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**THE HON COMPANY TAKES AIM AT
LEARNING & COLLABORATIVE WORKPLACES
WITH LAUNCH OF MOTIVATE™**

(MUSCATINE, IA—APRIL, 2012) — The often unpredictable needs of today’s work environments has led The HON Company to develop a series of multi-functional furnishings that can be ready to adapt and react in a flash. **Motivate** is an attractive and comprehensive collection of tables, seating, and presentation tools that provide a perfect solution for workplace spaces requiring instant transformation into learning and collaborative centers.

“In creating Motivate, we had our sight steadied on the higher education market,” said Mark Roumfort, vice president of product design and development. “After all, this is a market representing enormous potential, and one The HON Company will be pursuing more aggressively in the coming decade. At the same time, though,” Roumfort continued, “we recognize that the mobility of today’s technology is redefining the traditional workplace. So, an additional goal of Motivate is to support businesses that thrive under this increasing condition of flux-and-flow with furniture that can easily reconfigure for training room needs or collaborative work sessions. In

short, Motivate is a brilliant furnishings solution for both educational as well as corporate campuses across North America.”

For the creation of Motivate, The HON Company turned to Wolfgang Deisig, the Berlin-based designer whose credits include the brand’s highly successful Ignition and Ceres seating. Deisig and his team immersed themselves in studying the dual environments of learning institutions and office settings, beginning their research in 2009 and presenting their first concepts to HON the following year.

“One thing we found that both environments have in common is limited and shrinking real estate, and, therefore, a need for uncompromising flexibility in the use of space,” said Deisig. “So the furniture we designed needed to be highly functional—engineered to be comfortable and ergonomic while in use, but also efficiently compact when in storage. The aesthetics of Motivate were key to bridging between use in educational locales and corporate environments. The sophisticated architectural look and design language that are featured in Motivate translate equally well in any setting or application.”

A strong palette of colors was something The HON Company added to Motivate, and Deisig was especially appreciative of this move. “Color can be such a motivational tool, so it’s a perfect fit and contributes to the value proposition of the Motivate series,” he commented. There are a total of 13 color options for seating and the range includes some unexpected vibrant hues such as Tangelo, Cherry, Lime and Calypso, a turquoise shade.

Educational Opportunities

With the introduction of Motivate, The HON Company has come full circle with its product offerings for the educational market. SmartLink, the classroom furnishings collection for pre-K-to-12, made its debut three years ago and is showing signs of become an industry top seller.

“The educational market holds promise and opportunity for us all,” said Roumfort. “The addition of Motivate to The HON Company’s product portfolio brings us to an exciting and pivotal moment as we broaden our foray into this dynamic and evolving field, while fortifying our core competencies in the general workplace arena.”

About The HON Company

Inspired by practicality and invested in understanding the needs of its customers, The HON Company strives to establish meaningful connections resulting in product solutions and customer support that exceed market demands. As a leading designer and manufacturer of workplace furniture including chairs, storage, panel systems, tables and desks, HON’s commitment to serving its customers is rooted in reliable performance and a member culture that is approachable, confident, smart, and ready to serve. Headquartered in Muscatine, Iowa, The HON Company has numerous manufacturing facilities strategically located throughout the United States, and markets its products through a nationwide network of loyal dealers and retailers. The HON Company is an operating company of HNI Corporation. For more information, visit hon.com.