

Nightingale Highlights

AUGUST 2019



NLC 2020-DS

5 Ways to be Greener at the Office

Making eco-friendly choices has never been more popular. In greater numbers than ever, individuals and groups are making moves in efforts to be kinder to our planet. While many speak of personal changes made at home — such as using bamboo toothbrushes, or refusing plastic grocery bags — the idea of being greener at work is rarely as explored.

However, being environmentally conscious at work is just as important as anywhere else, especially considering the fact that many spend more time at work than at home. Gettysburg College estimates the

average person will spend 90,000 hours at work over a lifetime. Choices made at work, therefore, add up.

The great news is that many eco-friendly office changes are easy to do, and require only an extra moment of consideration, or a one-time investment. Some may even turn out better for your long-term health.

In line with Nightingale's "landfill sucks", zero-waste policy, here's a list of 5 changes you can make to be kinder to the planet while at the office:

1. BRING A WATER BOTTLE

Sporting a reusable water bottle means that you won't need to use plastic or paper cups at the office water cooler — or even worse, purchase countless plastic bottles in just to stay hydrated. A reusable bottle helps fulfill all your drinking needs without leaving an endless trail of single-use waste behind. According to Penn State University, just one water bottle saves roughly 217 plastic bottles a year from going to the landfill. That's a lot of impact for one change!



2. USE TUPPERWARE FOR LUNCH

Packing your lunch into glass or metal tupperware helps curve your environmental impact quite a bit. To begin with, bringing a packed meal to work reduces the initial need to grab fast-food for lunch— an action which inevitably leads to piles of packaging waste. Bringing lunch in tupperware also counters other litterful food packaging, such as Ziplock bags or plastic wrap. Even better, tupperware is often better for keeping food heated, and lasts a lot longer too. Truly an all-around win!



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3. GO DIGITAL

Instead of scrawling out ideas with pen and paper, try to take notes on your phone or tablet more often. Plenty of such devices already come with features designed for this purpose, so you'll be in good hands if you do. Furthermore, aim to share files/documents online as much as possible. Printed hardcopies add up over time, more often than not, are eventually disposed of. With so many options today for collaborating over the computer, such as email, Dropbox, Slack, or Google Drive, this move has never been easier. Save trees, and maximize what technology can do.

4. UNPLUG CHARGED ELECTRONICS

Computers and other devices that are fully charged no longer need to be plugged-in. Sounds simple enough, but not everyone knows that plugged-in devices continue to consume energy — even when not in use. Fully charged and plugged-in devices account for tons of lost energy. According to a study by the NRDC, wasted energy accounts for 50 large power plants worth of electricity a year. If you're looking for an easy, hassle free way to help the planet while at the office, this is certainly it.



5. RECYCLE AND COMPOST

Avoid throwing things away without thought. Many of the items we dispose of are not just trash; they can be recycled or composted without a problem. Help drastically curb our mounting waste problem by recycling and composting at work — even if it means the extra effort of getting up from your desk chair, or walking across the office to the appropriate bin.



Hopefully these 5 tips help achieve greener habits at work, and create a lifestyle that is better for the planet — on all fronts!

NEW IN MARKETING

Just a reminder to check out Nightingale’s blog page! We regularly post new articles about workplace-health and happiness hacks, environmental sustainability, and the latest design trends! You can access the site at nightingalechairs.com/blog, or by

scrolling down to the bottom of any page and hitting the ‘blog’ button on the right hand side of the menu. Nightingale’s Binder on My Resource Library has also recently been updated to include the new NLC! We encourage you to take a look!



NIGHTINGALE NEOCON 2019 VIDEO

The 2019 NeoCon event was the most successful showcase Nightingale’s ever had — and we’ve captured it all on camera for your enjoyment! In our biggest turn out ever, thousands of people visited our showroom over the four-day event. We proudly displayed last year’s Best of NeoCon award, alongside our cutting-edge product line — making a statement to communities of dealers, customers, and designers.

We were also happy to fly down a handful of our own employees for the convention, giving them and visitors a chance to interact directly. In addition, we handed out countless “Landfill Sucks” tote bags, made from discontinued fabrics; putting our eco-friendly mission into action in a creative new way. This event was a fantastic opportunity to continue to grow our brand awareness and customer engagement; higher than now than ever before.

Watch the action unfold for yourself in our stylish new video, found at nightingalechairs.com/company.



CXO Recognized with European Product Design Award

Nightingale's CXO chair has won a 2019 European Product Design Award. The European Product Design Awards (ePDA) is a competition which commends the designs of strategic, well-thought out creations — products which ultimately improve daily life. Category winners are selected by a jury of expert designers, design educators, and clients. The office chair earned silver in the competition's 'Home Interior Product/Interior Furniture' category. This accolade is an impressive indicator of success for the company; it further sets Nightingale apart from the crowd.

The CXO's notable features include strong lumbar support, durable foam cushioning, 4-D adjustable arms, and responsive technology. The chair is designed to reduce a user's pressure points and muscle fatigue, and in turn, improve circulation. In addition to these benefits, it ranks highly in sustainability — 93% of the product is recyclable.

"I'm thrilled that our products are receiving this kind of international attention," commented Nightingale's President, Edward Breen, "The CXO chair is widely recognized as the most comfortable chair in the world, and it's nice to continue to receive awards for its intuitive design."

NLC Awarded Best of NeoCon

Nightingale's Next Level Chair — "NLC" — now ranks as a Best of NeoCon 2019 award winner. The competition, Best of NeoCon, awards outstanding products among the thousands displayed at the annual NeoCon show.

