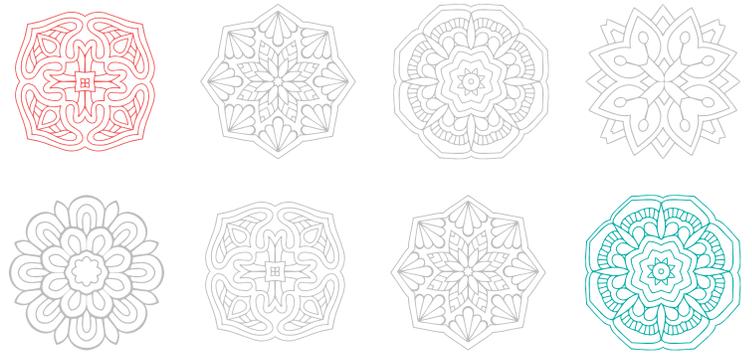


SPECIAL EDITION

BOF



Groupe Lacasse Designer Tuesday Event

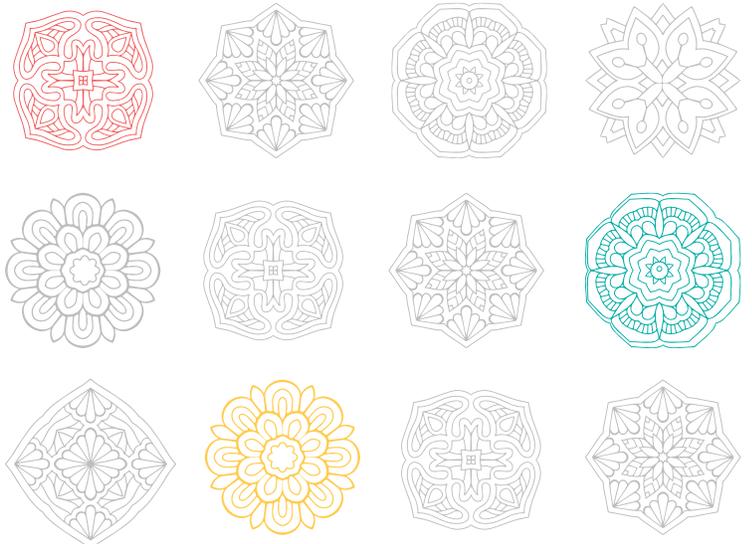
Suite 1042 | June 13, 2017

STAD Office Furniture System redefines the workplace. More than just office furniture, STAD is a professional lifestyle.

Design professionals are invited to come see, feel and get acquainted with STAD. Hear the story behind the design of this exciting new collection from our product design team and receive a complimentary yoga mat!

Designers will also have a chance to **win an all-expenses paid trip for 2 to historic Old Montreal** to attend the **World Design Summit**. Trip award includes **airfare/3 nights in Old Montreal/\$1,000 prepaid credit card, and 2 full-access passes to the World Design Summit taking place in October 2017.**

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The Business of Furniture
NeoCon 2017 Special Edition
June 10, 2017

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Only



The Business of Furniture - NeoCon 2017 Special Edition
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The Business of Furniture



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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



Upfront

THE WEEK IN CONTRACT FURNISHINGS



NeoCon Ahead

NeoCon: The Product Issue

HUNDREDS OF MANUFACTURERS AND TENS OF THOUSANDS OF VISITORS WILL DESCEND UPON CHICAGO'S GIANT MERCHANDISE MART FOR NEOCON 2016. IN THIS SPECIAL NEOCON ISSUE OF *THE BUSINESS OF FURNITURE*, WE HIGHLIGHT MANY OF THE MUST SEE NEW PRODUCTS THAT WILL BE ON DISPLAY.



Welcome to Your 'Brain Book'

In a technical sense, what you are reading is a product guide. It is an expansive (though not entirely complete) listing of all the things you can see when NeoCon opens in a few days. But when you take a peek inside this issue of *Business of Furniture*, I ask that you look beyond the pictures of pretty products. Instead of thinking of this as a product guide, I ask that you consider what went into the products that grace these pages.

Each photo, each description represents literally thousands of hours of design, engineering and marketing work, not to mention the work done by factory workers, support staff, accountants, lawyers and everyone who has a hand in making every single product that is shown at NeoCon. It also represents the beginning of the work for the sales staff, dealers and reps whose critical job is to sell to the world what the industry has created.

I've lost track of how many NeoCon's I've attended. It's somewhere between 18 and 20. And it is easy to get jaded by the sheer volume of what I've seen over the course of those years. I often catch myself saying something like, "Yeah, I've seen a bench in every showroom this year" or asking "Why do we need another task chair?" I dismissively pass some showrooms by and hold other manufacturers to unobtainable standards; a disease caused by years of covering the event. It is easy to pass judgement on new products at NeoCon — until you realize how much effort went into them.

