





*A new movement*



## People first

In good times and bad, through change and upheaval, people are the foundation and source of all business success. Yet, while human capital is every organization's greatest asset, it's also the single greatest expense. An overwhelming majority of a company's investment goes to employee wages and benefits.

To optimize human capital, especially knowledge workers, organizations need people who find purpose in their work, who are engaged with their surroundings and each other.

Getting there requires a shift in strategy. It means moving beyond previous drivers like worker efficiency and reduction in real estate cost, and toward the source of all business success—people. The more we know about keeping them comfortable, focused and healthy, the more we stand to gain.

In our quest for a competitive edge and enhanced performance, humanity, well-being, and sense of purpose should be at the center.

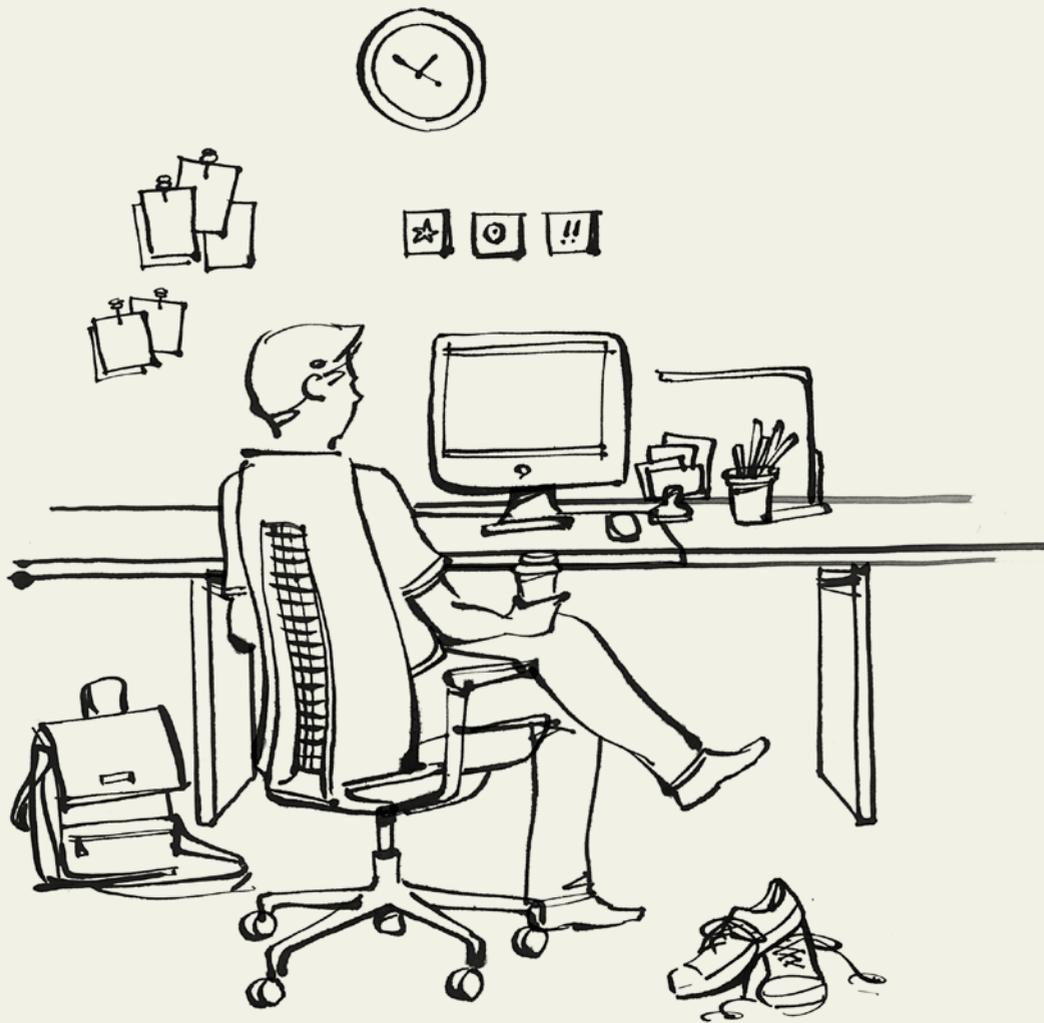


*Everything is related*



*to everything else*

## Office ecosystems



Employee engagement is consistently ranked as one of the five most important challenges facing organizations. Yet, disengagement remains the norm. And the price is steep.

