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JUNE 2021 **V15**

Cover Photo: Unika Vaev's Acoustic ceiling with spot lights, and woodgrain print.

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TEXTILES + DESIGN

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SITONIT SEATING: INSPIRATION TO INNOVATION

SitOnIt Seating creates something a little different with their brand-new Hexy



UNIKA VAEV'S DESIGN STUDIO

COVER STORY: Unika Vaev's Design Studio - Made in the USA!

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editor's note

Dear Reader,

In this issue we explore the world of Textiles, Hospitality Design and so much more! We have gathered unique voices from across these industries to weigh-in on the most pressing trends and hot topics facing our partners as we bounce back from the uncertainty we faced in 2020.

From designers to manufacturers, each article represents a different perspective and insight. Our hope is that these unique point of views will help foster a sense of community across the board.

We invite you to dive into the future of Textiles and Hospitality Design!

Enjoy!

Do you have an idea for an article in Delve? We want to hear from you! Send us and email at...

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TEXTILES:

A Key Factor in Defining Interior Design

Humans realized very early the benefits of textiles, not just for clothing but for everything else we as humans do to live and work comfortably. The first known textile discovered was woven vegetable fibers in a cave in Peru dated from 8,000 B.C. Soon other plants such as flax and cotton fibers were being spun into yarns that would be woven into fabrics. Animal hair, wool and the silk webs of spiders were being turned into one of the most useful goods man has ever created. This is why textiles are so important to us and as designers we are obsessed by them!

We all know that textiles in general can be the building block to any great interior space; regardless if it is someone's home or place of business. I can tell you from my own personal experience, that when I am stuck trying to come up with a design scheme for a client all I need to do is start thinking about what type of fabrics will be used and then everything just seems to fall into place—from the wall colors to the flooring even the artwork can come from just one single piece of fabric.

It doesn't matter if you are a commercial or residential designer, textiles are what separates our work from that of an architect. There are some architects that do get excited over textiles too—but on average most leave that part of the design process up to the interior designer. Interior designers seem to have a passion for finding the right fabrics to go in a space. Designers love fabrics that not only look wonderful but have great texture, color, and of course have a great "hand" to them. (Hand is a textile term used to describe how a fabric feels) We want to see and touch every cotton, felt, chenille, velvet, wool, and silk weave available! For commercial designers it is all about the tensile



By Susan Mulholland

Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. [Connect with Susan Mulholland on her website.](#)

strength, how will it hold up to lots of butts rubbing against it and of course can it be cleaned with bleach. We love to see look a likes - man-made fibers that mimic the natural ones- polyesters and nylons that look like silk or velvet and of course feel like them too. We all want them in a million color ways because you never know what shade of blue or red will look the best with all of the other wonderful elements we are using in the space.

But not all fabrics are created equal. This is where the knowledge of fibers, yarns and even weave techniques is critical. Our technical knowledge of textiles is more important to the wellbeing of our clients than how beautiful it is. As advances in material construction are developed and new materials are discovered to be used as textiles the more important that knowledge is. This is true for other reasons such as what type of fibers can be used in what kind of environment and what are the risks to our health and wellbeing if we use them. Environmental issues regarding the use of vinyls, polypropylenes and other synthetics are part of a constant debate among scientists and design professionals. We know that some people have severe allergic reactions to natural fibers and textiles as well. These fibers include wool or other animal fibers like angora or mohair. These concerns need to be addressed when a designer is specifying textiles for any project whether it is residential or commercial.

The NCIDQ exam requires designers to know and understand all of the hazards and benefits associated with textiles, this includes fire codes. The National Fire Protection Association has established criteria that certain materials need to meet to be used in various building types. These fire codes were established to help save lives. Textiles burn, smolder, and create toxins that are deadly to all living things during a fire. This is not something that is negotiated based on how it looks or feels, but what type of fiber content it has and what type of standardized test (ANSI) it has passed.

This is critical to note- most residential interior designers and decorators are not aware of these codes-the reason is because it is not part of what they do especially if all their work is considered residential in nature. These fire codes and regulations only, until recently apply to commercial spaces. Your house is your domain-not the public's, so you are in control of what you put in it. This is why cotton, silk, rayon, acetate, nylon, and other fabric blends are typically found in textiles used only in homes. Wool which is naturally a fire retardant fiber is the only textile used in both residential and commercial interiors that has this distinction.

Interior designers who are new to working and designing commercial interiors need to understand this very important fact-MOST residential fabrics cannot be used in any commercial interiors unless they are fire tested with an approved fire retardant finish for interior use. This is even true for building types that seem to be more residential than commercial, such as multifamily and senior living. When I meet designers, who are unaware of the hazards certain fabrics can cause, I am almost certain

that the reason is because their work does not require them to know, but when I find that they are working in areas where this knowledge is needed I remind them that this is critical to the success of their project because the consequences can be devastating if they don't.

Commercial fabrics, upholstery foams and window treatments have labels that show that they meet the current fire code requirements. If you don't know how to read these labels please take the time to learn regardless of what type of design you do. The reason is that the more knowledgeable you are the better designer you will be for your client. These labels don't just tell you whether or not the textile is fire rated, they tell you how to clean the fabric, what the fiber content is and how durable it is. This is how you know where you can use it and feel confident that you selected the best material for the environment it is being used in. This is important to understand-especially now that our work and living environments have been blended together.

Working from home was always something only some people did, but last year because of the lock downs due to the pandemic, everyone seemed to be working from home not because of choice but necessity. This blended environment that we were are now experiencing has shown that our homes are just as vulnerable as our public spaces when it comes to material safety. All materials used for buildings have the potential to cause harm; especially when they are used for something other than the purpose they were designed and tested for. That goes for materials used in the home as well as in a commercial building.

Most building materials used in residential construction are tested and rated for use are deemed safe for people and pets, but not all interior materials are. As I mentioned before, residential interior designers who only work on residential projects are typically not aware of the fire ratings associated with textiles, but that is going to change. Starting on June 25,2021 residential fabrics and upholstery materials used in residential settings need to pass the CAL TB 117-2013 fire rating. This came about when congress passed the COVID 19 Work from Home Safety Act in December of 2020. This is now a national requirement for all states. The Consumer Product Safety Board will regulate what fabrics and fire treatments are acceptable for use in residential interiors.

If you are not familiar with CAL TB 117-2013, below is a link that describes it in detail. This applies to upholstery foam as well as fabric. [ACCESS THIS INFO HERE](#)

Even if you are not a residential designer the information in this document will bring you up to date on this regulation and how it impacts our lives for the better. I recommend all designers, manufacturers' representatives and anyone who reads this article to download this document. Being aware of these changes are important to all of us regardless of the type of design work you do.



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6 MRL FAVORITE TEXTILES FROM ACROSS THE LIBRARY

The following products represent 6 of our favorite products currently on My Resource Library. The products are listed in no particular order. Can you guess the theme?

PANAZ

DUNE
PEACH/TEAL

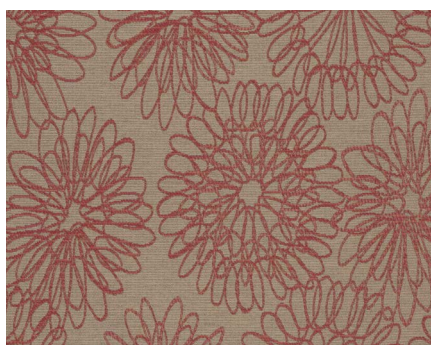
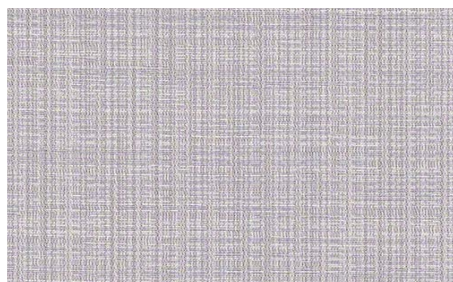
From the very first concepts of design created in the Panaz studio, the highest quality materials including yarns and advanced finishing techniques are deployed to ensure the best products. This constant attention to manufacturing detail has resulted in a number of national awards for innovation concerning all our flame retardant fabrics worldwide.



