

Current News Releases



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Haworth Evolves to Meet Changing Market Need

HOLLAND, Mich. – April 22, 2004 – Haworth, Inc. is creating new workplace solutions for this new global economy. Addressing the needs for more flexible and adaptable workspaces, Haworth has expanded its office furniture portfolio to include interior architectural solutions. Moveable walls and raised access floors – in combination with the company's extensive and technologically advanced furniture lines—offer integrated interior solutions that flex with change and offer environmental sustainability.

Because businesses today need highly adaptable, environmentally sustainable workspaces that optimize human and facility performances, Haworth is offering unique solutions for interior modular construction that integrates walls, floors, furniture, cabling and wiring, and environmental systems. The product lines can be used individually or in combination.

Speaking of the company's changing business definition, CEO and president Robert Krasa said, "Our research findings and solutions-driven approach support our move from workstations to workspaces. Yet the bridging of office furniture to interior architecture is immense in scope and implication. Its success will be based on collaboration, experimentation and learning with architects and designers. But the possibilities are thrilling and vast."

Haworth's acquisitions (more than 25 companies worldwide, and including several European companies whose environmental practices outpace North America's) have helped the company understand and address current global business needs. But no acquisitions have been more definitive for Haworth's new direction than its 2003 acquisition of Interface AR – a manufacturer of raised floors with HVAC capacities – and their 2000 purchase of SMED – a manufacturer of moveable walls and raised floors. These architectural products, in combination with Haworth's furniture and power & data systems, address a broader and deeper market – one that seeks solutions for sustainability and flexibility by integrating architecture and interior workspaces.

In support of this transformation, Haworth has tapped the architecture and interior design giant Perkins & Will to present the new Haworth identity and new integrated product and architectural systems in showrooms in Los Angeles, Chicago, and Holland, Michigan, the corporation's global headquarters. World renowned architect Ralph Johnson, a principal of Perkins & Will's Chicago office, is redesigning the Haworth Center building in Holland, in collaboration with Hall of Fame designer Eva Maddox.

"Our Perkins & Will team is honored and challenged to have been chosen to partner with Haworth on this project," said Eva Maddox. "Haworth's product range opens up unique and sophisticated workspace solutions."

Chris McCarthy, principal of the London-based firm, Battle McCarthy, will lead the team on global sustainability and environmental initiatives. Haworth's commitment to sustainability will use LEED certification in the U.S. as a starting point, along with innovative solutions for customer satisfaction standards and natural and artificial sustainability.

Haworth's global headquarters will be the most ambitious and extensive of the renovations. Starting in 2004 and incorporating moveable walls and raised floors, the program will address sustainability, human and organizational performance, and customer satisfaction. The project will span several years.

"Our corporate headquarters renovation is more of a journey than a destination," says chairman Richard Haworth. "Even after the initial phases are completed, we will continue explore change, promote innovative design, adapt spaces continuously as our customers do, and seek solutions to support business functions. We know design will be a critical component of our transformation.

Haworth's corporate headquarters will be a source of learning. Several universities and research firms are proposing research at the corporate headquarters on topics of business design reinvention, total global sustainability, work style research, privacy, acoustics, and productivity, workspace value, and design metrics.

Haworth's new and expanded showroom in Chicago's Merchandise Mart will be unveiled at NeoCon (June 14-16). Roughly doubled in size, the showroom will demonstrate the company's holistic approach to adaptable workspaces.

In New York, Haworth is planning a special event on May 19th to launch its newly renovated showroom. Building on the 'good bones' created in 1998 by Gensler, the showroom will feature many of Haworth's newest products. The Los Angeles showroom, located in Santa Monica, will open this summer..

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Haworth designs, manufactures, and markets office furniture and interior architecture. The international company had 2003 sales of \$1.23 billion. Based in Holland, Mich., Haworth distributes products and services in more than 120 countries.