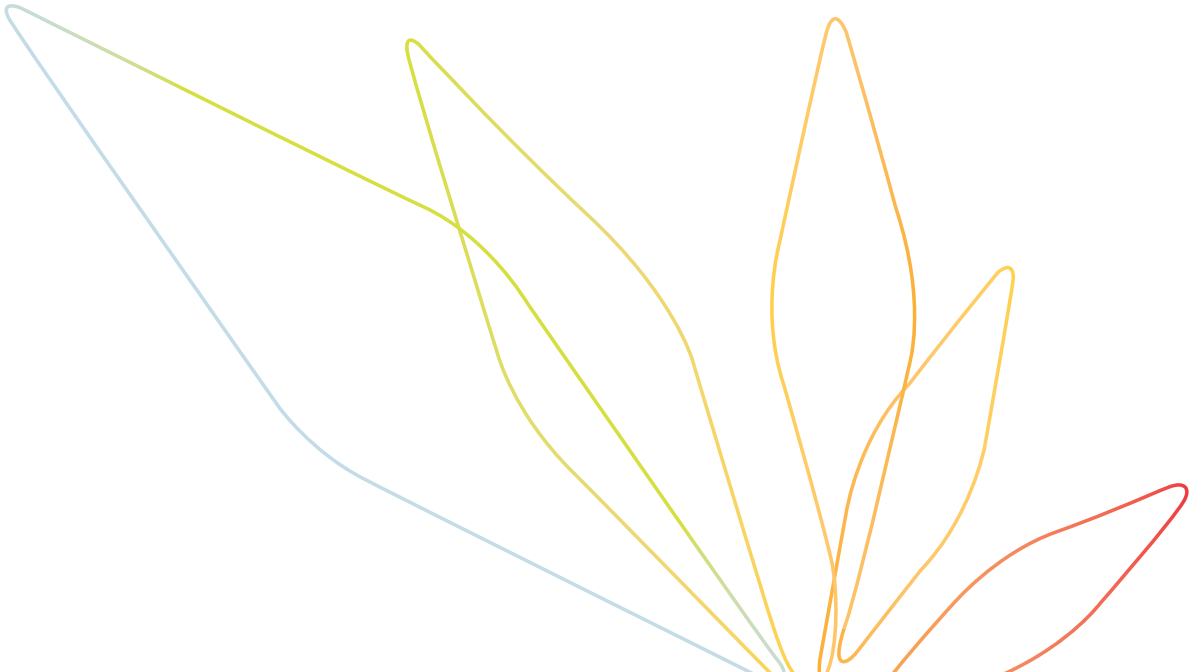




integrated palette™

HAWORTH®



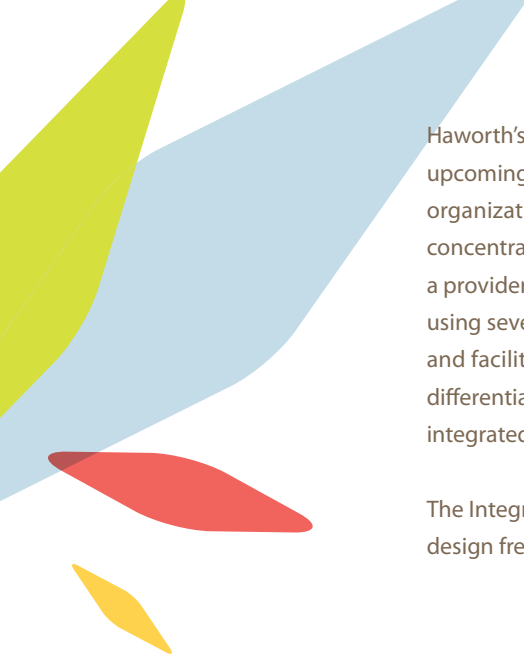


Haworth's Integrated Palette™

Haworth's Integrated Palette is a grouping of product lines that stem from our extensive research, vast knowledge, and countless global influences. With this set of cards, we're pleased to share the details of this strategy and give a brief overview of the unique design and engineering behind the industry's only truly integrated and fully adaptable kit of parts. Within these cards, you'll find the seven design logics that inform our Integrated Palette, an introduction to the kit-of-parts, and highlights of the customer advantages that result from this strategy. Integrated Palette helps to create an integrated, adaptable, and more sustainable workspace.



What is Integrated Palette?



