

The Business of Furniture | June 20, 2018

# BoF



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## HIGHLIGHTS

### 10 UPFRONT: Interface Agrees to Acquire Nora Systems

Interface has signed a definitive agreement to acquire nora systems in a stock purchase transaction valued at \$420 million.

### 16 Cheers and Jeers from NeoCon 2018

We liked a heckuva lot more than we could list in these pages. Simply put, you, dear industry, did a fantastic job of wowing us once again. Your creativity, product design and showroom presentations were excellent.

### 46 Bright and Fun Floorcoverings Unveiled at NeoCon 50

The manufacturers of floor coverings are taking advantage of open floor spaces by designing new and fresh patterns, giving bright and fun options to designers.

< Crowds packed NeoCon's 50th anniversary party this year.



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### 14 | Designer Dies After Falling from Swing in David Edward Showroom During NeoCon

Jacqueline Albertine, 57, worked for Corporate Design Choice, a Miami dealer aligned with Herman Miller.



### 22 | BIFMA Holds Annual NeoCon Breakfast

The industry's top leaders gathered once again for BIFMA's annual breakfast, the traditional end of NeoCon.



### 26 | WeWork Executive Outlines Company's Vision at BIFMA Meeting

Economy and mobility promote engagements, continuous and rapid innovation is a must, the pace of change is accelerating, and it's still expensive.



### 42 | The Fabrics of NeoCon

In addition to the effort that goes into the design of the seat's structure, a great deal of effort also goes into what covers that design.



36 WHITEBOARD Reinventing the Workplace



37 PLACES LoyaltyOne Offices - Toronto



50 FIRST LOOKS The latest Product Introductions



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# The Business of Furniture

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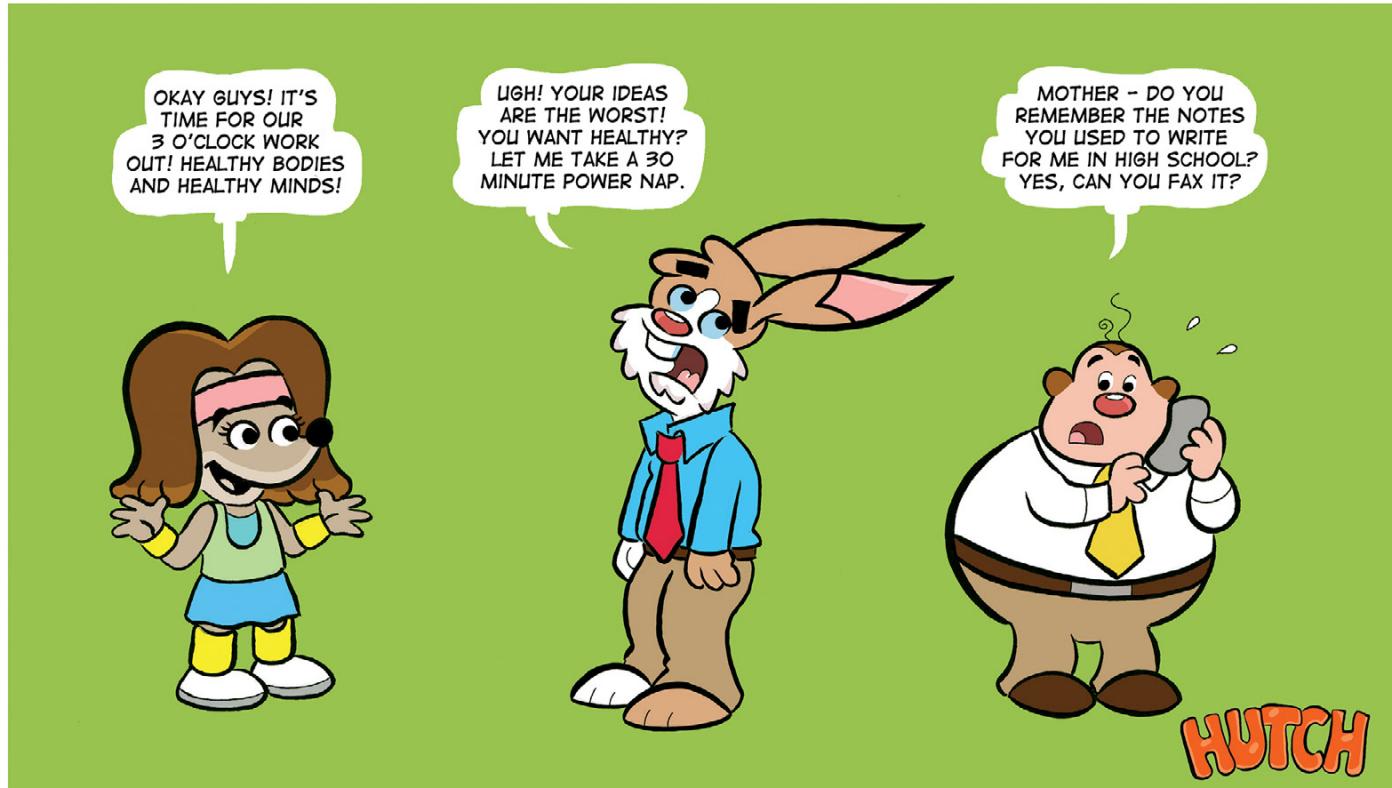
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*ROB KIRKBRIDE, EDITOR-IN-CHIEF*