CF Stinson

TALLY
DOVE

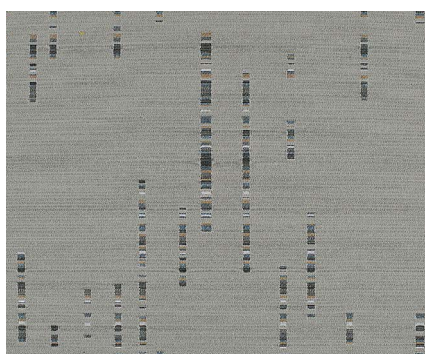
CF Stinson consistently exceeds design, performance, service and sustainability standards, and have been awarded for their work through industry recognition. CF Stinson fabrics have evolved over the past six decades thanks to research, great design and technology with society.



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SANDSTONE

After more than a century in the industry, Mayer Fabrics has learned to bridge the gaps between design, durability, sustainability, and affordability. The result? Consistently innovative, effective contract textile solutions that work for our customers and their unique needs.



HBF TEXTILES

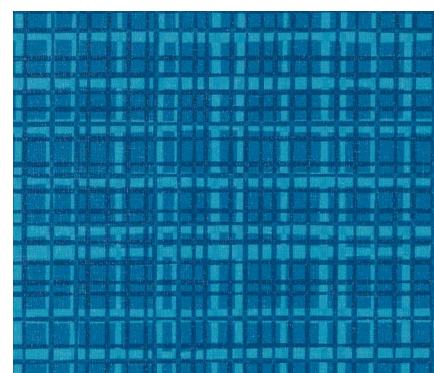
COLOR CODE
LIGHT GREY

HBF Textiles gives dimension to the lives and spaces of users, designers and communities through the essential qualities of fabric. We reveal the hand of the maker and the intentionality of design in everything we make.

MORBERN

ABBEY
MARLIN

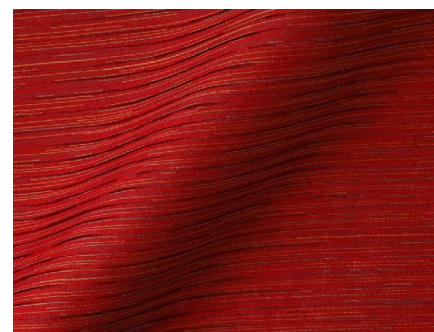
Morbern is North America's leading designer and manufacturer of decorative vinyl upholstery for the contract, health care, hospitality, automotive, trucking, transportation and marine markets.



PALLAS TEXTILES

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Every organization has limited resources.

Small dealers may not have the training budget that larger ones do.

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Delving into Vertical Markets: Tips & Tricks for Being Successful

by Michelle Warren

As I sit here today, we have reached the halfway mark of the calendar year which means we are headed into the 4th quarter of the federal fiscal year. (the federal year runs from October 1st - September 30th.) Why is this important if you are targeting federal agencies?

1. The United States Government has a budget of approximately \$550B that is used for buying goods and services.
2. The budget of the United States government is a "use it or lose it" budget. So, if an agency has been given money and they do not spend it, it is likely they will not get as much money next year to spend. This incentivizes every agency to spend their annual budget each year.
3. In a "normal" year, the federal government awards almost 1/3 of its annual spend during fourth quarter. That is always good to know and should be taken into consideration when you do planning and budgeting for the year. However, we

are not in a "normal" year and spending has been down due to agencies not being back in the office. The Biden administration just set a dead-line of mid-July for agencies to submit their return to office plans which means they will need to be planning for any changes to the physical office space they will need to get people back in the office.

4. There has been an influx of additional budget monies for COVID and return to office will be a good place for agencies to spend this money. Just like we have seen, and continue to see, in the commercial market agencies will need to plan a return to office environment that makes people feel comfortable and safe and furniture can play a big role in that.

Now that we have seen that there is money and opportunity for furniture in the return to office plan, how do you take advantage of this with only 3 months left in the year? Although I will say you are a little behind the eight ball if you are just

now thinking of targeting government for 2021, not all is lost and there is still some opportunity to be had for all.

If you do not have a GSA contract, don't worry. Only about 10% of the total federal spend goes through a GSA contract. Some of the ways agencies buy outside of GSA contract are by working through socio-economic partners like Native American firms or by working with a General Contractor that buys the product for the agency (this can sometimes be a schedule buy if the GC has a letter of authorization from the agency, but in my experience most of the time the GC is not buying off GSA contract.) A little less common would be the opportunity for an agency to buy your products or services Open Market. However, if the order is under the Micro-purchase Threshold, which according to FAR13.2 is \$20,000 for purchases in US and \$30,000 for purchase outside US, a GSA contract is not required to make the purchase.

For those of you who do have a GSA contract but are not sure what you should be doing at this moment to try to take advantage of the monies that are going to be spent I offer some words of wisdom

1. Now is not the time to try to create a new business development end user marketing plan or strategy for this fiscal year – that should have been done in October 2020.
2. Look at your current vendor partners, and identify those that do well in the government market. Reach out to them to partner closer in the upcoming months to see if you can drive some business through a better partnership with them. They have the relationships and have been working their strategy-perhaps they will be willing to bring you into opportunities.
3. Look at your existing government clients. How are you marketing to them to grow your business in those agencies? They have already bought your products once, if they are happy perhaps, they have a new need you can meet.

If all else fails for this fiscal year, start to work on your strategy for fiscal 2022 which starts October 1st! There will always be money to be spent by the federal government (most years it increases for specific agencies) and you'll definitely need a plan on how you want to pursue that business. Focus and strategy is the key to success in selling to any vertical market, but I find that to be especially true in the federal government vertical.



MICHELLE WARREN

Michelle Warren is President of [Catalyst Consulting Group](#), a firm specializing in providing strategic solutions to the commercial furniture industry to enhance companies' sales and positioning within their industry and distribution. Michelle has been in the commercial furniture industry for over 25 years with experience on both the dealer and manufacturer side of the industry. She has experience at the EVP, VP and National Sales Manager level for large and small manufacturers.

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FROM INSPIRATION TO INNOVATION

SitOnIt Seating creates something a little different with their brand-new Hexy

From power beams and task chairs to high-efficiency stackers and more, SitOnIt Seating is expanding their portfolio of award-winning solutions this summer. Offering more options builds on their one-stop philosophy while helping designers create any (and every) space. And there's a particular collection that's getting a lot of attention.

Take one look and it's easy to understand how Hexy got its name. A hexagon shape sits at the core of the frame. But the polygon-inspired detail does more than highlight a well-designed backrest.

"Everything about Hexy looks natural and effortless, and we wanted to ensure its design felt seamless from every angle," explains Director of Product Marketing George Nicolaescu. "The

hexagon shape allows us to build lumbar support directly into the frame, meaning there's no need for external controls. It's really the result of letting our inspiration drive innovation."

SitOnIt Seating has always engineered for ergonomics. They believe the way furniture feels is as important as how it looks in a space. Hexy delivers on this ideology across multiple product features.

