

The Business of Furniture | June 6, 2018

BOF

STAD



STAD office furniture system shown with *NEW RADIANCE* office chairs.

STAD won a 2017 Good Design Award by The Chicago Athenaeum: Museum of Architecture and Design. STAD also received a prestigious 2018 Grand Prix du Design Award in the Office Furniture/Industrial Design category.

Visit GROUPE LACASSE's new showroom during NeoCon 2018 @ Chicago Merchandise Mart, 10th Floor - Suite 1000.

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**GROUPE
LACASSE**

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STAD
Office Furniture System

“The research and data we gather at NeoCon will directly impact our furniture product offerings and help to strengthen our innovation and capabilities,” the company said on its website, inviting attendees to join the conversation on the seventh floor in booth 10038, “as we work to continuously improve upon our partnerships, processes, products and environmental stewardship.”

TEXTILES

Nevers Partners with Cambria

➤ Nevers Industries is partnering with Cambria on the most expansive quartz palette in the world.

NeoCon 50 | At NeoCon in June, Nevers will feature Cambria’s newly released Levven design, integrated with Nevers’ Contemporary Americana table collection. As part of the partnership, Nevers intends to release new products in the future incorporating innovative and proprietary quartz designs from Cambria.



“The partnership with Cambria represents two Minnesota, family owned businesses with a legacy of quality working together to introduce design focused products into the contract furniture marketplace,” says Chris Evenstad, CEO of Nevers.

Nevers has been building tables and case goods with high design for conferencing and executive environments for more than 40 years. Cambria is a producer of made-in-America natural stone.

MANUFACTURERS

40 Years of JANUS et Cie: Marking the Milestone

➤ JANUS et Cie is celebrating its 40th anniversary in 2018. Founded by industry visionary Janice Feldman in 1978, the company has grown from a one-showroom for furniture to a leading source for contemporary lifestyle furnishings and accessories across the globe.

In the spirit of the company’s namesake Janus, the Roman god with two heads, one looking forward and the other looking back, this milestone marks the perfect occasion to look back at what has been accomplished and forward to the exciting path ahead.

JANUS et Cie’s original showroom in Los Angeles’ Pacific Design Center went on to become an industry leader with more than 300 employees, 19 flagships and 18 sales offices around the world. What began as a representative firm for established manufacturers evolved into a luxury source with more than 6,000 exclusive textiles, accessories and furnishings for the global interior, exterior, residential and commercial markets. To date, JANUS et Cie has earned more than 100 international acclaims, including the renowned Red Dot award, Best of NeoCon and numerous Good Design awards.

Feldman’s personal evolution is particularly noteworthy. As JANUS et Cie moved away from representing other companies and into exclusive manufacturing, Feldman continued to grow the

business with strategy and success, while also honing her role as a designer. Recent best-selling collections have been born from her ideas or through collaboration with top designers like Jorge Pensi, Michael Vanderbyl, Orlando Diaz-Azcuy, Piero Lissoni and Paola Navone.

“JANUS et Cie and I are one,” says founder and CEO Feldman. “I am so fortunate that the company provides a foundation and driving force for my passions — design, business, craft and beauty. It has been an eventful, exciting 40 years. The product alone, with innovations in materials and construction, is something I am deeply proud of — but the et Cie, meaning ‘and company,’ in JANUS et Cie has made it all the more special. My memories and lessons from craftspeople, designers and colleagues are invaluable. And I truly believe we are just getting started.”

With the 2016 acquisition of JANUS et Cie by Haworth and Poltrona Frau Group, the road ahead is paved with more opportunity. JANUS et Cie already has introductions slated for Salone del Mobile in Milan, new talent lined up for collaboration and the open mind and heart that has allowed for such style and innovation to materialize for 40 years and counting.

DEALERS

INDEAL Launches Online Sales Training Tool for its Dealers

➤ As members of the premier dealer organization for the contract furniture industry, INDEAL dealers enjoy access to a comprehensive array of live and virtual education and training programs. Now, those resources are being enhanced with the addition of the INDEAL Sales Academy, an online series of results-oriented training videos designed to provide knowledge and expertise relative to professional selling skills and the contract furniture industry.

On the sales side, courses cover developing the value proposition, defining the target market, managing the sales funnel and more. In addition, contract furniture industry modules offer separate introductions to products, pricing and order fulfillment, as well as training on building customer relationships and positioning one’s self as a solutions provider for clients.

“In an industry as competitive as the contract furniture industry is today, a well-trained workforce can serve as a key market differentiator for any dealership,” says Dave Gatherum, INDEAL co-founder. “The new INDEAL Sales Academy adds an exciting new dimension to our efforts to help members build such a workforce and provides valuable new support both for new hires and existing staff.” For more information, email training@indeal.org.

MANUFACTURERS

Kimball Partners with Live Life Nice to Help PTSD Soldiers

➤ Kimball’s heritage is built on a culture of caring that extends beyond what it makes by supporting its customers, communities and the world. That’s why Kimball believes in start-up companies like Live Life Nice. The company was developed by an entrepreneur in the Sixers Innovation Lab crafted by Kimball. It is a cause-driven company dedicated to motivating and inspiring people to be nice and to do nice. The showroom will feature a maker station in the design hub at NeoCon, where attendees can create custom, hand-stamped dog tag necklaces or pick from pre-made options. For every dog tag, Kimball will donate \$1 to K9s 4 Dogtags, an Indiana nonprofit organization that pairs soldiers with PTSD and shelter dogs together.