Disengaged workers are commonly disenchanted and negative. Many shrink from their responsibilities, doing just enough to get by. Lacking energy and initiative, they arrive late, leave early, and miss meetings and organizational milestones.

Increasingly, employees want work that fits their lives, not the other way around. Knowledge workers expect comfortable and supportive environments that blur the line between life and work. This balanced approach to workplace strategy and design takes a three-pronged approach to wellness—physical, mental, and emotional.

Actively disengaged employees cost the U.S. between \$450-\$550 billion each year in lost productivity.

50-70% of primary care doctor visits are for stress. 30% of Americans must manage high blood pressure. 40% of the workforce are considered obese.



Engaged employees take 10 times fewer sick days, stay in their job five times longer, are two times more productive, and produce 37% more sales with double the customer loyalty.

Environments that improve the safety and health of workers can decrease OSHA complaints, reduce a company's costs, and help attract and retain workers.

Many organizations are working to apply a framework called the WELL Building Standard® to measure success in implementing built environment features, policies, and programs that encourage well-being.

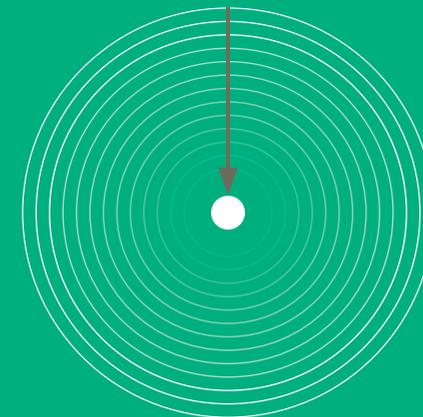
The possibilities for fostering a person-centered approach are just beginning to be realized. Healthy buildings include access to the right tools and technology, a visually consistent space with amenities, natural views, good lighting, and acoustics.

A thoughtful approach to office environments plays a role. Ergonomists cite four main reasons to invest in your workers' surroundings: improved safety and health, reduced costs, greater productivity, and regulatory concerns.

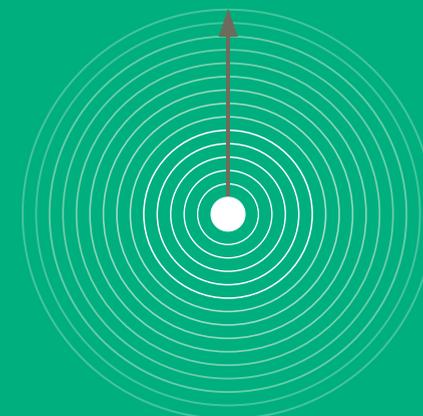
Institutions tend to follow the same development sequence. Think architecture, then space design, then lighting, walls, halls, paint, floors, zones, desks, and computers. Chairs are often the last component selected in commercial environments.

Reverse the institutional narrative, look from the outside in, to a more organic model that starts with the person and grows outward. Performance stems from the person. Pan out to the architectural space for a larger ecosystem that supports performance.

But there's a more important factor. It fundamentally gives your people more reason to enjoy what they do.



Outside In:  
Institutional thinking can be stifling



Inside Out:  
An organic approach starts with the person

When designing and specifying workspaces, chairs are often an afterthought. Productivity often starts with the needs of the individual.