In addition to its integrated lumbar support, the mesh on Hexy fuses with the frame flawlessly and is bleach cleanable. Being able to clean and sanitize and disinfect is more important now than ever, and SitOnIt Seating recently published a care and cleaning guide that explains the critical difference between the two.

Adding to the comfort story is an extra-wide backrest that flows with the contours of your body – a lot like how your favorite, well-loved pair of jeans always feel custom-made. But Hexy isn't just about looks and comfort. Its designers were sure to include a streamlined pull handle for easy mobility at any desk or conference table. And of course, the company known for having the biggest textile program in the industry offers plenty of options. From mechanisms and arms to frame colors and more, there are so many ways to make this collection work anywhere.

You can learn more about Hexy and see all that's new from SitOnIt Seating at <http://info.sitonit.net/hexy>.



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From tables and lounge to screens and more, we've been the go-to destination for comprehensive, build-to-order solutions for almost 25 years. We combine award-winning design with the fastest lead times around, and our design and planning services can turn product innovation into your space inspiration. We're able to build almost any specification you want, deliver it when you need it, and offer a level of value no one can match. It's all part of our indie California spirit and drive to be the one place you go for any (and every) space.



TECHNOLOGY + TEXTILES

Utilizing Fabrics + Other Textural Elements
to Solve Sound Problems in Workspace.

BY JASON LUND

One of my earliest realizations as a dealer IT provider was how much my role had in common with dealer designers. We both solve for and specify solutions to complex issues that impact business users in the workplace. We just utilize different types of products and services to do so.

Acoustics and the creation of purposeful soundscapes in the office space has a significant overlap between areas of expertise for both designers and tech/AV providers. Unfortunately, it is often an afterthought or lower priority design consideration in lieu of more outwardly useful products like seating or architectural walls. I believe this is a significant opportunity for designers to work with their internal IT teams to demonstrate and design solutions in dealer showrooms that help push acoustics to the forefront through collaborative design thinking.

The science of noise and how people respond to it both actively and subconsciously has a major impact on both productivity and wellbeing. Studies show unwanted background noise has a negative impact on an individual's ability to process and retain information. For example, excessive background noise in schools has a direct impact on student outcomes within the same facility. Solving for acoustical issues isn't just a "nice to have" sort of consideration. Proper acoustic design is a major factor in the long term value of a space and how it performs for your client.

Modern room design tends to feature lots of glass, solid floors, large flat screen displays and ideally windows. All, of which, conspire to make many expensive conference rooms sound more like a racquetball court than a room where people converse and share ideas. Highly reverberant rooms limit intelligibility of speech. As sound waves bounce off hard surfaces, the same sound hits our eardrums numerous times as they diminish, causing a jumble of auditory information that our subconscious brains burn a lot of extra energy to sort out. The result of working in a room like this for extended periods of time is fatigue, stress, and an increased likelihood of mistakes. This can make some of your most expensive rooms places where people do not want to work, even if they do not understand why.

I noticed something during the collective "work at home opportunity" provided to many information workers during COVID. Your brain does a really good job **in the room** filtering out room reverberations, echoes and other anomalies. However, microphones and technology based listening devices do not. Therefore, **listening to someone talking in a room through a conferencing microphone device will give you a clearer impression than your own memory or live experience with how a room sounds.** If it sounds bad over a microphone, it sounds bad in-person.

Technical guidance from telepresence technology vendors, like Cisco, recognize this problem as an externality over which their technology has no control but has a huge impact on how users perceive the quality of their solutions. For our purposes, an effective demonstration of this concept only requires a single highly reverberant space large enough to fit a few clients and a laptop with some sort of external speakerphone. Have a conversation live in the room and then move to an adjoining room and have a participant join a conversation with someone remaining in the original room from another space. The problem will be much more obvious in the remote experience. Not only does this impact the folks working in an office with space not designed for ideal acoustic performance, but it also negatively impacts the experience of team members who collaborate remotely with teams in the office.

This is where fabrics and textiles come into play.

Solving acoustical issues at their source is the BEST approach, and because the frequencies you are dealing with for most collaboration spaces is within the limited “spoken word” frequency range, it is a lot easier to deal with than something more specialized like a movie theater or large auditorium featuring high dynamic range audio at high volume. While there are ways to solve for these issues with active filtering and sound processing technology, these are always inferior, and often more expensive, compared to controlling acoustics with good room design and finishes.

According to industry leaders like Cisco and Polycom, you do not need to fully deaden a room to achieve optimal audio/video conferencing results. You just need to reduce the opportunities sound has to reflect around a room by absorbing it or diffusing it. The ideal solution would be to fully treat one of each opposing surface (floor/ceiling, front/back walls, side walls) to attenuate

sound at its first point of reflection in a room. However, this is rarely possible in a real-world design. Fortunately, even partially treating a space will provide some benefit, allowing a designer freedom to layer sound absorption and diffusion into material choices and potentially functionally decorative elements.

BuzziSpace is one example of a company selling design-forward sound management solutions that can be incorporated into nearly any conference room or AV space design. One of the world's leading microphone manufacturers, Shure, utilized BuzziSpace products in their own offices to ensure maximum performance of their audio products in conferencing applications, which is a pretty strong endorsement to someone with a tech/AV background.

Mesh metal surfaces in panel systems can be used to hang working documents with magnets, but also allow sound to pass through and be absorbed in a backing layer of mineral wool or other fibrous materials. Projection screens can also be made of acoustically transparent materials that can both hide speakers and be backed with similar materials that will also make it an effective sound absorbing solution without a significant visual impact.

Biophilia wall applications, or artificial products that bring similar “plant-like” aesthetics without the bugs or watering requirements, are also highly effective at both absorbing and diffusing acoustical energy.

Hopefully, this article has given you some guidance on fundamental principals of sound management in workspace that will benefit your clients and offer a change to partner with your IT/AV teams to build better solutions in your own workspaces. Feel free to comment, or reach out to me directly (jason@plaidanvilconsulting.com) with any questions you might have.



by Jason Lund

Jason has specialized in commercial furniture dealer technologies for over 13 years, and worked professionally in IT for over 25. His business model is simple, help dealerships and manufacturers make the best use of their technology assets and investments without any external influence or paid lead-sharing nonsense that is commonplace in the tech services industry. Jason can help you discover how technology can fundamentally change the way your dealership operates to make your teams more effective, your technology investments more valuable, and your business more innovative and easy to do business with. In the past few years, he's helped dealers recover from the worst ransomware/security emergencies the industry has ever faced, developed award winning showroom tech/AV designs, and helped dealers become NIST DOD compliant in order to gain millions in new top line business opportunities. Connect with Jason on LinkedIn, or email him via jason@plaidanvilconsulting.com to see how he can help your dealership or manufacturer today.



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How Nassimi's Newest Textile, Supreen™, is Transforming the World of High-Performance Fabrics

by Jahsanna Randolph

[Supreen™](#), the newest fabric from textile innovator [Nassimi](#), is changing the future of performance fabrics. A combination of beauty, brawn, and sustainability, the revolutionary (and extremely soft) contract-grade upholstery fabric is liquid-proof and bleach cleanable, making it the perfect solution for healthcare and high traffic environments. Supreen's liquid-barrier technology means the fabric is completely protected from spills, stains, microbes, and more. With Supreen™ the magic is woven in, not coated on, using a proprietary process that ionically removes over 99% of all contaminants.

