

The Business of Furniture | June 28, 2017

# BOF

## FROM WALLS TO WHEELS TO WORKSTATIONS

*How Clarus Glassboards spent the last 18 months  
developing a way to bring their glassboards to  
every desk, cube, and corner of the world.*



# BoF

The Business of Furniture

June 28, 2017

## HIGHLIGHTS

### **14** UPFRONT: NeoCon 2017 - What We Liked (and didn't)

The Business of Furniture staff covered a lot of ground during NeoCon in Chicago. Innovative products and spectacular showrooms were everywhere.

### **22** LOGICDATA Celebrates its Anniversary Austrian-Style

LOGICDATA makes components for height-adjustable desks. While some in the industry have moved toward cheap, low-priced components, LOGICDATA believes its success stems from its innovative, inclusive culture, now exemplified in its headquarters.

< LOGICDATA lobby

### **56** Todd's Post NeoCon Story

Another NeoCon has come and gone, and with it we saw practically too many products to count.



13 | Hutch Industry Cartoon



14 | Upfront



15 | The Stream

## COLUMNS

Stephen Says 32  
CoLaboration - Al Everett 34

## FINANCIAL

Industry Shares/Graphs 30

## CALENDAR & MORE

Regional Industry News 28  
Upcoming Events 38  
Marketplace 80



## 16 | Steelcase Sales Increase just 2% in the Latest Quarter

“Our industry is changing as customers begin to adopt dramatically different ways of working,” said Jim Keane. “We expect to increase our investments in new products and partnerships relevant to their emerging needs.”



## 20 | Inscap 4Q sales climb 2.7%, 19.3% higher for the Year

Sales in the fourth quarter were 2.7% higher last year. Benefits from the growth in the furniture segment and more favorable U.S. currency hedges were reduced by a decrease in the quarterly sales of the Walls segment and lower selling prices.



## 42 | From Walls to Wheels to Workstations

The Clarus team devised a way to use the existing infrastructure of the workstations, whether they were Haworth, Steelcase, Herman Miller, or any number of other manufacturers, so the glass could hang without using a single tool.



## 48 | NeoCon 2017: What We Liked (and didn't)

Picking the best (and worst) of NeoCon is impossible. The show is simply too big and too important to assign awards based on brief showroom visits -- but we still want you to hear our impressions of the show.



36 WHITEBOARD Reinventing the Workplace



37 PLACES M Booth Offices - New York City



58 FIRST LOOKS - FURNITURE The latest in products



60 PULSE The latest industry happenings



# The Business of Furniture



**Editor-in-Chief, Bellow Press** Rob Kirkbride

**Vice President, Sales & Marketing, Publisher, Bellow Press** Melissa Skolnick

**Vice President, Content Production, Bellow Press** Todd Hardy

**Workplace Guru, BoF** Stephen Viscusi

**Guest Columnist, BoF** Jeremy Erard

**Guest Columnist, BoF** Al Everett

**Contributing Writers, BoF:**

Amanda Schneider, Emily Clingman, Bruce Buursma, John Q. Horn, Jeremy Myerson,  
Stef Schwalb, Gary James, Scott Lesizza, Bryce Stuckenschneider, Michael Dunlap

**Illustrator, BoF** Jamie Cosley

**Copy Editor, BoF** Linda Odette

**Publishing Headquarters**

23403 E Mission Ave, Suite 107  
Liberty Lake, Washington 99019  
877-BELLOW9 (877-235-5699)  
**Email:** info@bellow.press

Include us on your PR distribution list.

