

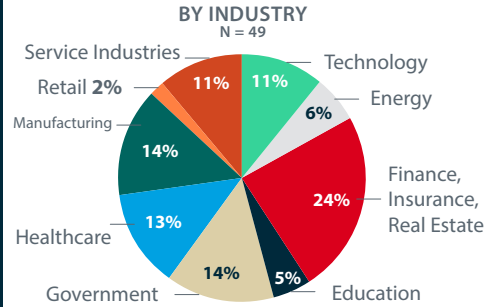
THE HAWORTH PROFILER PROJECT CENTRAL REGION

An in-depth look at how our Central Region customers are applying Haworth product.

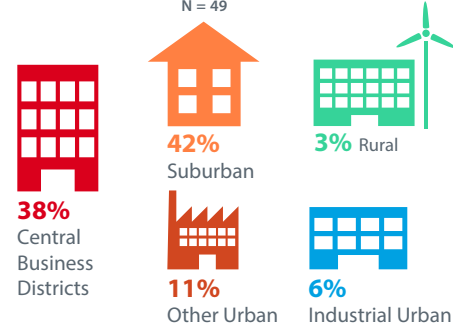
The Profiler Project | Design Research | 2019

The following data comes from Haworth client projects/opportunities that were installed from 2010-2019.

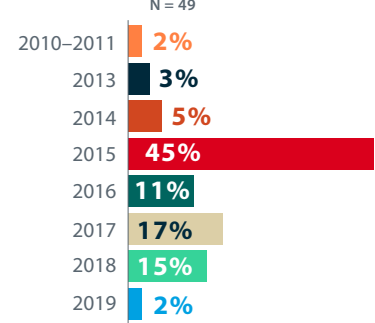
PROJECT DATA



LOCATION TYPE



INSTALLATION YEAR



PROJECT DRIVERS

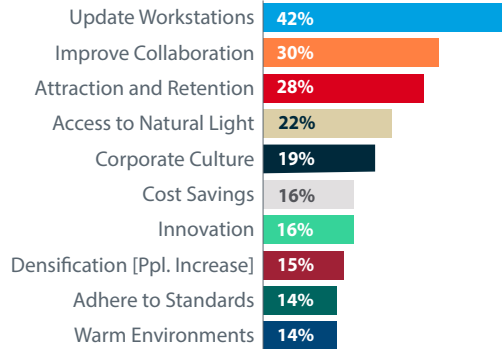
N = 49



39% Growth
27% Relocation
16% Renovation
10% Other
4% Culture Change
2% Expansion
2% Consolidation