Supreen's sustainable qualities are what truly make it a superior performance fabric. Unlike other antimicrobial and stain-resistant fabrics, Supreen™ is PFC and PFOA-free and has no added flame retardants or harmful chemicals which have known risks to the environment and human health like [thyroid disease and certain types of cancer](#). Furthermore, Supreen™ is HPD available, and REACH, RoHS, Prop 65, and Healthy Hospital Initiative (HHI) compliant, making it part of the effort to bring even more safety and sustainability to hospitals and high-use spaces.

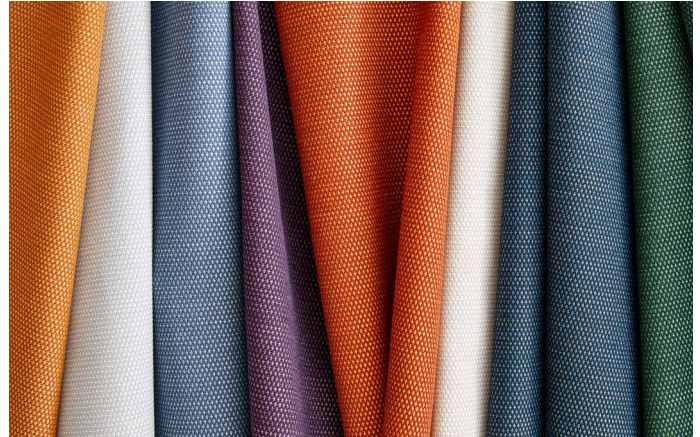


Iwan Nassimi, Executive Vice President of Nassimi, explains, "during these challenging times, we have seen divergent trends in interior design. There is an increased need for performance materials to not just be environmentally friendly, but to be cleanable and disinfected, while at the same time a desire for softer and more comfortable textures. Supreen™ is an answer to this call, we've tinkered for several years to bring these different product technologies together, and create a new upholstery material that elevates both the performance and aesthetic appeal."

Nassimi is no stranger to innovation, the brand has a long history of pioneering performance textiles. In the 1990s, Nassimi introduced the first true faux leather to the textile market, which is still sold today in 47 colors and with more sustainable ingredients. Ever-evolving and perfecting products, the company went on to develop the first polyurethane upholstery and a line of performance textures, wools, and velvets. Nassimi prides itself in elevating both design and function. The core ethos of the company centers around beauty, design, and utilizing new technologies to improve products for the health and well-being of users.

True to Nassimi's signature of proactive and future-thinking design solutions, Supreme™ brings together the best of performance, cleanability, and design. Aptly named, Supreen™ is an amalgamation of the words 'supple' and 'preen', which perfectly describe both the texture and performance of the fabric. Supple, because the material is so soft and luxurious, and Preen, which is what ducks and other aquatic birds do to waterproof their plumage and make themselves more attractive. Like water off a duck's back, liquids will roll off of Supreen fabrics and will never penetrate into the furniture.

Supreen's material innovation also ensures that Supreen™ surpasses contract-grade upholstery standards and is suitable for endless design options. The inaugural collection, which has been tested to 100,000 double rubs, includes three new textile offerings boasting performance capabilities and a rich, sweeping color palette of deep jewel tones and classic neutrals. The series features a textural weave with subtle dimension, a touchably soft, delicately heathered design, and a small-scale geometric pattern with dynamic texture. More innovative patterns will be added to the collection in the coming months. Supreen™ is currently available exclusively through a handful of leading fabric distributors including [Anzea Textiles](#) (a division of Stinson), [Burch Fabrics](#), [Carnegie Fabrics](#), [Coral Inc.](#), [DesignTex](#), [Fabricut Contract](#), [Justin David Textiles](#), [KB Contract](#), [Knoll Textiles](#), [Paul Brayton Designs](#), [Reliatex](#), [Samelson-Chatelane](#), [United Fabrics](#), [Woeller](#), and [Wolf Gordon Inc.](#)



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Pictured: Mass Chair



FurnitureLab's raison d'être since the early 1990s is to make furniture specifically for gathering spaces. Our company motto is "Crafted to Connect," and that ethos informs everything we do, from the factory floor to the end user. As the world shuddered to a standstill last March, my colleagues and I had no idea how long this great pause would stretch. Our segment of the commercial furnishings business relies almost entirely on public spaces, full of humans.

But in 2020, connection was literally off the table, and suddenly those very gatherings we work so earnestly to foster were growing ever more forbidden and dangerous with each news report. The gathering spaces were closing all their doors; the very notion of hospitality became a deadly risk. You know this. You were there.

How would FurnitureLab meet this moment in time? Could we pivot to help our markets and remain a resource for the dealers and designers we collaborate with? Would our main markets survive? Could we even keep our own lights on?

We did survive, keeping our entire staff on payroll, and it was not

easy. There have been about a billion webinars just to stay connected to clients and friends. We hyped the great cleanability of our products. Our product development team quickly engineered and introduced substantial, good-looking acrylic Dine-Safe panels to essential businesses.

A great number of our longtime partners used the absence of on-site employees and customers to perform long-overdue renovations. Many brave, optimistic souls opened new ventures. We are so grateful that such a large group of schools, hotels, corporate spaces, healthcare organizations, assisted living communities, and restaurants were able to power through. They kept us afloat.

What are businesses like this looking for from FurnitureLab? Well, a lot.

We're seeing so many trends in hospitality that have evolved to anticipate the needs of right now--when more and more spaces are truly and safely reopening. How are our commercial clients finding yet another new normal after 15 months of no normal at all?

COMFORT AND LUXURY

Some devoted regulars sat outside all winter long to help support the local businesses that are the backbone of their communities. Now that we're tentatively migrating back inside together, the word we keep hearing is "welcoming."

Utility is great of course, but everyone wants soft, generous, stylish seating for every kind of project. Creating a perfect setting for recovery and self-care after all we've survived together is really a strong theme we are seeing from the A&D community and hospitality end users. After a year at home everyone wants to feel a little pampered and fancy in public.

There have been some major challenges meeting the soft seating demand industry-wide, with foam shortages due to the winter storm that hit the Gulf Coast in mid-February, pandemic-long increases in orders for residential furnishings, and an unanticipated explosion in the number of construction projects, basically straining all manufacturing trades that require lumber. Transit times are slower on all of this, too, for a panoply of reasons. If you're reading this trade publication, none of this will be news to you.

All of our booth seating is built to order and fully customizable, which our design partners really love. They can let their design fancy run free. Cushy tufting, luxe textiles, and supportive cozy seats are our specialty as shown here in the stunning banquettes at the AC Marriott in Little Rock. Lead times might be running longer but we are confident it is worth the wait and hopeful when we hear many reports that the supply chain will regulate in the coming months.

Another product line experiencing a huge surge in popularity is our solid surface line--EverCore, also shown here at the Marriott. We work with all the top suppliers, so designers aren't limited by a color or texture selection. Our tables are sleek and have that elegant, high-end natural look--but low-maintenance commercial durability, and even a great green story because so much of these composite products are made from recycled materials.



TECH CONNECTIVITY

The power options for all FurnitureLab tables and booths are becoming less optional and more mandatory in 2021. Everything must be connected, and connected now. After a full year of working from kitchens and spare bedrooms, our global workforce has never been more nimble. Employees have proven they can work from everywhere: employees and patrons need to be able to charge their devices in the public spaces we furnish. We anticipate that people with flexible working and living arrangements will use hospitality spaces as a mobile office even more than we have seen in past years.



VERSATILITY

A lot of FurnitureLab spaces must perform double or triple duty. Countless businesses have downsized to smaller footprints this year. A ballroom event space can be a cafeteria, and that cafeteria can sometimes even be a community courtroom. No kidding. We've seen it! So furniture that can stack, flip, roll, and convert easily from an employee luncheon to a wedding is more important than ever. Flex spaces are key.