Again this year, I'm going to try to look at NeoCon through fresh eyes, which makes sense, I suppose, since this is my second NeoCon as editor of *Bellow Press* and our publications, *Business of Furniture* and *Workplaces Magazine*. Of course, that doesn't mean every new product has value. Some will be duds, to be sure. My colleagues and I are going to call them out. It would be unfair to those who really did innovate if we didn't. Still, I am going to respect and celebrate the work that went into every single new product introduced.

The people behind these products want you to see them. That's the point of NeoCon after all (and getting a few world-class steaks over the course of the week). So get out there and take a look. If you like something in a showroom you pass, let the folks manning it know. They will appreciate the well-deserved kudos. Of course, there is no way you can see everything. NeoCon is too big for that. So use this guide throughout the year. Circle items that you want to come back to later in the year that you weren't able to see in person.

So instead of thinking of this as a product guide, consider it your brain book — a collection of what makes our industry so special. From the good to the bad to the ugly, what is found in this guide is what defines us as an industry.

From everyone at *Bellow Press*, welcome to NeoCon. We look forward to meeting with old friends and new and celebrating the work that goes into this remarkable event.

- Rob Kirkbride



Configura CET Designer 8.0

Configura, maker of CET Designer software, heads to NeoCon ready to exhibit 360-degree walk-thru videos for its space-planning solution, CET Designer.

Configura recently announced the release of CET Designer 8.0, which includes the ability to create 360-degree walk-thru videos. Also with CET Designer 8.0 are enhancements to Configura's Virtual Viewer VR Extension. The VR Extension along with a VR headset (such as HTC Vive or Oculus Rift) offers an immersive, virtual reality experience of a designed space. Support for HTC Vive headsets launched with CET Designer 8.0 and will be demo'ed by Configura at NeoCon. Oculus Rift headsets already are supported by the Virtual Viewer VR Extension.

"Democratized" VR, Google Cardboard headsets give-away and Yulio contest. Meanwhile, Configura's recent collaboration with Yulio "democratizes" VR through the use of inexpensive 3D headsets such as Google Cardboard. Configura will demo the Yulio technology and be giving away Yulio-supported Google Cardboard 3D headsets at NeoCon. Visitors to Configura's booth also can enter a special Yulio-sponsored drawing for a Samsung Gear VR headset and a yearlong Yulio subscription.

CET Designer is used by thousands of designers, specifiers and salespersons around the world. Global office furniture manufacturers and suppliers that have invested in CET Designer Extensions for their companies and dealerships include AJ, Allsteel, Aurora Storage Products, Bisley, Carvajal Espacios, ChargeSpot, Chief, Connectrac, Dekko, Euro Chair, Haworth, Herman Miller, HON, Inscape, iTab, KI, Kimball Office, Maars Living Walls, Midmark, National, OFS Brands, Oi Furniture, Solinoff, Spacefile, Steelcase, Sunon, Teknion and Tranquil Systems International. Several of these manufacturers will be demo'ing their CET Designer Extensions at NeoCon.



LOGICDATA LOGIClink

LOGICDATA Electronic & Software Entwicklungs GmbH announces LOGIClink, a product designed to create integrated office environments and human-centered workspaces.

LOGIClink is an app-driven device providing intelligent control of height-adjustable work surfaces and chairs, to help users optimize the ergonomic benefits intrinsic to them. LOGIClink is also used as a facilitator to create centrally controlled workspaces. The LOGIClink module is placed on the underside of a work surface, communicating via USB, active NFC, Bluetooth or WiFi with smartphones and devices. It can be directly connected with a PC as well.

As a companion technology, LOGICspring places sensors in adjustable task chairs to assist the user in setting chair adjustments to the optimal position. LOGICspring is a companion concept that communicates with LOGIClink for an integrated adjustment management system. To our knowledge, LOGIClink and LOGICspring is the very first intelligent control system coordinating both your chair and your work surface. LOGICspring provides real-time feedback on whether the user is in a healthy position or not.

Each chair manufacturer will be able to implement LOGICspring without adopting their production processes. Now, a single app – controlled either through a smart device or laptop – can help users achieve an optimal ergonomic position. Chairs and tables are no longer isolated elements, but connected through technology.

The LOGIClink also features an occupancy sensor to recognize the presence of a user and helps manage hoteling applications. With LOGIClink, no external switch system is required, helping create a cleaner aesthetic and more intuitive use. The LOGIClink product and the LOGICspring concept will be demonstrated at NeoCon 2017 in concert with a network of partners already supplying workspace related products into the office industry.

