

# Nightingale Highlights

JUNE 2020



WXO 5900M

NIGHTINGALE HIGHLIGHTS

# NIGHTINGALE IS BEST MANAGED!



## Nightingale named Top 50 Best Managed Companies

Nightingale is a three-time winner of the coveted Canada's Best Managed Companies Award as designated by Deloitte, CIBC, and Queen's School of Business.

Canada's most prestigious award for businesses, the Best Managed title is a recognition of excellence in privately-owned Canadian companies. Now

entering its 27th year, the Best Managed Companies competition recognizes businesses that not only have solid profits but exceptional strategy, innovation, practices, ethics, commitment to employees, capability for future growth, and drive for continual reflection. Companies undergo a rigorous application process and must pass several rounds of scrutiny before being named one of Canada's 50 Best Managed.

**Deloitte, CIBC, Queen's School of Business name Nightingale one of Canada's Top 50 Best Managed companies — again!**



## NIGHTINGALE HIGHLIGHTS

# NIGHTINGALE IS BEST MANAGED!

Although a lot has changed in the design and function of seating, Nightingale's commitment to innovation, comfort, and quality has never wavered. In Nightingale's accredited state-of-the-art quality-testing lab, fully assembled chairs as well as individual components are rigorously tested beyond the BIFMA standard – often to their breaking point.

With these stringent testing procedures, Nightingale chairs last years longer than the industry average. This exacting quality control gives Nightingale the industry lead with a less than 0.4% Warranty rate.

For Nightingale, design is always a process of evolution and innovation and to stay ahead of the curve, it is about adapting to industry shifts and responding to real-world needs.

Nightingale's Innovation Lab is where the Research and Design (R & D) team develop new products. This is where a cross-disciplinary R & D team constantly work to design proto-types and to finalize new models. Nightingale's Lab is central to the company's ability to develop industry-leading, award-winning products.

Nightingale has been honored to receive numerous international design and innovation awards from prestigious organizations across the globe.

Nightingale is particularly proud to have received the Best of NeoCon Award in 2019 for the Next Level Chair - NLC. The design was inspired from customer feedback for a chair that should have arms that were there when needed but could flip up when they were inhibitive.

**These awards signify the recognition of superior quality in both design and engineering of Nightingale's products.**

Nightingale's success is based on innovative design, commitment to quality products, to environmental sustainability, to their employees and an unwavering commitment to their customers. Most important is the simple but profound principle of putting 'purpose before profit'. It is the foundation of Nightingale's evolution in all aspects of the business; operating and marketing strategies, research and development, employee engagement and cultivating talent.

The Best Managed title is coveted and difficult to achieve as the field of competition continues to grow. Nightingale is extremely honored to receive this award.



*Nightingale's Testing Lab*

## NIGHTINGALE HIGHLIGHTS



### OUR CHAIRS ARE ALL ABOUT COMFORT & QUALITY

- Designed and made in our Mississauga headquarters
- Top quality suppliers are held to our rigorous testing standards
- Limited Lifetime Warranty
- Four tenths of 1% Warranty Rate: our chairs are built right and built to last



### INNOVATION

- We have our own University to continually train staff, dealers, and customers
- We do hundreds of CEU courses across the country each year
- We have our own Innovation Lab for developing original designs
- On-site, government certified testing lab to ensure our products exceed ANSI/BIFMA standards



### WE BRING OUR A-GAME

Nightingale was named one of Canada's 50 Best Managed Companies because of our commitment to quality products, to environmental sustainability, and to our employees. We are always forward looking—setting industry standards rather than following them. Our drive to push the envelope of current chair technology and our sleek design styles allow for a product that looks just as good as it feels. The efforts of all our employees—from Customer Care and Marketing down to the manufacturing plant—have built our success as a company that is personable, reliable, and caring.



## NIGHTINGALE HIGHLIGHTS



### Business as Usual

**W**e, at Nightingale, are conducting business as usual. We have applied and are practising all the government recommendations and mandated procedures. We are very proud that our teams are working harder than ever to manufacture and deliver Nightingale's great seating line along with excellent service to our customers.

We are living in different times and under these circumstances there are a lot of opportunities for our sales teams to reach out to clients and still hit the right notes.

Here at Nightingale, we've been conducting weekly webinars to our international sales force. This is the perfect time for us to brainstorm, evaluate our sales approaches and to fine tune our skills as sales professionals, and to extend to our customers our knowledge and expertise when it comes to choosing

the best seating solutions for each project.

We are also extending these webinars to A & D firms and furniture dealers who are eager to learn more about our chairs but have been limited by the physical distancing measures that are in place. Virtual CEUs and online training sessions are being organized as we speak. It is a pleasure to be able to offer these to our customers.

Nightingale had a very successful 2019 and 2020 has started on a high note. Our factory and office teams are busy with order processing and delivering our chairs with our usual quick lead time (two weeks for many products). Our sales support team is always available to support the efforts of our dealers and sales representatives.

We're open for business... business as usual.

## NIGHTINGALE HIGHLIGHTS



## Chair of the Month: WXO

At Nightingale, design needs to make sense, for it to be purposeful not fanciful. Nightingale is not opposed to adding a little flair to function although it's inspiring when there is flair in the function.

In 2008, Nightingale's first all mesh chair, the WXO was introduced. It was a distinct departure from the other models in the XO family yet fit seamlessly into XO line-up. A star was born!

The WXO is the perfect blend of simple design and sophistication. Designed with fewer parts than traditional task chairs, the WXO still provides function and comfort with its waterfall seat and lumbar support. One exceptional design feature is the TORGLIDER™ mechanism which automatically

adjusts itself to the user to provide the right amount of support through the full range of recline motion, regardless of size and weight. Ablex™ mesh gives generous lumbar and pelvic support while promoting dynamic movement – a simple design feature yet effectively simple.