Kentucky Downs

FurnitureLab offers all of our booth seating with rolling, locking casters. We have a great selection of chairs that can stack. Our Horizon Base system is a huge hit with the hospitality industry because it has a ton of dynamic options; it can roll, flip, and even come in easily adjustable heights. FurnitureLab drop leaf tables are also having a real renaissance, as shown here at Kentucky Downs Corner Cafe. A quick couple of flips, and staff can make all of those round tops into squares that can be pushed together for a large community table. We can't wait to see that.

Even just planning for groups of people gathering together after so much isolation: it's both gratifying and a bit emotional for me and my team! FurnitureLab is crafting spaces to connect again, and it feels wonderful.



Lara Murphy Bio

Lara is the Marketing Director for FurnitureLab in Carrboro, NC, starting in an account management position in 2009 before moving to a marketing, design, and product development role in 2015. Prior to that she worked as an assistant designer on both residential and commercial interior projects in North Carolina (Stuart Walston Inc.) and New York (Marston & Langinger). She lives in Durham with her husband and hound dog. Learn more about gorgeous and clever commercial dining furniture solutions at [FurnitureLab.com](https://www.furniturelab.com).

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SPACE TO BE YOU



Coffered Tiles Installation

Unika Vaev Design Studio Collection – Made in the US!

The Unika Vaev Design Studio is designing decorative acoustic solutions for the wide range of today's office environments from corporate to home. Based in Dallas Texas, all designs are inspired and made in the US.

The Studio works closely with the Unika Vaev Representatives and directly with the A&D community to deliver their custom solution visions. The Studio has also developed products exclusive to Unika Vaev - from wall tiles & wall art, screen dividers, and ceiling products including acoustic lights.

Here you can view some of our standard sound absorbing products that will elevate your walls and ceilings with ease.



Acoustic ceiling with spot lights woodgrain print.

UNIKA VAEV FEATURE



TILE COLLECTION

Customize your walls with Unika Vaev Design Studio's self-adhesive 12mm Solid Color Core tiles, available in five shapes: Brick, Hexagon, Triangle, Diamond and Waves and 11 color-ways. Variety doesn't stop there, custom felt tiles are also available in 34 felt color-ways. With infinite installation options and configurations, the tiles can be easily applied on almost any wall substrate for a quick and simple installation. NRC rating .40.



ACOUSTIC PANEL PRINT COLLECTION

Create a better soundscape for your space by adding art, your logo, or a message with Unika Vaev Design Studio's Digital Print Program. The program employs state of the art, high-resolution digital printing upon our Solid Color Core acoustic panels. Start the process by selecting any high-resolution photography or design your own custom graphics or signage and create your very own beautiful, sound absorbing impactful design. NRC rating .40.

SCREENTRAK ALTO SCREEN COLLECTION

Stylishly shield and reduce noise in any area with the ScreenTrak® Alto Screen system, a collection of beautifully designed, rigid screens produced using Unika VaeV's .47" Solid Color Core. The screens are available in a wide range of colors and 24 patterns, with the ability to custom create your very own patterns. ScreenTrak® Alto is designed for active sound diffusion, absorption and space definition. Each screen is available with multiple track hanging options using Unika VaeV's proprietary track system. Make a stunning statement with ScreenTrak® Alto.



ScreenTrak® Alto in Diamond Plate design



Lineal design

ACOUSTIC LIGHTED CEILING TILES

The Lineal LED Ceiling Tile collection maximizes the benefit of LED lighting within an elegant, acoustic inverted coffered ceiling tile. Designed to enhance traditional lighted ceiling tiles, the placement of the LED light patterns within each is designed to create excellent task lighting for work clusters or any area requiring a more conducive work environment. Lineal is available in three designs; Lines, Logical and Random.

The Spot Drop Ceiling Tile collection provides decorative lighting solutions that are both dramatic and pragmatic. The collection includes several designs of a focus and flood version



Spot Focus design

of acoustic lights. The Spot Focus tiles are designed to provide focused lighting in areas such as conference rooms where direct downlighting may be required while allowing the peripheral areas to be darker to support video-based activities. The Spot Flood tiles provide lighting for broader areas. Both Focus and Flood are available in four designs.

The Spot Drop Ceiling Tile and Lineal LED Ceiling Tile collection are available in eleven color-ways produced using Solid Color PET. The tiles are 24" square. All lighting is UL approved. NRC rating .85 with an 8" air gap.

SCOTT GOODWIN DESIGNER SPOTLIGHT

Scott Goodwin is the Creative Director of the Unika Vaev Studio. He has been with the company for over 10 years and oversees new product and business development. We recently had a chance to chat with him about his design process.

My Resource Library recently had a chance to ask Scott some questions about his process and his recent work with Unika Vaev. We hope you enjoy this inside look!

Q. How did you get started in your design career?

A. I consider my dimensional/industrial design a natural extension for a sculptor looking to pay the bills.

Q. What do you love most about the design process?

A. The creation. Being able to listen someone's need and show them what their vision will look like. For me to see something that has yet to be is exhilarating — and then to hear the response "that's it, that is what I wanted" make it all worth while.

Q. How do you come up with your design concepts?

A. I am a sponge, always taking in materials, technology and applications — I know that somewhere down the road I can mis-apply what I saw to create something completely different. I like to say always be alert to an opportunity!

Q. What was your inspiration for Unika Vaev's Air Collection?

A. The material itself. From the moment Unika Vaev showed us the PET almost 10 years ago, I realized you can make almost anything out of it!

Q. Do you typically design acoustic pieces exclusively?

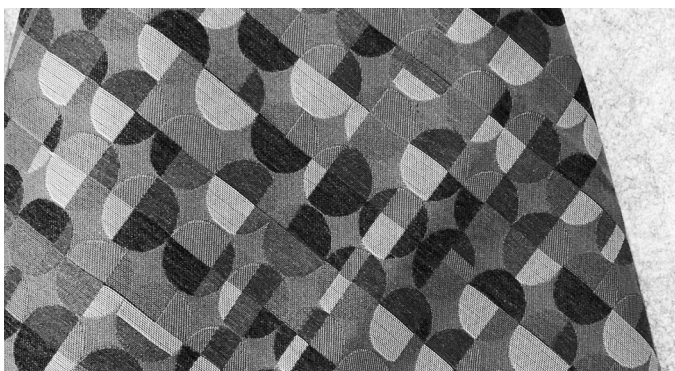
A. No, we use all materials to address commissions across the spectrum from furniture and fixtures to museum and merchandising displays.

