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**Link to photos:** <https://honready.hon.com/pc/Documents/HON-Flock-Expansion-Images.zip>

**Link to Fact Sheet:** <https://www.hon.com/flock-fact-sheet>

**THE HON COMPANY RESHAPES THE WORKPLACE WITH FLOCK® EXPANSION**  
*ENHANCED LOUNGE COLLECTION TRANSFORMS THE WAY PEOPLE WORK*

(MUSCATINE, IA – July 31, 2017) – The HON Company has announced an expansion to its popular collaborative furniture collection, Flock. Introduced at NeoCon 2017, the new seating shapes, multi-functional tables and mobile base options promote movement, invite interaction and maintain productivity away from the traditional workstation.

“In a world that increasingly values freedom and mobility, we know fewer people are distinguishing the workday from the rest of their life because we can work anywhere,” says Brian Trego, vice president, product development and marketing at The HON Company. “Flock blurs the lines between free time and work hours, bringing casual settings into the workplace and allowing everyone to find the comfort they crave throughout the new workday.”

In response to customer feedback and industry research, HON concluded there was a need for a collection that would support the new ways and spaces where work is getting done. The company is seeing a shift away from private offices toward open plan environments that support both individual “me” settings and collaborative “we” areas. Designed to support this trend and maximize space within the workplace, HON has added Flock wedge components to navigate and divide larger areas with flowing serpentine layouts. This enhancement supports the long term goals of both space planners and end users, providing the flexibility that allows people to migrate as needs change throughout the day. The innovative seating and table shapes, combined with new base options coming in August, not only improve aesthetic appeal but also encourage collaboration for a more productive workday.

“While simple, the addition of a swivel base makes it easier for people to turn and join the conversation,” says designer Brian Kane, an industrial designer and commercial furnishings expert. “Design is about enhancing performance, and that’s exactly what the Flock expansion delivers.”

Recognizing that the rapid pace of technological advancement has transformed the way we work, the team also integrated adaptable power units that can be retrofitted to evolve as needs and technology change. These new features provide easy access to hot spots throughout a space that keep workers powered up and productive when untethered from the workstation, supporting a healthier, more dynamic workday.

Originally launched in 2012, Flock was created to be a flexible and comfortable lounge collection that works seamlessly together to make the most of every square inch of space. For additional versatility, Mini Cube and Cylinder ottomans can double as seating and are available with optional casters for added mobility or laminate tops to create a mixed material, functional workspace. Choose from a variety of laminate and finishes, paint and dual fabric combinations to transform ordinary work areas into inspirational spaces that nourish emotional, cognitive and physical well-being. Made in the USA, customers can trust the quality of Flock backed by HON’s industry-leading Lifetime Warranty. To learn more, visit [hon.com/Flock](http://hon.com/Flock).

### **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](http://hon.com).

### **About the Designer**

After graduating from college, Brian Kane worked at a New York City design studio before spending a year in Milan, Italy collaborating with famed architect Silvio Coppola on various projects. Returning to New York, he worked for Ateliar International (ai) and then moved to San Francisco to join Metropolitan Furniture Corporation. He soon became Vice President of Design and Development. He established Kane Design Studio in 1989, and since then his team has been creating award-winning furniture designs that can be found everywhere from contemporary offices, outdoor spaces, and museums of modern art. For more information, visit [kanedesignstudio.com](http://kanedesignstudio.com).