



Press Contacts:

Amber Smock, The HON Company
smocka@honcompany.com

563.272.4631

or

Rina Foster, The Integer Group
rinafoster@integer.com

515.240.0774

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THE HON COMPANY REVEALS IGNITION® 2.0

TOP-SELLING CHAIR EVOLVES TO PROVIDE PERFECT FIT FOR CHANGING WORKFORCE

(MUSCATINE, IA – March 14, 2017) – The HON Company today unveiled the next generation of its industry-leading Ignition seating collection. Inspired by the idea that a more personal fit can energize a workforce, Ignition 2.0 introduces ergonomic and aesthetic enhancements designed to boost productivity and collaboration in today’s evolving office.

“Ignition is designed to fit who you are, how you work, and where you work,” says Brian Trego, vice president, product development and marketing at The HON Company. “The latest evolution of this successful seating line raises the bar when it comes to support, comfort and personalization. With more options at a better price, Ignition 2.0 helps you work better.”

HON recognizes that the bodies and minds of today’s workers are constantly in motion. Created in partnership with the notable Deisig Design team, Ignition 2.0 elevates the line’s popular style and functionality to lay a foundation for higher performance. The addition of multi-directional ilira®-stretch mesh on a refined frame provides a more responsive sit, while the new molded seat foam comfortably envelops and supports the user.

“Contemporary trends are focused on a leaner, sleeker product design language,” explains designer Wolfgang Deisig. “The beauty of Ignition 2.0 is in its simplicity. We created a more graceful chair that will dynamically move with you and provide an even better fit, no matter what the workday brings.”

Additional product details introduced with the Ignition 2.0 expansion include 4 controls and an optional easy-to-install adjustable lumbar support for increased personalization and a better fit. For more customization options, the improved frame design is now available in both Black and Titanium to complement the five color selections for ilira®-stretch mesh. A knocked down (KD) version of the task chair with patent-pending Quick Connect arms offers slimmer packaging and allows Ignition 2.0 to reach a lower price point than ever before.

Designed, engineered and assembled in the USA, Ignition was first introduced in 2009 as an all-in-one seating solution to support every body type, work style and office activity. The complete collection boasts high levels of customization and style options to fit any space from welcoming and waiting areas to cafés, classrooms, conference rooms and private offices. The offering is rounded out by coordinating chairs for guests, community spaces and more to provide a universal aesthetic throughout the office. To learn more about Ignition, visit hon.com/ignition.

About The HON Company

Since 1944 The HON Company has delivered inspired practicality to the workplace. By obsessing over tiny details and emphasizing timeless over trendy, HON designs and manufactures workplace furniture including chairs, tables, desks, workstations and storage. 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 distribution partners. The HON Company is the largest operating company of HNI Corporation, a leading global office furniture manufacturer (NYSE: HNI). For more information, visit hon.com.

About Deisig Design

Since it was founded in 1971, the berlin-based Deisig Design Studio team has focused much of their time and talent on designing chairs that welcome the people who use them. And, in the process, have built something else: a reputation as world-class innovators. Based on deep ergonomic research and the changing ways of working, new and innovative concepts have been developed and have received major international design awards. For more information, visit <http://www.deisig-design.de/pages/english/home.php>.