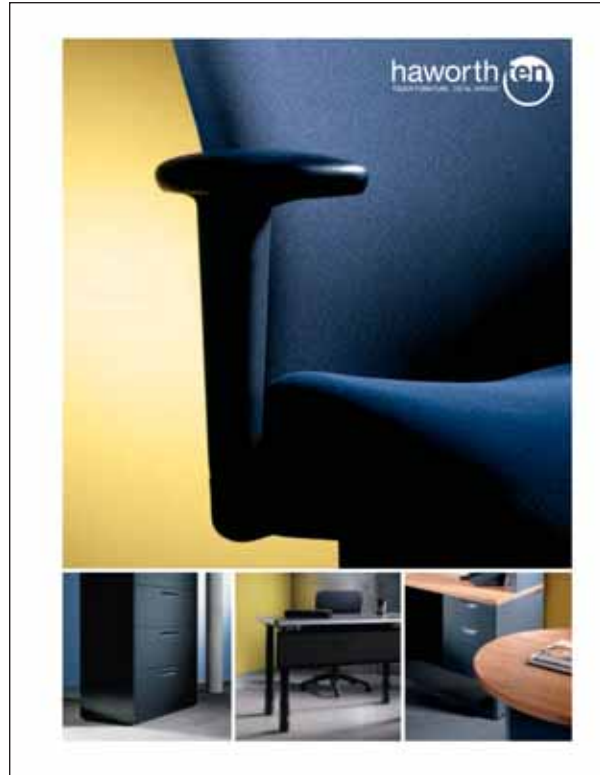


## Client Spotlight: Haworth Ten



### Haworth Ten. Tough Furniture. Total Service.

Haworth dealers wanted quality mid-market office furniture that could stand up to the competition. Haworth, the number two player in the market, responded with a tough, affordable line, which Felder helped to brand Haworth Ten™. This furniture isn't meant to set style trends. Instead, it's designed to stand up to everyday office use while taking it easy on the budget. Felder developed a tough-minded attitude for the brand through no-nonsense copy and hardworking images. Then we rolled it out to the dealerships through a multi-faceted campaign that featured a "tool kit" loaded with helpful sales aids, including a catalog, marketing materials and direct mail pieces. Launching a new line of furniture is a huge process — one that Felder helped accomplish in a whirlwind timeframe, giving the dealers more options for their customers and Haworth a bigger share of the mid-market.

# Haworth Ten product catalog



## MEET 10

A combination of modern lines and classic functionality, Meet 10 tables are up to any task. Choose round or rectangular tops with pedestal or castor legs for true flexibility. The unique suspension fitting makes installation simple and quick, without tools. And the optional suspension grille is just a click. It's modernly practical to meet the table to table needs.

Met 10 10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.

<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>	<p><b>MEET 10</b></p> <p>10' x 14' table with 10' x 14' suspension grille and 10' x 14' table.</p>
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Each section of the Haworth Ten catalog – WORK desks/casegoods, SIT seating, STORE files/storage and MEET tables – is introduced with brand-reinforcing copy and imagery that's unique among mid-market competitors.

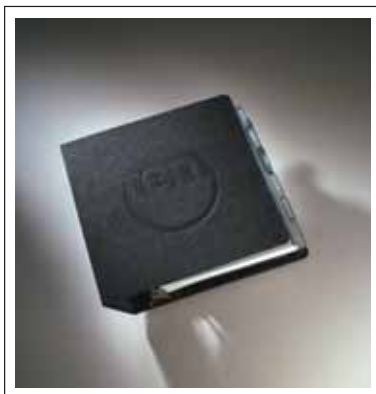
# Sales tools and dealer promotions



The Concrete Cash dealer promotion — including an official rules sheet, poster and toy cement mixer — created excitement around the newly introduced Haworth Ten brand while offering an incentive to kick-start sales.



Haworth Ten dealers received this sturdy tool kit — chock full of product information, pricing, a sales video, competitive product profiles and marketing support materials. Everything they need to get the job done — with the right attitude.



## Comfortable in tough places: That's Haworth Ten's Sit 10 seating.

Designed for toughness. Equipped for productivity. Backed by service. There's something reassuring about a seat that's built to last. The launch of the newly designed, flagship Sit 10 task chair included attention-getting packaging, a boxed launch, competitive sales gear, and a distinctive, hardworking brochure.

**DURABILITY**



Every day it faces down the rigors of time. Tough. Gritty. Full of attitude. Running full tilt to accomplish a mission that never quite ends.

**SIT 10**

**ANSI/BIFMA STANDARDS COMPLIANCE**  
It's been tested, designed and purchased by SA 10 always provides, meeting and exceeding the ANSI/BIFMA durability standards.



**LIFETIME WARRANTY**  
You can rock — and sit — assured.

**STRONG, SILENT TYPE**  
Designed and built — not just bought and assembled. The chair won't creak or squeak.

**21" BASE**  
Larger diameter means a sturdier chair.

Every Sit 10 chair is built to be durable. It's the never-let-you-down chair. The you can count-on-me chair. Designed for strength. Constructed for toughness. Equipped for productivity. You'll come to rely on Sit 10 to get you through those marathons of meeting deadlines and achieving goals. There's something reassuring about a seat that's built to last.



Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Or visit us at [www.felder.com](http://www.felder.com) to see more examples of our brand-building successes.



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