

The Business of Furniture | February 5, 2020

BOF



Wyatt is Confident its Seating Products Add Up



BoF

The Business of Furniture

February 5, 2020

HIGHLIGHTS

08 UPFRONT: **Landscape Forms Honored with Two IDA Awards**

Landscape Forms' Generation 50 and Upfit received top honors at this year's International Design Awards Awards Competition.

13 West Coast's **Largest Interior Solutions Firm Brings a Focus on Workplace as a Driver of Culture and Performance**

One Workplace has relaunched the company as One Workplace Sacramento.

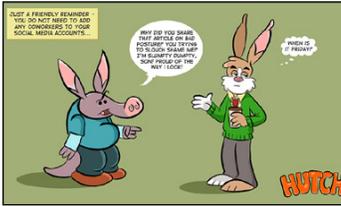
34 The Perfect **Workplace for Every Type of Worker**

Francis Cauffman Architects (FCA) recently designed the new Liberty Property Trust headquarters, an office geared to fit a variety of workstyles.

< MergeWorks' SwitchIT Desk Panels Allows User Control of their Environment
p40

BoF The Business of Furniture

February 5, 2020



7 | Hutch Industry Cartoon



8 | Upfront



9 | The Stream

COLUMNS
Stephen Says 18

FINANCIAL
Industry Shares/Graphs 16

CALENDAR & MORE
Regional News 14
Upcoming Events 20
Marketplace & Classifieds 50



10 | Organizers Postpone CIFF Guangzhou Over Coronavirus Outbreak

China International Furniture Fair (CIFF), the largest office furniture show in the world, is being postponed by organizers as the country continues to deal with the spread of the coronavirus.



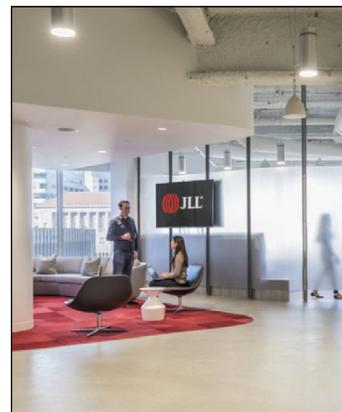
12 | LightCorp Acquires California Design Brand Most Modest

LightCorp's acquisition of Most Modest provides a major growth opportunity to cross over from the contract office environment into residential and direct-to-consumer markets with lighting and technology solutions.



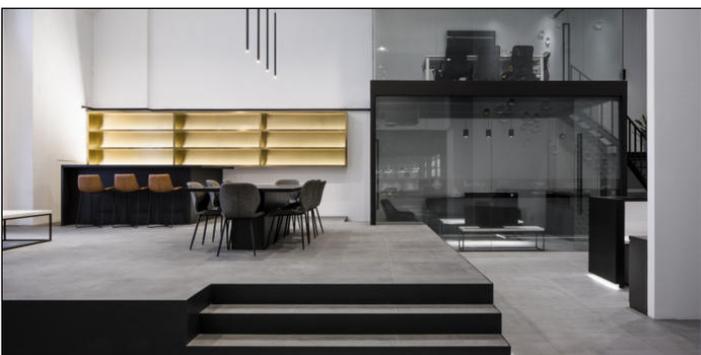
24 | Do the Math: Wyatt is Confident its Seating Products Add Up

If you are an office furniture dealer, Wyatt Seating wants you to do a little math. Compare its seating with its competitors, figure out your margin and add in a little cost savings for your customers.



30 | Maximizing the Impact of Design in an Ecosystem of Shrinking Leases

Since 2015, the volume of commercial real estate transactions has been on a steady decline. Metrics suggest that, other than the pre-real estate bubble burst of 2006, 2015 marked the peak of commercial transactional spend.



22 PLACES Home Base International Offices – Shanghai



40 FIRST LOOKS The latest product introductions



42 PULSE The latest industry happenings



The Business of Furniture



Editor-in-Chief, Bellow Press Rob Kirkbride

Vice President, Sales & Marketing, Publisher, Bellow Press Melissa Skolnick

Vice President, Content Production, Bellow Press Todd Hardy

Staff Writer, Marketing Manager, Bellow Press Emily Clingman

Workplace Guru, BoF Stephen Viscusi

Training & Development Columnist, BoF Sid Meadows

Contributing Writers, BoF:

Bruce Buursma, John Q. Horn, Stef Schwalb,

Jennie Morton, Michael Dunlap, Carolyn Cirillo, Kevin Budelmann

Illustrator, BoF Jamie Cosley

Copy Editor, BoF Linda Odette

Publishing Headquarters

382 NE 191st St, Suite 253

Miami, Florida 33179

877-BELLOW9 (877-235-5699)

Email: info@bellow.press

Include us on your PR distribution list.