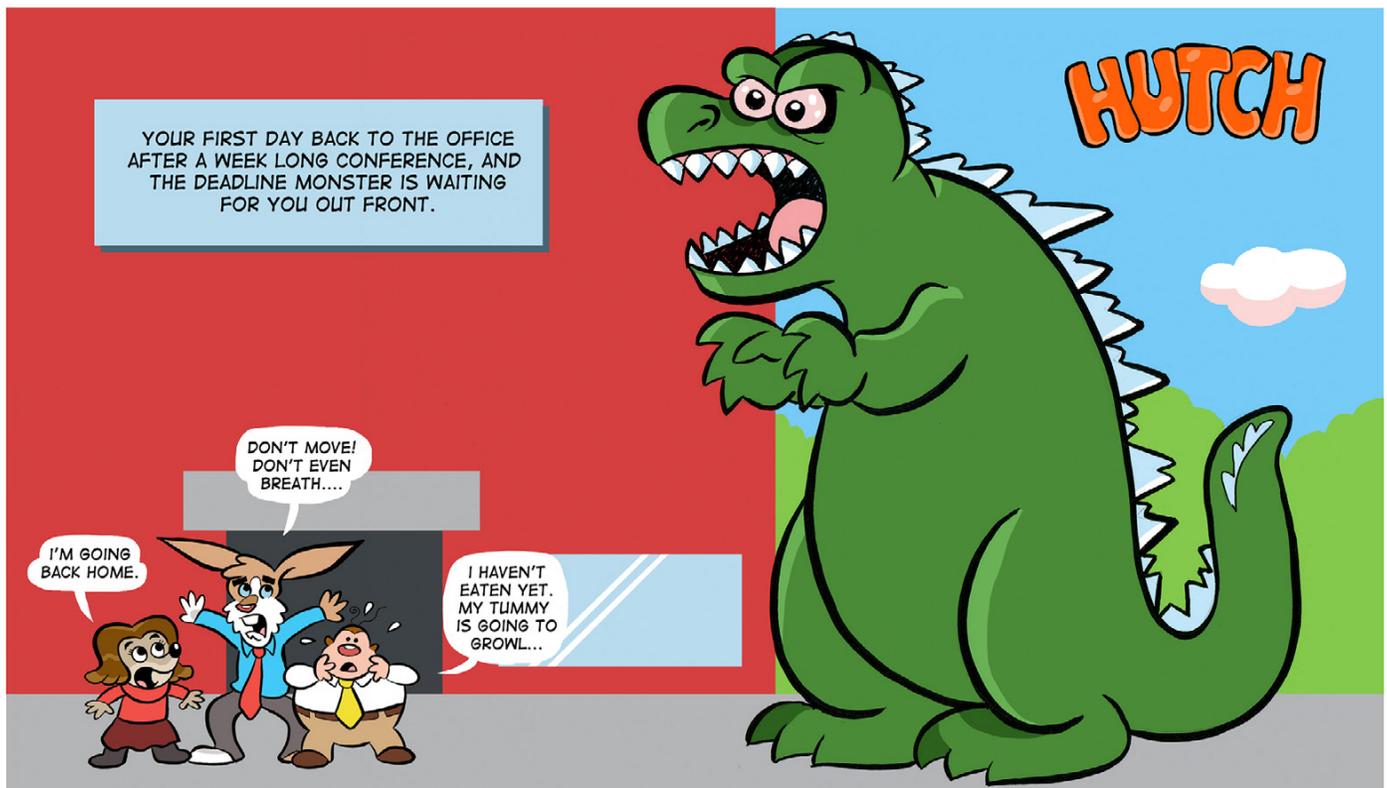
**Send To:** news@bellow.press

Please include high resolution photos along with your release; at least 300 dpi.

**https://bellow.press/SubmitNews**

*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

**ROB KIRKBRIDE, EDITOR-IN-CHIEF**





## LOGICDATA Celebrates its Anniversary Austrian-Style

LOGICDATA MAKES COMPONENTS FOR HEIGHT-ADJUSTABLE DESKS. WHILE SOME IN THE INDUSTRY HAVE MOVED TOWARD CHEAP, LOW-PRICED COMPONENTS, LOGICDATA BELIEVES ITS SUCCESS STEMS FROM ITS INNOVATIVE, INCLUSIVE CULTURE, NOW EXEMPLIFIED IN ITS HEADQUARTERS. BY ROB KIRKBRIDE

On Friday, LOGICDATA brought together more than 600 customers, suppliers and employees to celebrate its 20th anniversary and the completion of its new 15 million euro campus. The celebration was a reflection of the company itself with a focus on family, fun

and faith. The weekend-long party was the culmination of years of planning and construction at its headquarters in Deutschlandsberg, Austria, a small town in the Styrian region of the country that runs along the border of Slovenia.

LOGICDATA joins an elite group with the opening of its new

headquarters. Other than Vitra, there may not be a more inspirational, holistically designed campus in the industry that celebrates innovation and creativity.

But LOGICDATA Founder and Chairman Walter Koch made clear during his opening comments its goal is more than

financial success. “As we look into the future, we need to stay humble. There is no guarantee of success,” he said. “We should also (be guided) by the betterment of the world.”

LOGICDATA makes components for height-adjustable desks. While some in the industry have moved toward cheap, low-priced components, LOGICDATA believes its success stems from its innovative, inclusive culture, now exemplified in its headquarters. While some companies pay innovation lip service, LOGICDATA lives it. About 80 percent of the 250 people who work for them have master’s degrees. Another 23 percent of its employees are working on their master’s.

As employees and guests gathered for the official grand opening of the headquarters Friday, Koch spent a few moments reminding them of the company’s humble beginnings. Koch started the company 20 years ago, as an electrical engineer. He was asked to design electronics for a bedding company that would make it easier to control the pitch of an adjustable bed. It is a market LOGICDATA remains in today. In 1998, while visiting Orgatec, Koch saw the first height-adjustable desk, made by a Scandinavian company. He believed he could make a better mechanism to adjust desks, just as he had for bedding.

By the next year, he did just that, designing the first free-programmable control box for height-adjustable desks.

LOGICDATA has always believed in growth through innovation. That innovation was celebrated throughout the weekend, but especially during the official ceremony on Friday in the headquarters’ main atrium, the hub of the campus with its marble waterfall and moss wall.