During the convention, a panel of 41 judges carefully inspect the showcased creations. Afterwards, the jurors, made up of established interior designers, architects and facility managers, vote to decide standouts in each product category. The NLC, a desk chair, took home the silver award in the Seating: Ergonomic Desk/Task classification.

This honor is especially significant as NeoCon showcases the year's latest and most innovative products in the commercial design industry. Held at The Mart in Chicago every June, NeoCon serves as a worldwide platform for established manufacturers as well as emerging companies.

Nightingale was proud to display the NLC Model at the 2019 event. The chair, unveiled in 2018, boasts flip-up arms, easy ergonomic adjustments, and a Newton Wafer mechanism™. Crafted to serve multiple purposes, as well as adjust to the needs of the individual user, this office chair reflects the company's mission to create design-forward products.

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Announcing New Rep Options Business Furniture Inc.

Nightingale is pleased to announce the addition of a new sales representative, Pamela Johnson from Options Business Furniture Inc.

Option Business Furniture Inc. has been representing pristine furniture, fabric, and related products to Florida's dealer and design community since 1990. They mostly serve the healthcare, commercial, education, and government sectors. Option Business Furniture is

considered a "go-to" resource for recommendations on product that will satisfy and exceed expectations. Workspace Partners offers their furniture-related services in Colorado, Idaho, Montana, Utah, and Wyoming.

We formally welcome Johnson and Options Business Furniture Inc. to the Nightingale team. We are thrilled that they will bolster Nightingale's line of user-inspired, design-forward chairs.

Intern Spotlight

My name is Marie Anne Torres, and I'm Nightingale's new PR/Communications Intern! I'm a graduate of media communications from Lawrence Technological University in Michigan. I was fortunate to have received an athletic scholarship to play for the women's varsity soccer team. I learned a lot about collaboration, teamwork, communication, and about winning.

I am passionate about writing. My last project involved writing and directing a documentary about the little-known accomplishments of women in STEM. It gives me great joy to write about stories worth telling, and Nightingale's is no different.

I'm happy to have signed onto Nightingale — to, in other words, be a part of a new team. While the goals here don't involve nets and half-times, I'm looking forward to achieving them just as much. Stay tuned for upcoming newsletters (because as you may have assumed, I'm the one writing them)!





Announcing New Rep Workspace Partners

Nightingale is likewise pleased to announce the addition of another new sales representative, Mike Gutsell from Workspace Partners.

Workspace Partners is a multi-line representative organization serving architects, designers, dealers, end-users and distribution partners in the Rocky Mountain Region (Colorado, Utah, Wyoming, Southern Idaho).

Workspace Partners specializes in furnishing public and private spaces within corporate, healthcare, municipal, hospitality and educational environments. Workspace

Partners is headed by Mike Gutsell, a 15-year + veteran with a demonstrated history of working in partnership with all stakeholders within the contract furnishings industry in order to achieve their goals. He represents only manufacturers known for quality, design, value, honesty and integrity.

Gutgell and Workspace Partners are a valued addition to our team of sales representatives. We formally welcome Gutgell and Workspace Partners to the Nightingale team. We are thrilled that they will bolster Nightingale's line of user-inspired, design-forward chairs.

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NLC Launch Preview: The Next Level Chair & Nightingale's Design Evolution

For Nightingale, staying ahead of the curve is all about adapting to industry shifts and responding to real-world needs.

Like most truly innovative products, the Next Level Chair—'NLC'—was created from years' worth of evolution in the seating industry: monitoring workplace shifts, developments, and future needs to surpass current trends. Our philosophy of design is holistic: focused on user comfort and ease of use. The NLC reflects our company's desire to create a "piece of furniture, not just a chair." The NLC isn't the clunky office chair of days past; it is a stylish, design-forward chair that will elevate the aesthetic of any space and match the sensibilities of the user. Because of its multiple functionalities, the NLC chair will effectively replace the need for multiple types of office seating through its versatility and customizability.

The NLC is ahead of the curve, boasting innovative

features that will spark change in the contract seating industry. First, is the NLC's sleek Newton mechanism. Alone in its class, it is wafer-thin yet has the strength of mechanisms twice its size. The mechanism's 3-spring, horizontal system supports and balances weight, and is lockable in infinite positions. It provides a smooth ride for users, plus the comfort and stability expected from a Nightingale product. Nightingale's idea of good design is about bridging real-world gaps. The NLC's flip up arm takes this approach. After field-research, we discovered that "most people don't want chairs without arms, but they want them to flip out of the way"—a modern chair should have arms that are there when you need them and not there when they're inhibitive. With this in mind, we set to work on engineering an arm that was durable enough so that it could be used to bolster people's weight out of the chair, convenient enough so that it could easily flip-up out of the way, and sleek enough that it could seamlessly integrate into the back of the chair.

Importantly, the NLC does not stand as the 'epitome' of design. It's simply the current point on the evolution of office seating that responds to the ways humans currently live, work, and think. Perhaps the NLC's greatest feature is its ability to be modified to adapt to future user needs, making it a driver of Nightingale's product line for years to come.

ABOUT US

Founded in 1928, Nightingale is a leading office seating manufacturing company with a growing global presence. Premium quality products are hand-assembled in our cutting-edge facility. Our commitment to comfort, quality, and innovation has driven our vision to be a global industry leader.

 **Nightingale**

 **BEST
MANAGED
COMPANIES**



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