*People are precious*

## The center of work

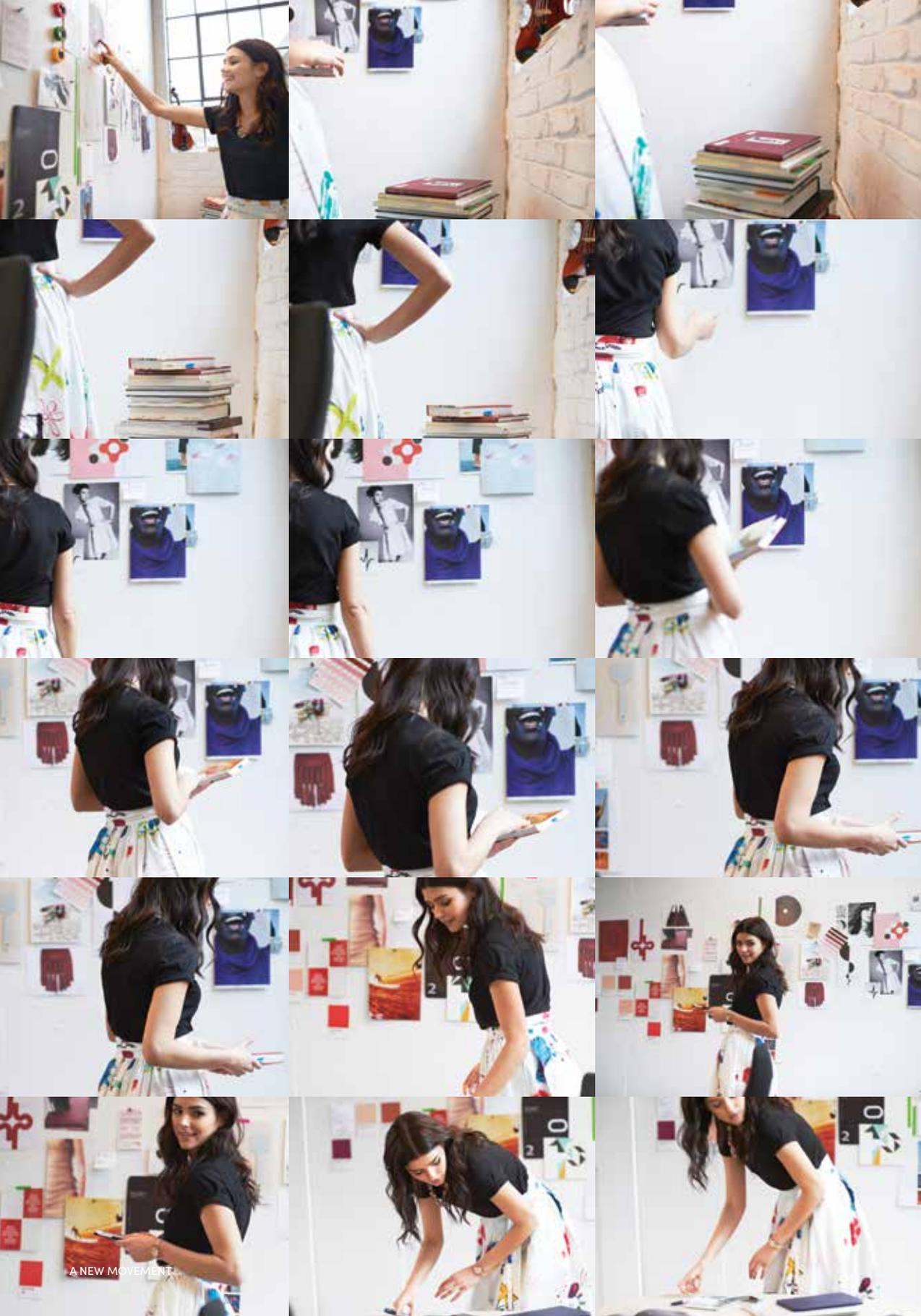
A place at the table:  
75% of the work in  
industrialized  
countries is performed  
while seated.

Few things in the workplace evoke a stronger physical and emotional attachment than a person's chair. It's the center of work. It's personal and can even give employees an empowering sense of place. Good ergonomic seating also enables concentration and minimizes the distractions that stem from being uncomfortable.

Clearly, there's more to the connection between people and their chairs than meets the eye. To see it, one has to rethink the office ecosystem with the daily experiences of people at its center. How can we begin to regard people for who they are, in the aggregate, rather than the sole focus being the function they perform?

Ultimately, the value of worker focus pays great dividends for innovation and productivity.





An innovative workforce is like an orchestra, with talented players and finely tuned instruments.

The cost of distraction to U.S. business is \$650 billion each year.

Knowing that our minds are the greatest asset in any workplace, it only makes sense to optimize the ability to collaborate, but also to focus and think. For today's knowledge worker, this means minimizing distractions that lead to elevated levels of stress, disrupted work rhythms, and change in mood.

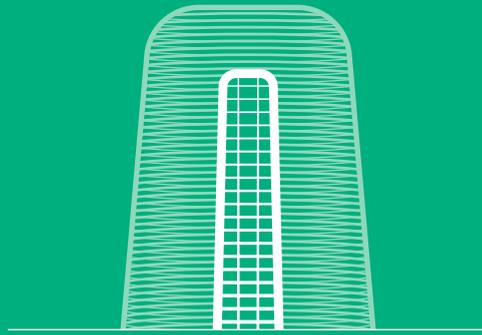
The value of happiness, wellness, and comfort is too often underestimated. When productivity suffers, the cost to the economy is eye opening.