The WXO chair series offers three model configurations: Task, Guest and Stool. All three models can be upholstered with Nightingale's high-quality textiles, vinyls or leathers to suit your specific application. Check out Nightingale's Chair Maker app at: [nightingalechairs.com/my-chair-maker](https://www.nightingalechairs.com/my-chair-maker).

Simply put, the WXO is the perfect working chair with its own flair.





# How to Keep Your Customers Engaged

Building, maintaining, and growing a business will depend largely on a company's ability to engage a customer initially and then keeping the customer engaged moving forward. It may even require re-engaging past customers that get lost along the way. Here are a couple of ideas on how to better engage your customers.

### Value Beyond the Product

Don't fall into the trap of bombarding your customers with information that only details how great your product is. At a certain point, that just becomes white noise. How can you differentiate your company from the competitors? A couple of examples:

- Ease of procurement
- Responsive customer service
- Environmentally friendly
- Short Lead times
- Hassle-free warranties
- Deep discounts

You can highlight any number of things. But it's important that you are highlighting actual strengths of your company that you feel strongly in standing behind. The last thing you want to do is over-promise and under-deliver. Your sincerity of the story will shine through and validate your points.

### Optimize Outreach

A customer contact list of 100 people that is worked properly can out-deliver a similar contact list of 1,000 that is not worked correctly. Your contact list is only as valuable as you utilize it.

For starters, your contact list should be organized, detailed, and customizable. Whether you're using a CRM or an Excel spreadsheet to house your contacts, make sure you are including every piece of pertinent data. The more data you have, the more focused your outreach can be. Not every customer will get the same value out of every piece of content you decide to share. Which is to say, if you have information on some new educational seating you're offering, then sending that along to a design firm that only deals with seating for airplanes isn't going to do any good. But if you have a descriptor tab for "Educational Seating" within your spreadsheet then you can easily create a new list populated by only the customers with those needs. In short, know your audience. Your customers will appreciate you respecting their time by providing only pertinent information that will assist their needs.

You also need to be consistent with your customer outreach (or "touches"). A customer touch can be executed in many ways:

- Email
- Phone call
- Text
- Newsletter

Identify which customers require more/less touches than others. For example, your top tier customers might require 3 touches per month, whereas some of your less active customers may only require a quarterly touch. Setting up customer specific email drip campaigns is a great way to stay on top of your contact list.

### Track Results

Once you've put your customer engagement strategies to work, analyze your results. Do you get better feedback by posting a social media poll or by posting a photo of a new product? Are you getting more interest in projects by sending out a monthly newsletter or by calling on your customers every other week? And you can find the answers to a lot of these questions by asking for feedback. The added bonus there? It's just another way to engage your customers.

At the end of the day, you want to not only create more interactions with your customers, but you want to create more valuable interactions with your customers. Every company and every customer will be different. It's about finding out what works best for your specific business.

## NIGHTINGALE HIGHLIGHTS



### The Perfect Nightingale Chair for a Home Office

VXO

In looking for a chair there are so many different aspects to consider, and even more when adjusting for a home office. Many corporate offices have standards and practices making it easier in some ways to specify for groups, which is contrasted when dealing with home offices in that, this is a solitary space, one that is normally used and specific to one person, with their own idea of aesthetics, comfort, and yes, price.

When first starting to work from home you can go through different issues that you mostly do not experience in a traditional office, such as, where do I put my office, how to orient the office, storage capabilities, deskings, and in what to sit. These things are mostly decided for you in an office, it can be a task that until recently many put to the side in favor of other home items, and unfortunately, seating can be one of the last items addressed but it is in fact the most important.

Due to the recent set of events that has made more and more people work from home, they are having to address these items in short order. As such, seating has become a very hot topic for people as they are experiencing discomfort, distraction, and inefficiency which is forcing people to search for another area to work in which they can combat these issues. Many times, people do not realize that not having the proper sit is driving these issues and after

receiving calls of this nature the recommendation for the perfect home office chair is the VXO.

The VXO is a sturdy, durable chair, which is immediately noticeable with the 5-prong base and weight. Aesthetically, it has a look that can go with most any space with different fabrics and finishes, a Nebula mesh back is available helping with air circulation. It is height adjustable to fit most people, and the waterfall seat design (along with the resilient high density seat foam) minimizes the pressure on the legs for the proper sit, creating more comfort, which translates to less distraction, higher efficiency, and the ability to work longer if needed. The size of the chair is also perfect for many home offices as it is not as big as some other seating options, making it a great option for those with space restrictions.

To increase the appeal to a wider audience, there are many different options from hard casters for hard surfaces, fixed arms as opposed to adjustable arms, and even a sit/stand stool option. Lastly and very importantly, it is a fantastic price point. Priced in a way that can fit most any budget, ANSI/BIFMA approved (TB117-2013 Compliant) with great durability and ergonomics make the VXO the best option for any office but especially a home office. Many of our clients are seeing these benefits now and during these difficult times with many working from home, having the perfect home office chair is the most important piece of furniture in the home.



## 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**



WXO 5800M

## CONTACT

General Information

**Main Office**

(905) 896 3434

[info@nightingalechairs.com](mailto:info@nightingalechairs.com)

[www.nightingalechairs.com](http://www.nightingalechairs.com)

Sales Inquiries

**Customer Care**

1 (800) 363-8954

[customer care@nightingalechairs.com](mailto:customer care@nightingalechairs.com)

ISO 14001 & 9001 CERTIFIED  
TB117-2013 COMPLIANT