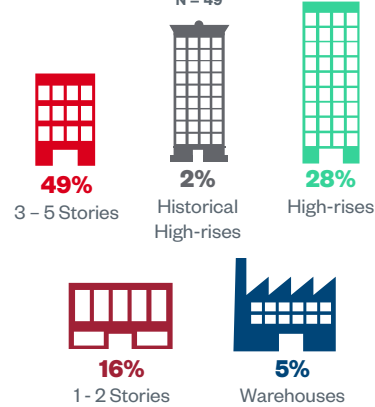
PROJECT DESIGN GOALS

N = 49



BUILDING TYPE

N = 49



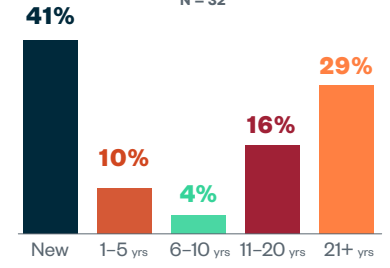
AVG. CUSTOMER COST

N = 49

\$1,133,305.00

FACILITY AGE

N = 32



FLOORPLATE DATA

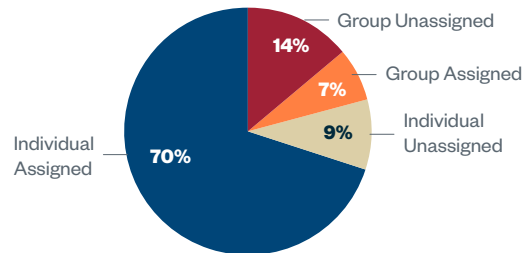
AVERAGE OCCUPANTS PER FLOORPLATE

N = 38

91

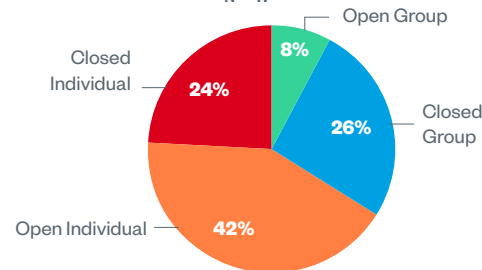
ASSIGNED VS UNASSIGNED

N = 49



OPEN VS CLOSED

N = 47



HEIGHT-ADJUSTABLE WORKSTATIONS

N = 43



42% of workstations are height-adjustable

AVERAGE PANEL HEIGHT SPINE AND WING

Spine 52"

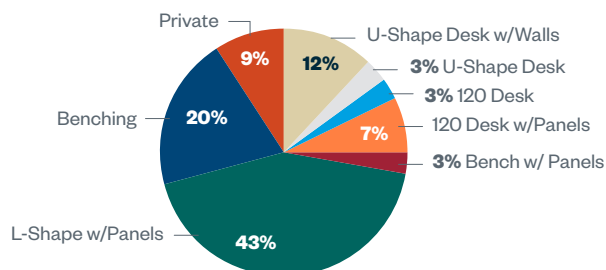
N = 39

Wing 50"

N = 24

PREDOMINANT APPLICATION TYPE

N = 46



WORKSTATION AND OFFICE OVERALL AVERAGE SIZES

6' x 6' 5"
Open Plan Individual
Workstation
N = 46



10' x 11'
Average Private
Office
N = 23

HAWORTH

THE HAWORTH PROFILER PROJECT CENTRAL REGION

An in-depth look at how our Central Region customers are applying Haworth product.

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The following data comes from Haworth client projects/opportunities that were installed from 2010-2019.

PROJECT DATA

BY INDUSTRY

The major customer industries and the representation of collected Profiler projects in these fields.

LOCATION TYPE

The breakdown of geographical locations where Profiler projects take place.

INSTALLATION YEAR

The year a project was installed. This is used to compare the differences and trends occurring from year to year.

PROJECT DRIVERS

The various reasons a customer initiates contact, or reaches out to us.

PROJECT DESIGN GOALS

A measurement of success, or what the customer wants to achieve in designing their space.

BUILDING TYPE

The architectural category of buildings where our customer projects take place.

AVG. CUSTOMER COST

The amount a customer spends on Haworth furniture, on average per project.

FACILITY AGE

The age of the buildings where our customer projects are located.

FLOORPLATE DATA

AVERAGE OCCUPANTS PER FLOORPLATE

The number of working employees on average per floorplan.

ASSIGNED VS UNASSIGNED

A comparison of how space is assigned in customer floorplans.

Definitions:

- Individual Assigned
Workspace designated for one individual.
- Individual Unassigned
Workspace not designated for one employee (e.g., touchdown or hoteling station).
- Group Assigned
Consists of collaborative spaces designated for a specific group (e.g., boardroom or design studio).
- Group Unassigned
Collaborative space that can be reserved or used by anyone.

OPEN VS CLOSED

A comparison of how space is defined within a work area.

Definitions:

- Open
Space not divided by floor-to-ceiling walls.
- Closed
Individual or group space divided by floor-to-ceiling walls with a door. These spaces are completely enclosed (e.g., private offices or enclosed conference rooms).

HEIGHT-ADJUSTABLE WORKSTATIONS

The average percentage of workstations on a floorplan that are height-adjustable.

AVERAGE PANEL HEIGHT – SPINE AND WING

The average height of divider panels in the work area.

PREDOMINANT APPLICATION TYPE

The most common application purchased per project. For example, if a customer bought 100 workstations (75 L-shapes, 15 Benching applications, and 10 U-shapes), the predominant application type would be the L-shape.

WORKSTATION AND OFFICE OVERALL AVERAGE SIZES

The overall space allocated to an open plan workstation and to a private office (measuring from wall to wall).

All floorplate data represents a single floorplate from each of the customer projects included in the Profiler. When a project had more than one floorplate, the single most representative floorplate of the project in terms of product application and space utilization was chosen.