Haworth's Integrated Palette stems from years of research that indicated upcoming changes in how people work, where they work, and evolving organizational cultures. Since that time, in early 2004, we've made a concentrated and continued effort to expand from a furniture provider to a provider of complete interior spaces. By infusing our product designs using seven key design logics, and combining our human, organizational, and facility performance understanding, we created a tremendous differentiator for Haworth—a family of platforms that are truly more integrated, more adaptable, and more sustainable.

The Integrated Palette allows Haworth to provide our customers with design freedom, a promise of integration, and future assurance.




DESIGN FREEDOM

OPEN-ENDED PLANNING.

THERE'S NO BLUEPRINT LIKE YOUR OWN BLUEPRINT.

THE DESIGNER IS THE MASTER ARTIST.





The Integrated Palette allows for a wide range of **Design Freedom**—from traditional applications to unconventional, and anywhere in between. Using various components from different product lines that integrate creates the ability for the designer to have **endless possibilities** and true design freedom. Pieces can be moved, swapped, and rearranged, allowing customers to focus on a design that works for today, knowing that change for future needs and **evolving workstyles** will be simple to carry out.

The integrated kit of parts also makes available **unique combinations**, and offers boundless potential to pursue distinctive layouts.



PROMISE OF INTEGRATION



PRODUCT PLATFORMS THAT INTEGRATE AND COORDINATE.

OTHERS ONLY COORDINATE .






To carry out our **Promise of Integration**, Haworth carefully considered the future of building construction, design principles, work styles, and organizational cultures when designing a **holistic kit of parts**. Like the architectural pieces and furniture we produce, each of the variables above must come together in the right way to have a positive effect on performance.


Unlike other manufacturers that coordinate their offerings to match only visually, Haworth product platforms are engineered across seven design logics (Part 2), creating **true integration** that provides **limitless opportunities** for new spatial designs, as well as **future adaptability** with the same products.



FUTURE ASSURANCE

TIMELESS DESIGN AND UNPARALLELED QUALITY MAKE
FOR LASTING PARTNERSHIPS.





Haworth's Integrated Palette offers not only a sound investment with unparalleled quality, but it also represents **Future Assurance**. This comes from building a **long-term partnership**. Haworth's future product development will follow the same product **design strategy**, assuring your furniture and architectural interior assets will serve even more application needs over time. This approach will further **ease space reconfigurations** by broadened application possibilities, saving money, waste, and downtime.



1

Visual Logic

Complementary to other product, the space, and the building.

Timeless beauty.



Visual Logic relates to the individual products being visually appropriate and complementary, and more importantly, they can be used to create a coherent visual landscape. All products look like they were designed concurrently, while remaining timeless and providing the right mix of mass, scale, and proportion at the floorplate level.



2

Interface Logic

Perfect fit within the built environment.



Interface Logic defines how the products relate to the built environment. Interior architecture elements are considered when our products are developed to leverage the connection to a raised floor and ceiling, or any built structure in between.



3

Interconnectivity Logic

Unparalleled connections across
product platforms.

Interconnectivity Logic defines how the products connect to each other between and across platforms. Shared products have a common connection to ensure easy adaptability across platforms.

The background is a solid orange color with several thick, curved, overlapping lines in a slightly darker shade of orange, creating a sense of depth and movement. These lines sweep across the frame from the bottom left towards the top right.

4

Dimensional Logic

The right scale matters.

Dimensional Logic defines the dimensional consistency between product platforms. Common dimensions ensure furniture, systems, and architectural products are compatible with one another for ease of application. Variation in scale and the progression from one scale to another is critical to make certain the space captures a changing rhythm and visual interest, yet feels consistent.

5

Planning Logic

Product platforms combine
across space to become
stunning, effective
workspaces.

Planning Logic defines a consistent, coherent, and intelligent relationship when multiple product platforms are applied together. Features include an open-frame panel for both on-modular and off-modular planning, a wide array of planning configurations by combining various platforms, and the ability to span various elevations.

Materials Logic

What we use to build our products makes a big difference in quality, performance, and sustainability.


Materials Logic defines the continuity of materials between product platforms, clarifying strategic distinctions and overlap. This logic encompasses Design for Environment (dfe) strategies that ensure the degree of sustainability that all products will possess or attempt to achieve. Forward-thinking toward reclaiming/reusing/recycling ensures materials are as sustainable as possible, while retaining superior performance.



Finish Logic

Choose your look, and make it yours.

