

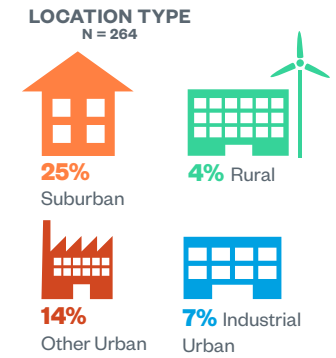
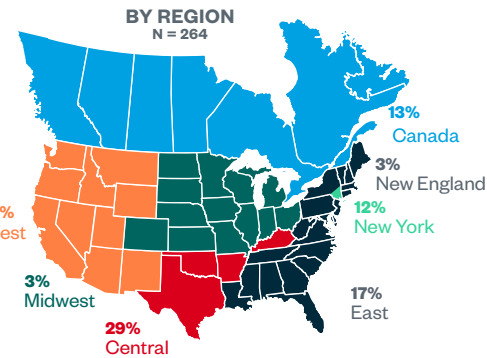
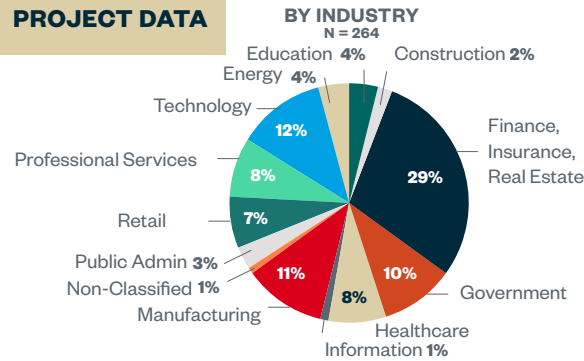
THE HAWORTH PROFILER PROJECT

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

The Profiler Project | Design Research | 2019

The following data comes from 264 Haworth client projects/opportunities, from a variety of industries that were installed from 2010 -2019.

PROJECT DATA

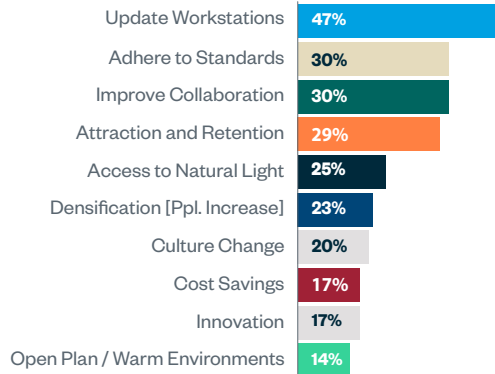


PROJECT DRIVERS

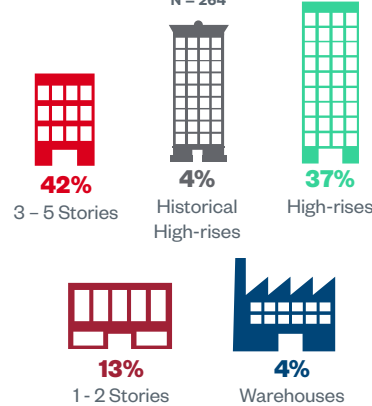


32% Relocation
17% Renovation
16% Expansion of Space
13% Expansion of Personnel
12% Culture Change
10% Consolidation