### The headquarters itself is built for the employees’ productivity and comfort.

Koch was joined by his family, investors, local politicians, employees and the Archbishop of Salzburg, Franz Lackner, who blessed the building and its workers. The events of the weekend were about the new building and the company’s 20th anniversary, but it was also a celebration for the 250 who work for LOGICDATA in Austria. Workers brought their spouses and children.

There was a soccer match in the courtyard to crown the company champions (the mechanics beat the supply chain workers for the title). A band made up of company employees wore lederhosen and played traditional Styrian music. And Perpetuum Jazzile, an a cappella group from Slovenia performed a concert.

The headquarters itself is built for the employees’ productivity and comfort. The atrium is the hub of the campus, open to all of its floors and acts as the gathering point for employees. There is a gong in the middle of the

atrium that is struck every time there is a major milestone in the company, like a new customer or a major project. When the gong is struck, the entire company comes together to celebrate. Since the company has grown, it had to add a high tech element to the gong — a loudspeaker system to transmit the gong sound to the far flung parts of campus.

The building is split into two distinct halves. When a visitor walks in, on the left is found what the company is doing today — work on existing products and projects. To the right is found space for looking at what comes next — education areas, collaborative rooms, research and development.

The “right” side of the campus is anchored by a lecture hall. Again, it is key to LOGICDATA’s drive to keep learning and exploring. There is a Cisco system that allows video conferencing with the company’s global team. The auditorium can be opened up to the showroom.

There are several collaboration rooms on the learning side of the building as well. The high tech is balanced by the company’s low-tech heating system, which is run by burning wood chips. Actually, it is high tech as well, providing clean, efficient and environmentally friendly heat to the whole campus.

The learning side of the campus also includes a fab lab — a small scale workshop where prototypes can be developed and built. Koch believes it is important to touch and feel a concept before it goes





into further development. There is also a sound lab, test lab and a new EMC lab that can test the electromagnetic field produced by electric height-adjustable tables.

Since the company doesn't own any of its own factories, it set up a line at its headquarters to show visitors who came for the anniversary and new headquarters celebration the exacting work done by its production partners in Hungary, Slovenia and China. LOGICDATA added an office in Grand Rapids in 2011 to serve its customers in North America. LOGICDATA has several warehouses on site that serve its plants and act as hubs for orders shipped around the world. A new warehouse opened just two weeks ago. LOGICDATA has space at its Deutschlandsberg campus to expand as it grows.

The top floor of the building is Koch's favorite, a central location that links both sides of the building and has the best views. It is home of LOGICDATA's library, a contemplative space with warm wood furniture, acoustical panels made from crushed and dried wildflowers and casual seating, bookshelves and a few computers. It is a place to go for workers to think.

If they are tired, they can go to the company's power napping room. LOGICDATA designed and built its own power napping boxes, complete with height-adjustable furniture.

The soccer tournament took place at the company's new adventure park, an area outside

with a soccer field, basketball court, water feature and a speaker's corner where the company can hold outdoor symposiums.

---

**Since the company doesn't own any of its own factories, it set up a line at its headquarters to show visitors who came for the anniversary and new headquarters celebration the exacting work done by its production partners in Hungary, Slovenia and China.**

---

On the side of the building where current projects are worked on, there are offices that ring the floors with four to 10 working in each one. Collaboration space runs down the middle of the floors. Since Deutschlandsberg is a small town with just a few thousand inhabitants, most of the employees have known each other all their lives. So they eat lunch together every day. The campus has its own restaurant, which is paid for equally by the company and the employees. It is not the typical lunchroom. LOGICDATA hired a professional chef and a team to cook for the workforce, and the menus include freshly made soups and a mix of traditional Austrian and more contemporary dishes.

LOGICDATA also added a "Freshbox" for employees. The refrigerated room features or-

ganic produce from local farmers that workers can take home for a healthy meal.

With growth comes change. Koch recently named Johannes Gradwohl as chief executive officer. Gradwohl has been with the company almost since its founding and shares Koch's vision for its growth. He credits Koch with creating the company culture that allows innovation to thrive.

"LOGICDATA would not be the company it is today without Walter," he said. "He made the brave decisions that helped the company grow and created this team spirit and the LOGICDATA Charter that guides our daily work."

The charter is based in Koch's faith. He shares 10 percent of the company profits with employees. When the company does well, so do its workers. Koch also supports a charity called P.A.P.A. Bridge, an aid organization in Tanzania run by a priest who is focusing on providing vocational training for the impoverished area. Koch has invested hundreds of thousands of dollars in the project already and visits the site at least twice a year.

Roland Koo, one of the company's owners, praised Koch and his leadership, guiding LOGICDATA to become one of the leaders in the industry. He also praised him for his "humanness" and for the creation of a campus that promotes mindful, compassionate and meaningful work for its employees. "It is wonderful to be part of a company that is part of something greater," he said. **BoF**