Q. What do you hope people feel when they experience the Air Collection?

A. The confidence that if anyone can figure how how to make this these guys can!

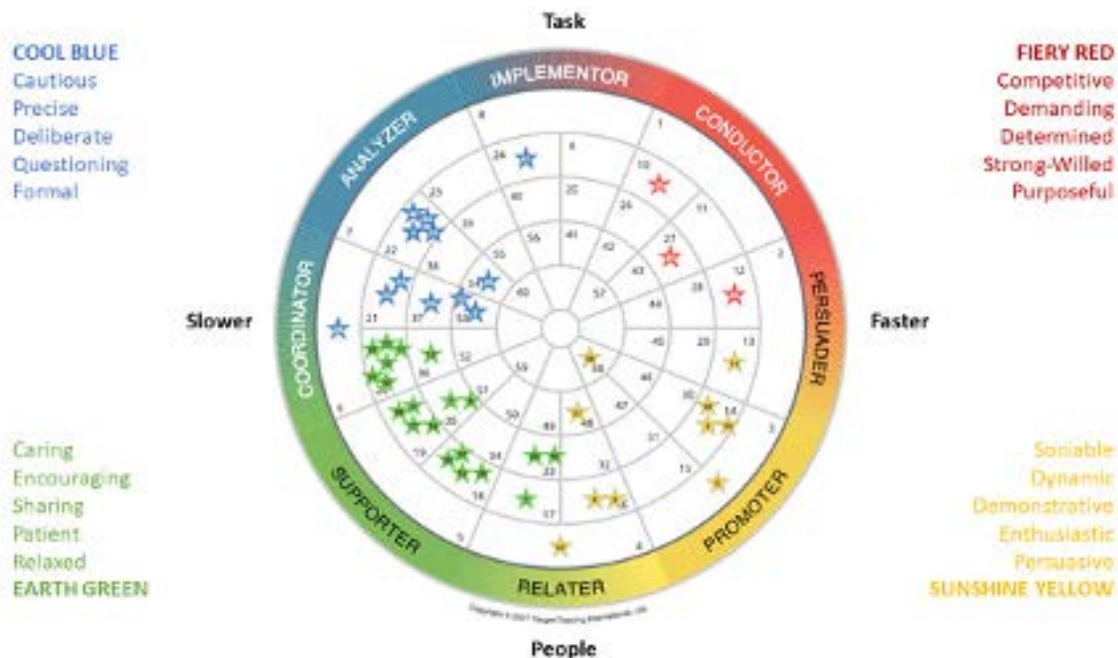
NEW TEXTILE SNEAK PEEK

Unika Vaev's Design Director, Courtney Brooks draws inspiration from music and fashion of the Roaring 20's with the new Jazzy Collection. His approach to design is inspired by his innate love for modern design blended with a natty aesthetic.



"This collection is all about the ease of blending pattern, texture, and color to create a mixed palette that is modern and timeless".

The namesake celebrates bold pattern, harmonized by melodic organic textures that embody warmth and color. Unika Vaev will be officially releasing the Jazzy Collection in July, 2021.



The BEST Dealer Designer

By Alexandra Tseffos & Rob Langejans

The contract furniture world is evolving faster than ever. Dealers are at the center of that evolution. Between customers and manufacturers, the dealer must quickly adapt to move opportunities forward. Internal communication, the way a dealer team interacts and gets things done, is the linchpin to success.

The requirement for designers to participate in early prospect meetings alongside salespeople, is driving the need for live-design customer facing presentations: whether they are in person or virtual. As the need for better communication skills has never been greater, we identified and built a course for dealer designers which fuses their existing skillsets in design and product knowledge and adds new skills in technology and communication. In 2020, we launched Moving Designers with the goal of raising designer confidence and understanding in themselves to therefore increase quality communication with prospects or clients. What surprised us after a couple sessions was how many designers want coaching to better understand and communicate with others on their team. And yes, they are talking about salespeople!

One tool we use in the program is the DiSC behavioral assessment. DiSC has a long and proven history of measuring behavioral and communication tendencies. With new understanding of oneself, the door opens to adding and altering behavior. The short explanation of DiSC is that people answer questions that determine how they perceive problems, people, pace, and procedure. Behaviors are measured between slower or faster and if they primarily focus on the task or on people.

After the designers take the assessment, they immediately receive a 26-page report which is specific to their behavioral and communication preferences. This graphic is a representation of where a few designers we have worked with fall on the DiSC Wheel, as indicated by the stars. Notice that most of the stars are largely on the left side which makes sense, because designers tend to be detailed and conscientious about helping the customer find the best product solution. That is important for winning customers, which is why designers play such an important role in the selling process.

Salespeople typically will align with the right side of the Wheel. With descriptor words like determined and demonstrative, this is not a surprise to anyone! Sales wants to know “the what and when,” designers prefer all the details. Other than to sell furniture, there is not enough strategic communications between both groups to understand the specific objective of the customer meeting. Many designers are not aware of their role in the sales call. There is a stereotype, for example, that a salesperson, if present, should ask about the budget. Many of them don't. Designers do not feel it is their place to ask, yet it impacts the solution they would propose.

Alexandra has had roles as both a designer and seller, which is not surprising as DiSC defined her as Influence or sometimes called Sunshine Yellow. Early in her career, she put all her energy into design assuming that she lacked interest in sales. However, once live design started to become a common theme, she found her path in a highbred approach to design and sales. It is important to note that no designer (or salesperson) are created equally, although we tend to group these roles into one or the other. To respond to all of our client's needs, we need to dig

deeper as to how to leverage our strengths across the functional boundaries of these practices.

Rob's primary behavioral style is Steady or Earth Green. As a sales coach, this style works to his advantage because of how he approaches pace and people. What's key for the Moving Designers program is that Rob and Alexandra have styles that complement each other. Designers appreciate that difference during the course, just like customers appreciate the varying styles on dealer teams between sales and design.

The best designers understand themselves first, and then how to adapt to others who they interact with. Teams benefit from diverse behavioral styles, and when internal members understand and respect other viewpoints and thinking, the work that is produced has greater value.

Internal communication effectiveness will help dealers navigate an unpredictable world.

Next month, we'll take the same topic and relate it to external (customer or prospect) communication.



Rob Langejans, Principal at AlwaysStrategic, is committed to helping salespeople and teams move from average to powerful when facing the customer. His business focuses on presentations, pitches, and sales strategy. Rob has a long career at Haworth in Holland, Michigan where he excelled as a sales coach and sales trainer, with certifications from Franklin Covey, Ken Blanchard, and Miller Heiman to name a few. Prior to Haworth, Rob was a presentation coach and sales consultant to companies including Herman Miller, Steelcase, Kellogg's, and Stryker. He is an expert in strategic communications and sales strategy.



Alexandra Tseffos started her career as a dealer designer before joining Configura's Training & Support team where she assisted dealerships and manufacturers across the Americas. Alexandra took her dealer knowledge and CET skills (including her most coveted skill of designing live for clients) and joined a dealer business development team, calling on end-user clients in the commercial real estate market. That was her first introduction into real estate before joining CBRE Minneapolis to head business development efforts for a tenant representation team. Her businesses, Silent T Consulting & The Design POP, are a culmination of all this experience. This is not just about furniture application and design. This industry is about service and adding value is a necessity!

"Since joining MRL we have forged many new relationships with the 80,000 plus MRL users and appreciate the many opportunities to build our brand awareness."

— Rob Mayer
President, Mayer Fabrics

High-Performance Crypton® Fabrics

Using classic weaves and constructions, the **Crypton® Structures Collection** expands Mayer's strong foundation of performance textures with the addition of patterns **Channel, Form, Function and Gatsby**.

- Crypton® with Antimicrobial Silver Ion Technology
- Crypton® Moisture Barrier
- Polyester
- Bleach Cleanable
- 100,000 Double Rubs
- GREENGUARD Gold Certified
- Exceeds ACT Standards
- Crypton's Deodorizer and Disinfectant when used in conjunction with Crypton® Barrier Fabrics kills the virus that causes COVID-19



ST. TIMOTHY

St. Timothy Chair offers a diverse selection of upholstered seating and occasional pieces. Time honored traditions in manufacturing and service are important at St. Timothy. We have been serving our customers for over five decades and realize that customer satisfaction is our greatest accomplishment.

In addition to providing hand crafted, American made products for our Corporate, Institutional and Healthcare customers, St. Timothy has developed into a major provider of seating in the Hospitality industry.