PROJECT DESIGN GOALS



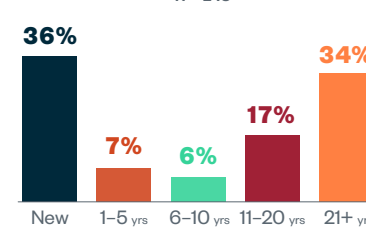
BUILDING TYPE



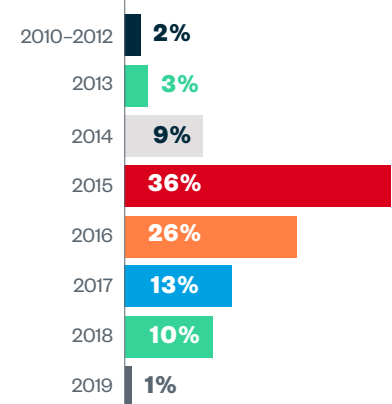
AVG. CUSTOMER COST

\$1,401,031

FACILITY AGE



INSTALLATION YEAR

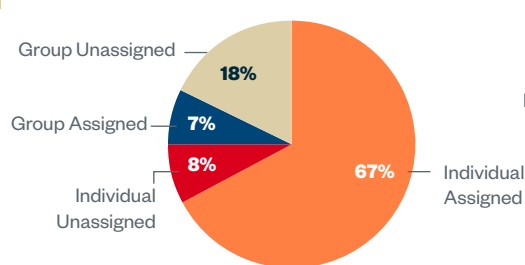


FLOORPLATE DATA

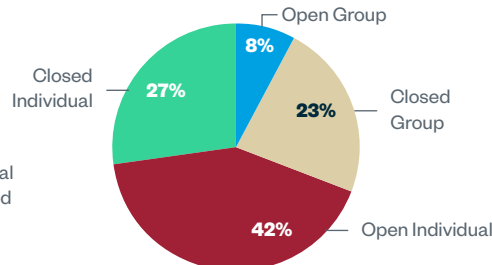
AVERAGE OCCUPANTS PER FLOORPLATE

125

ASSIGNED VS UNASSIGNED



OPEN VS CLOSED



HEIGHT-ADJUSTABLE WORKSTATIONS

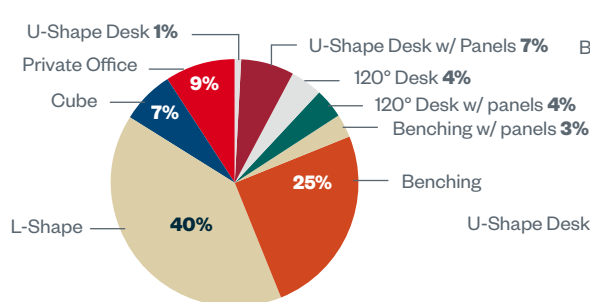


38% of workstations are height-adjustable

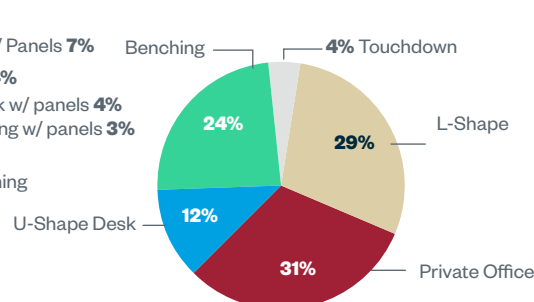
AVERAGE PANEL HEIGHT SPINE AND WING

Spine 50"
N = 185
Wing 48"
N = 128

PREDOMINANT APPLICATION TYPE



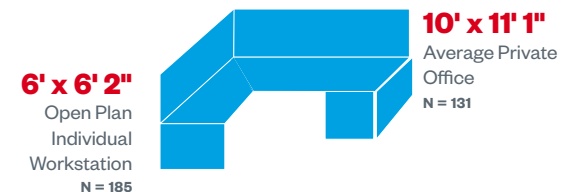
SECONDARY & TERTIARY APPLICATION TYPE



AVERAGE WORKSTATION SIZE

5' 6" x 5' 3"
120° desk
6' 1" x 6' 7"
L-shaped desk
7' 8" x 8' 6"
U-shaped desk
4' 7" x 4' 8"
Benching (w/ panels/screens)
4' 5" x 4'
Benching (w/o panels or screens)

WORKSTATION AND OFFICE OVERALL AVERAGE SIZES



HAWORTH

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PROJECT DATA

BY INDUSTRY

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

BY REGION

The North American regions where our customer projects are installed.

LOCATION TYPE

The breakdown of geographical locations where Profiler projects take place.

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.

INSTALLATION YEAR

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

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.

SECONDARY & TERTIARY APPLICATION TYPE

The workstations purchased for a project that are not the most common. Referring back to the previous example, in this case the Benching application and U-shape would be the secondary and tertiary application type for the project, respectively.

AVERAGE WORKSTATION SIZE

The average amount of space allocated per workstation by type. If you were to look at a 2-D floor plan, the dimensions refer to the length by width of a workstation with an additional two feet added to the length for the chair.

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.