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## MANUFACTURER

**9to5 Seating Launches 12 New Plastic Colors**

• Twelve plastic colors have been added to 9to5 Seating's Bella collection, one of its most popular seating series.

**bella**

12 New  
Plastic Colors



The colors include Federal Blue, Crimson Red, Tangerine Orange, Lemon Yellow, Apple Green, Lagoon Blue, Azure Blue, Latte, Cloud Gray, Dove Gray, Black Swan and White Whisper.

The introductions enhance the Bella multi-purpose chair that includes stacking, nesting, task and task stool models.

"Our Bella series is one of our most popular chair series, and to expand on its popularity with the introduction of 12 new plastic colors will be an exciting enhancement that we feel our customers will really respond to," said Dara Mir, president of 9to5 Seating.

The colors were showcased at NeoCon 2018. They can be ordered through the 9to5 Seating contract dealer network.

## CAREERS

**JRB Studio Announces New Regional Sales Manager**

• Mitch Martin has joined JRB Studio, a Baker manufacturing brand, as its regional sales manager for Texas, Oklahoma and Arkansas.

Throughout his 20-plus year career in the contract furniture industry, Martin has served in prominent management roles building sales teams for ergonomics manufacturers.

Martin has trained in ergonomics and biomechanics and holds a doctor of podiatric medicine degree from the California College of Podiatric Medicine.



Martin

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## DESIGN FIRMS

**SweisKloss Design and Construct Firm Unveils New Name and Brand Identity**

• After 20 years of creating inspired residential and commercial spaces, SweisKloss, formerly Synthesis, has rolled out a new identity. "It's a celebration of 20 years in business and looking



Sweis



Kloss

forward to what the next 20 has in store," says Design Partner Abeer Sweis, who founded Synthesis as a design firm 20 years ago and in 2006 was joined by husband Jeff Kloss who brought a specialization in construction management to the firm.

SweisKloss has since become a pioneer in design and construct architectural philosophy. This eliminates the need to hire an architect, interior designer and contractors independently, in favor of streamlining the process under the leadership of one firm that takes the project from start to finish.

"I started the firm as an architecture firm," Sweis says. "Shortly thereafter, we decided architecture was not enough so we became an architecture and interior design firm. Several years went by, and we decided to do construction as well so we could build our projects the way they were meant to be built. This takes a lot of pressure off our clients and allows us to manage the process."

The new name and brand identity aligns with the firm's dedication to breaking the boundaries between architecture, design and construction management.