Despite our wide variety of styling and offerings, we understand that each customer's needs may be unique. We are always happy to discuss your special needs, alterations, specifications and new product ideas. Vertical integration in each step of the manufacturing process will insure that quality materials are used and timely manufacturing are a part of every order. Providing value is one of our top priorities as we strive to offer fair pricing

for an exceptionally durable product. All items are backed by our standard 10-year warranty.

We would invite you to view our many options of lounge seating, dining chairs, club chairs and occasional pieces to include our product in your next hospitality project. We believe we can provide you with products that your customers will cherish.

We are always happy to share the success we have had on our many projects. Even more gratifying for us is when our many customers share their experience with us. The testimonials below speak volumes about our company, employees, products, and capabilities.



(...) You know the chairs are eight years old and they are as solid as a rock. That made us a firm believer in your firm because you have the quality there.

That's what I sell when I come in to the client and I tell them this is a product that will last and has lasted for many years (...)

– Jack Noller, Noller Designs

I am excited to say that Atlanta Country Club's Clubhouse renovation is finally complete. The members are thrilled beyond belief. The process was close to two years in the making and as crazy as it might sound, it all started with a discussion around a chair; a men's lounge chair to be exact.

The board of directors didn't know the complete direction for the refresh, but one thing was a given...the chairs would be St. Timothy build. The original chairs throughout the clubhouse were all St. Timothy and if those chairs could last so well with all the usage over the years, there was no need to look anywhere else. St. Timothy sent several chairs and actually had one specifically built to the specifications of the ACC chair committee. The final product is terrific. The chair is beautiful, and the comfort is outstanding. I would recommend any club going through a renovation or looking to upgrade their seating choose a St. Timothy chair.

**– Mr. Bryant Plese, GM
Atlanta Country Club**

I want to extend my sincere gratitude to St. Timothy employees who made these lovely chairs with such pride. They are top quality, flawless and I couldn't be more pleased.

It is rare to see such quality, even from said to be "high end" product lines. So glad you pointed out that St. Timothy is American made!

Last but not least, thank you for hitting our dead-line for the restaurant opening.

**– Robin Gaither, IIDA, Sr. Interior Designer/Project Coordinator
McCutcheon House at U of SC**

When the decision to furnish our remodeled clubhouse was made, we made an exhaustive search for a company that could provide attractive and high-quality seating products. We chose St. Timothy chairs.

The genial and accommodating staff, the quality component and the timely delivery of our chairs facilitated the decision. That U.S. workers in a U.S. plant product these chairs appealed to our membership, and added more value to the process. The seating is attractive, comfortable and sturdy. We anticipate many years of use and compliments.

**– Mr. Jesse Thorpe, COO/GM
Hammock Dunes Club, Palm Coast, FL**

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In 1989, we were just getting started in Boston. Our small team knew focusing on dealers was essential to success. Every day we had to think fast and react quickly. Just over three decades later, with hundreds of employees and 1,000,000 square feet of manufacturing, AIS is built for speed and meeting the many product needs of our dealers. Day after day, year after year, AIS outperforms the industry and helps our dealers succeed.

Visit **ais-inc.com** today, because tomorrow will soon be yesterday.

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WE'RE ON IT.®





Thinking back to January 2020, who could have predicted that hand sanitizer would be one of the hottest selling products of the year, or that extreme cleanliness would become a critical determinant in the operability of restaurants, hotels, schools and offices? The impact of COVID-19 on these businesses is certainly painful to measure. But what did it teach us about our work going forward? Is there a new preference for design and materials? At least two elements stand out: the need for spacing and the importance of cleanable materials. Let's take a look at cleanable materials.

One year ago, the COVID-ravaged world needed something that could ensure a clean and safe environment. Not just standard cleanliness, but clinical cleanliness. The best surfaces, both soft (think upholstery) and hard (think countertops), for impeccable hygiene are solid, unbroken, and impermeable. They serve as both a barrier between the product and user, and a flat surface that can't hide dirt and germs.

Coated fabrics like PVC (vinyl) and PU meet those needs. They serve as an excellent barrier that's cost effective, safe, cleanable and impermeable. Although the ability to withstand cleaners depends on the fabric's coating, many vinyls and some PUs are bleach-cleanable.

This used to be an asset only desired by the healthcare market, but with the onset of COVID-19, many commercial interiors markets found themselves in need of highly cleanable surfaces that would withstand daily disinfection routines.

With solid surfaces like vinyl, the buck stops here. Or at least the germs do. A solid surface will always outperform a woven textile when it comes to cleanliness and durability. And there is no better upholstery choice when it comes to cleanliness. Fabrics succumb to harsh cleaners and harbor bacteria and viruses within its woven surfaces. Leathers are mostly impermeable but can't handle cleaners that eliminate bacteria and viruses. PUs and PVCs are also safe, stable and PVC is inherently flame retardant and resistant. What's more topcoats for PVC impart critical performance properties. Depending on the type of coating, they can enhance abrasion and stain resistance, surface cleanability and provide UV resistance. They can also improve mold and mildew resistance.

So why do solid surfaces like PVC and PU get a bad rap? The main challenge is user education. Lots of times we champion a seemingly superior product that's only good until we find out the rest of the story. Often times it is the product whose story we hear the most – something that's determined by the size of a

corporation's marketing budget, not the quality of the product. The story we hear becomes the story we tell.

In the case of PVC and PU, fabric companies have done an excellent job telling their story, and touting the importance of using a natural material that can be recycled. But what's missing in their story are the cleanability, durability and lifespan chapters.

Let's look at a case study in the mass transit market. In July of 2018, The Los Angeles Times reported that the Los Angeles County Metro system switched their seating from fabric to vinyl. Citing years of consumer complaints, exorbitant dry-cleaning bills and millions of dollars spent on fabric replacement, the L.A. Metro decided to change its subway seating from fabric to vinyl because vinyl is non-absorbent, cheaper to install and easier to keep clean.

So, what were passengers and staff complaining about? Everything from blood and human waste to bed bugs and lice –not to mention spilled food and beverages— was found in the fabric seats. One of the executives even called fabric a “housing development for germs.”

Wasn't the fabric seating cleanable? Yes, but it often required specialty cleaning, not just a normal wipe down by Metro staff. And some of the fabric seating was damaged beyond repair, meaning the Metro system spent lots of money replacing fabric seats. If a product is replaced often, it's not durable. And it's not durable it's not sustainable. Period.

It's not that vinyl is good and fabric is bad, or vice versa. There's a time and a use best fitted to each material. What's more, you can't judge the pros and cons of a product simply based on its ingredients. You must go beyond the product to evaluate the manufacturer and process. What do they do to lessen environmental impact? Do they champion waste reduction in the manufacturing process? Have they reduced emissions? Are they held to certain standards and yearly testing by an environmentally conscious organization?

Vinyl companies like Morbern have long looked for ways to reduce environmental impact. It was among the first manufacturers of coated fabrics to completely eliminate heavy metals such as lead and cadmium. It ensures that the water flowing out at the end of the manufacturing process is clean enough to drink. And it installed a new coater to better control emissions and improve the air quality of its surrounding community.

When it comes down to it, nothing does the job like vinyl. Vinyl lasts twice as long as fabric does, which often ends up in landfills because of the need to replace fabric often. And it is the cleanest upholstery option available in today's market. Vinyl's durability, impermeability and affordability make it the best choice for commercial interior upholstery.





APPROACH

Designed by Joey Ruiter

NUCRAFT



Textiles are instrumental in defining a space. As the demand for more mindful, personalized public spaces increases, focus on the intricate aspects of the design process emerges in the form of textile selection. When specifying fabrics for commercial environments, taking into consideration key factors such as composition, finish, design, and price are just a few of the criteria that make-or-break a product selection. Most recently, however, an increasing number of designers and creatives have begun considering other elements of the textile specification process—availability and lead times.