Finish Logic defines the scope and rationale for finish selection and specification. A simplified offering of basic elements like wood, glass, fabric, and laminates can be combined to create a range of visual “moods.” Finishes between product platforms are consistent in availability and longevity, and the compatibility of finishes across products eases the specification process.



Haworth's Integrated Palette

The Great Alone, Better Together Kit of Parts

Compose®

Enclose®

Patterns™

Planes®

Reside™

Beside™

Belong™

Compose®

System



The **Compose®** system brings a sense of **design integrity** to the open plan, adding refinement and clear attention to details. Compose creates **flexible work environments** perfectly suited to individual tasks. And with a range of tile options, **innovative** support solutions, and a clean, **cohesive aesthetic**, Compose naturally allows greater expression within the workplace. So, you can Compose precisely the environment you envision.



Enclose® moveable walls offer highly adaptable architecture year after year. With options such as glass, metal, laminate, wall coverings, wood and more, there are many ways to define design with Enclose. Now, with frameless glass available, Enclose offers the ultimate in transparency. From design to acoustics to sustainability strategies and beyond, Enclose walls can perform for you.



Patterns™ is a conscious break from standard office solutions. It offers sophisticated design, a wide variety of material options, and an anodized aluminum inlay, all of which bring refinement to the workspace. From low, sleek benches to the clean lines of studio desking, to significant workwalls, Patterns redefines how you experience an interior.



Planes® tables and ancillary products integrate seamlessly with all Haworth products. Sleek and ideally proportioned, Planes offers a wide range of aesthetic options from materials to configurations. And Planes is the office workhorse when it comes to functionality—specifically designed to support the needs of business and technology today.

Many of our clients are actively searching for new product solutions and non-panel-based workstation plans that will help them balance the changing needs of their organizations. While the foundational elements of Furniture Systems, Moveable Walls, Architectural Systems, and Tables are present in Compose, Enclose, Patterns, and Planes, the platform will soon include elements that allow even more adaptability and focus on the individual occupant.

Research

The introduction of Reside™, Beside™, and Belong™ in 2011 will broaden Haworth's product application capabilities to include desking- and storage-based planning. While each will be great alone, they will inherently enrich the possibilities of the Integrated Palette, providing a powerful and uniquely Haworth "Better Together" kit of parts.

The Benefits of Integrated Palette

Haworth's Integrated Palette makes designing beautiful, effective, and adaptable workspaces easier and more intuitive than ever.

Join the evolution. **Bring your space to life.**

Unscripted Design

There's no set prescription. Just a simple, complete kit of parts to meet your unique needs and support various workstyles, applications, organizational cultures, and desired brand. The range of application will expand as new products enter the palette, ensuring that Haworth product will serve your evolving needs.

Single-source Supplier

Haworth's full kit-of-parts and accessories is designed to create a high-performance interior, from access floors, power, data systems and lighting, to the Integrated Palette—moveable walls, systems, tables, and storage—that all work together.

Sustainable

The Integrated Palette represents a new approach to modular interiors. One that will enhance your work environment, while sparing valuable resources in the natural world. It will also prove a sustainable investment as your business needs evolve, changing with minimal cost, waste, and downtime.

Return on Investment

By providing optimum workspace configurations and multiple levels of adaptability to accommodate easy change and updating, Integrated Palette pays you back with enduring quality and reconfigurable layouts that cut waste, downtime, and expense.

Reduced Inventory

Storing less inventory is always a benefit. With the inherent adaptability of Integrated Palette, you can change workspace easily with few extra parts. Reusable product reduces the need for purchasing new parts, as well as the need for a large inventory.

Less Wasteful Changes

Not only will it take you less time to change a space when churn occurs or workstyles shift, it will create less waste, and in the end will be less costly to reconfigure.

No Vacancy

When space needs to be reconfigured for a new tenant, Integrated Palette's moveable, adaptable products help speed up move-in times by making the process easy and quick.

Effective Use of Billable Hours

Because the product is easy to specify, the project will be easier to specify with a simple kit of parts.

Endless Possibilities

Integrated Palette allows a designer to make a mark on any space. With thoughtful finishes, inviting aesthetics, full breadth of product, and abundant applications, the designer is truly the master artist.





integrated palette™ HAWORTH®

haworth.com | haworth-europe.com | haworth-asia.com

For more information call 800.344.2600 or 616.393.3000. Haworth is a registered trademark of Haworth, Inc. Printed in USA ©Haworth, Inc. 2010 12.10