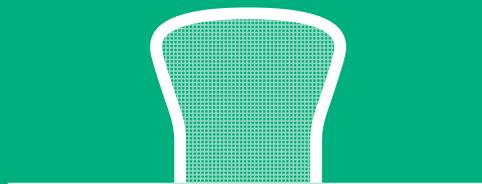




Dimensional Suspension supports the total back, allowing a person's spine to serve as the pivot point of movement. This eliminates the structural barriers inherent in other task chairs, like hard edges, limited flex and responsiveness, and uncomfortable pressure points. When someone sits down, you can actually see a wave-like 3D motion that goes beyond the simple 2D flexing action of traditional chairs. The result is organic and less machine like.



Dimensional Suspension



Mesh back



Foam back



*A new movement in office seating*



FERN™

Introducing the Fern task chair, the world's first chair with Dimensional Suspension. Inspired by nature, Fern provides new levels of balance, flexibility, and performance. Designed from the center, it puts the person at the center of work.

Fern's **Wave Suspension™** system is the heart of the chair and the key to its back comfort and flexibility. From all appearances, the back looks simple. But inside is a high level of science, engineering, and innovation that enables Fern to work with you, not against you.



## Wave Suspension System

The Wave Suspension system harnesses a balance of mechanical forces to provide the proper flex, resistance, and total back support. It responds to every movement automatically based on each person's size and shape.

### Stem™

Inspired by the masterful design of a fern, the Stem is a centered spine that supports a series of Fronds that extend like leaves.

### Fronds™

Each Frond is calibrated to support a different area of the back, from the thoracic (upper back) to the lumbar to the pelvic areas. Back support is as constant as a person's movement.

### Cradle™

The Cradle overlays the Fronds and Stem, working in concert with them for effortless support.

The Cradle is supported by the Stem-and-Fronds structure, not a hard outer frame. As a result, Fern's Infinity Edge™ is soft and pliable for an edgeless comfort experience. Nothing interferes with movement to create discomfort and distraction.



## Fern Features

Fern offers a full complement of ergonomic adjustments that are easy to find, reach, and use. The ability to fine-tune for comfort and fit is especially important for longer-term, focused work.

*Synchronized tilt mechanism*

*Pneumatic seat-height adjustment*

*Adjustable tilt-tension*

*Total back support*

*Forward tilt*

*Height-adjustable lumbar*

*Seat-depth adjustment*

*Infinity Edge™ frameless structure*

*Fixed, height-adjustable or 4D arms*

*Multiple position back stop*

*Aluminum or plastic base*

*Protected by 16 patents*

*12-year warranty*

*Up to 38% recycled content*

*Meets global standards and guidelines*

*Designed to accommodate  
5th percentile female to 95th  
percentile male*



## Innovation Journey

Haworth gains ergonomic insights from continual global field evaluation and research.

When it comes to studying human movement in the office environment, Haworth and the Human Performance Institute at Western Michigan University have partnered for 12 years with the goal of investigating the physical relationship between a person and a seating surface. This effort has resulted in over 5.5 billion high resolution pressure mapping data points used to understand seating phenomena. This means Haworth engineers bring you the very latest science through analytics in their products.

To test prototypes of the chair, Haworth asked customers around the country to tell us what they thought. One chair clearly stood out. People said it seemed alive, in tune with every movement. It would become Fern.



Seat-comfort research centered on providing a structure that offers proper support, coupled with the right set of contours to accommodate the diverse physical characteristics of the working population, from 5th percentile female to 95th percentile male.

To achieve our ergonomic goals, Haworth applied innovative materials and technology.

The design team included a sculptor to ensure a clean, refined look with a less technical, and more residential feel.

To bring Fern to life, the Haworth Design Studio collaborated with ITO Design, the German firm specializing in seating design and product development for the office environment. ITO has designed several Haworth chairs, including X99® and Zody®.

Fern sets a new benchmark for comfort.

Fern Colors

Moon Flower



Cornflower



Peat Moss



Sedum



Sunflower



Loam



Mulch



Silver Leaf



Beach



Mushroom



River Rock



Aluminum Colors



Pitch Black



Metallic Champagne

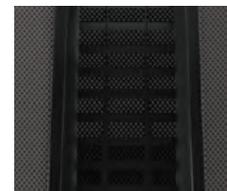


Metallic Silver



Polished Aluminum

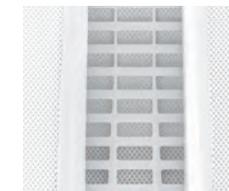
Plastic Trim Colors



Black



Fog



Snow\*

\*Snow trim will have fog arm caps and adjustment levers







## Sources

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