There is a domino effect happening in the textile industry much like other areas of commercial business. A consolidation of supply chains resulted in limiting of resources available to the domestic market in textiles at both the weaving and distribution levels. The overall shortage in yarn, foam, wood, and other raw materials is impacting lead times for finished goods in many areas. In addition, price increases have affected both raw goods and freight costs. Prioritizing the textile selection and order process is paramount in meeting project deadlines.

The industry's competitive landscape paired with tight deadlines has created the need to get sampling and orders in aggressive time frames. This "Amazon" effect has influenced not only the textile industry but also manufacturers, furniture dealers, etc. This fast-paced mindset led to Mayer's decision to add an ad-

ditional shift in their sampling department to meet customer needs for next day delivery.

The pandemic heightened the need for textiles to not only be cleanable (preferably bleach cleanable), but also disinfectable. Dis-infectability came to the forefront of the cleaning conversation in textiles. One of the fundamental features of Mayer's April website launch was the addition of a Search by Cleaners section on the product page. This search option has proven to be invaluable in fabric selections.

The immediate need for Personal Protective Equipment (PPE) during the pandemic resulted in Mayer's decision to add PPE materials to their product offerings. Performance coated fabrics remain the ideal fabric solutions in the healthcare market; vinyl upholstery has remained prominent because of its ability to withstand harsher cleaners. Silicone continues to rise in popularity as it is an environmentally friendly solution without flame retardants (FR) and antimicrobial additives. Sustainability proceeds to play an ever-evolving role in the textile industry. Producing environmentally conscious products are essential and expected in today's world and government mandates are being introduced to ensure products are safe for the environment and people. Thus, movement for the removal FR and antimicrobials from coated fabrics in the industry has been an ongoing process for some time now. Mayer is in the final transition phase of



removing FR and antimicrobials from the majority of our coated textile offerings.

In 2020, the residential market went BOOM! The pandemic re-defined society's definition of the workplace, accentuating the need for a functional, professional home office. The blending of the home and work environments influenced the demand for more textiles that serve dual purposes. Cue the 21st - century term "resimerical" -- commercial capabilities with a residential look and feel. Fabrics in Mayer's recent Crypton Structures Collections fulfill the resimerical need of performance and comfort. This market trend does not seem to be slowing down anytime soon.

With the recent COVID stimulus funding provided to educational institutions there has been an increase in educational projects. Hospitality has seen projects that were stalled due to COVID-19 begin to move forward and the healthcare market has maintained a steady level of projects. Of all the market segments, Corporate has not seen as much activity due to the uncertainty of long-term remote working.

Color Consultant Kimberle Frost provided insight into where color trends are going for 2021. In a Mayer Fabrics Industry Insights blog post: The Truth about a Trend; Past, Present, and Future, Frost states:

"We are looking for thoughtful, mindful colors to cultivate and enhance our lifestyles. These color trends tend to be more nostalgic, both retro and forward-thinking, a connection to memories and the future. We live in a world of neutrals, simple and

comforting, along with pops of color to celebrate our individuality. Using botanical shades inspired by nature allows us to use color to escape the noise and clutter."

Next year, Mayer Fabrics will celebrate 125 years in the industry, now being run by the fourth generation, brothers (Rick, Rob, Mick, and Steve), with the fifth generation Cousins (Bryan, and Maggie) already taking an active role in moving the company forward into the future!

ABOUT MAYER FABRICS

Since 1897, Mayer Fabrics has consistently delivered innovative and effective contract textile solutions that bridge the gaps between design, durability, affordability, and sustainability. Mayer Fabrics understands its customers deserve quality products at excellent prices. Their ever-expanding product line incorporates fresh colors and exceptional design while offering worldwide distribution. As a 5th generation family-owned company, Mayer Fabrics' commitment to value for those who specify their textiles is what truly sets them apart.



KEEPING CONNECTED

With the challenges that 2020 brought, it is more important than ever to "Keep Connected" to our clients, friends and colleagues. We have been simply inspired by all of the innovative ways our Rep Group friends have found to do just that! The pandemic hasn't slowed them down one bit, and relationships are still at the center of their strategy.

In the "Keeping Connected" section of Delve Magazine, we will highlight inspirational snapshots of what our Rep Group partners are up to, and how they are finding innovative ways to stay connected to their clients.

We hope you enjoy this new feature, and are inspired as much as we are!



Nolan Brands – Independent Rep Group located in Washington D.C.

Nolan Brands is an independent manufacturers representative group offering best in class contract design products. Our team has over 50 years serving all facets of the commercial real estate community. We are committed to the customer experience by providing innovative solutions with exceptional value.

KEEPING CONNECTED



Jack Smith

Jack Smith Jack C. Smith & Associates is a highly dedicated and experienced team of office furniture manufacturer's representatives serving Illinois and Wisconsin for over 50 years. JSA represents a full range of commercial furniture solutions. They are based out of the historical Merchandise Mart in Chicago, Illinois.

Their purpose is to deliver top tier service along with the very best mid-priced products. Their people before products philosophy is at the heart of everything that we do. Highlighted is their most recent mobile showroom event.



Jack Smith



Arnold Collective

Arnold Collective is the source for specialized furniture solutions. From concept to completion, we collaborate to meet our clients' needs for elevated American-made furniture. Highlighted is our recent "13th floor Open House".



Arnold Collective



Arnold Collective



Arnold Collective

KEEPING CONNECTED

MRA Contract is a manufacturer representative company for Office Furniture and Business Environment manufacturers, covering all Upstate New York markets. Based out of Rochester New York, MRA has been furnishing solutions since 1990 for Corporate, Education, Hospitality, and Healthcare customers. Their manufacturer's products are available through open market purchase or Healthcare GPO buying groups depending on the project dynamics. Highlighted is their innovative mobile showroom.



MRA Contract



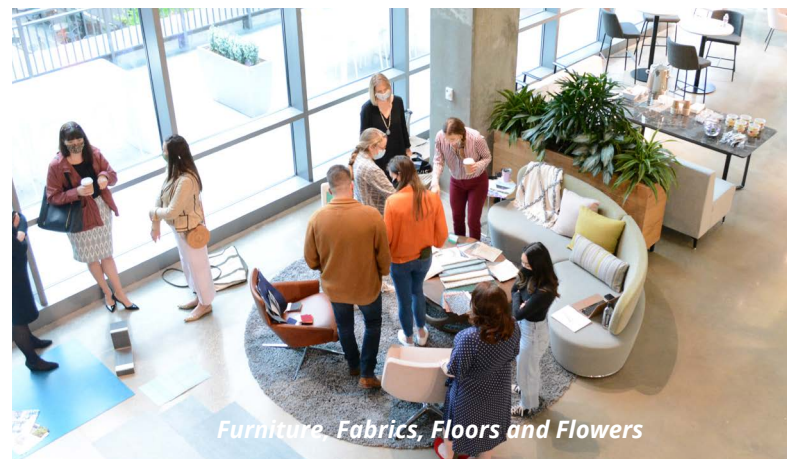
MRA Contract



MRA Contract Mobile Showroom



Furniture, Fabrics, Floors and Flowers



Furniture, Fabrics, Floors and Flowers

Furniture, Fabrics, Floors and Flowers was a multi-vendor which included Kimball, IR Group, TileBar, Interface, Nora by Interface, and Trio Resources (Mura-flex and Carnegie Fabrics). Designers browsed vendor stations, toured the new Kimball showroom and then curated their custom fresh flower bouquets.

delve^{MRU}

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