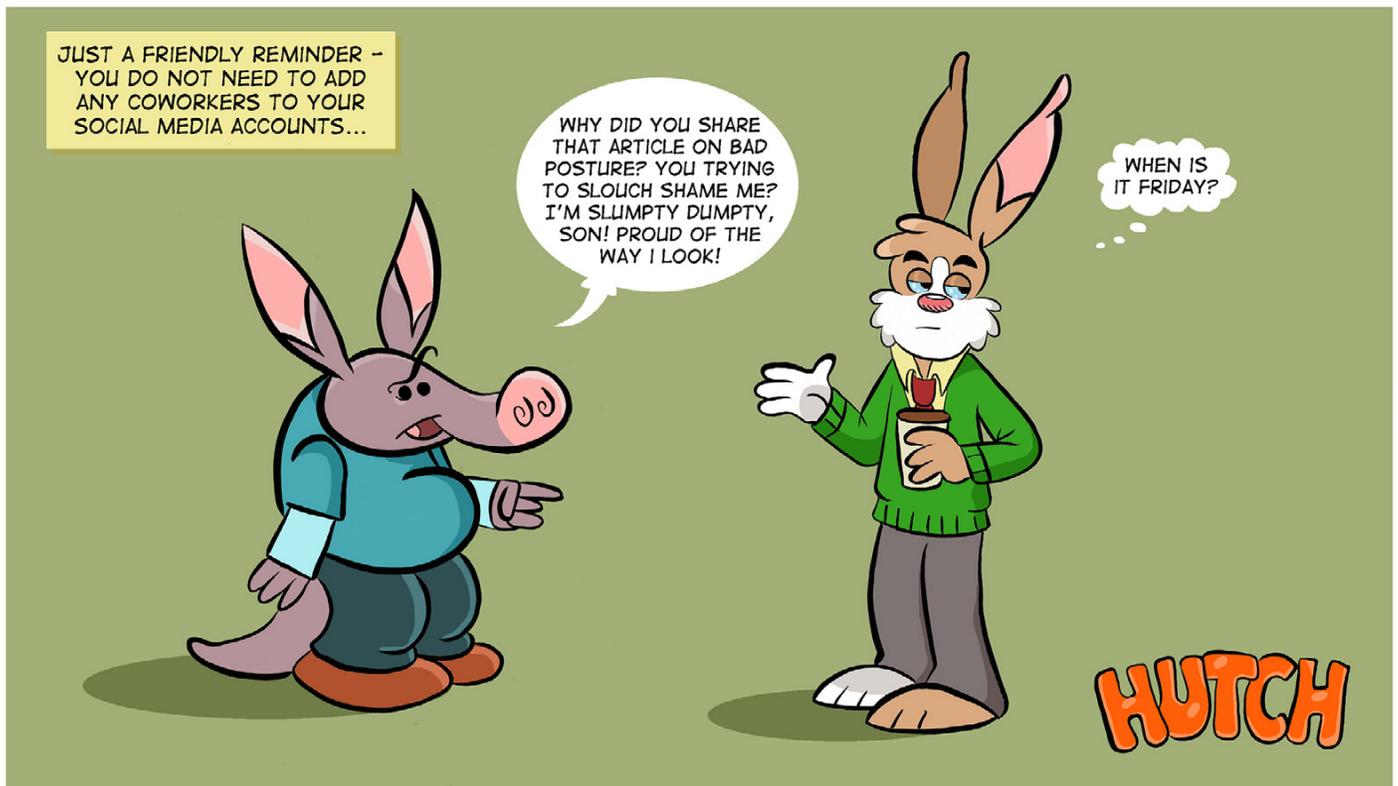
Send To: news@bellow.press

Please include high resolution photos along with your release; at least 300 dpi.

https://bellow.press/SubmitNews

Business of Furniture and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

ROB KIRKBRIDE, EDITOR-IN-CHIEF



Contents Copyright ©2020 Bellow Press Inc.



MAKERS

Do the Math: Wyatt is Confident its Seating Products Add Up

THOUGH THE COMPANY HAS BEEN IN BUSINESS FOR FOUR YEARS, ITS MANAGEMENT HAS BEEN WATCHING THE INDUSTRY FOR NEARLY A DECADE.

by Rob Kirkbride

If you are an office furniture dealer, Wyatt Seating wants you to do a little math. Compare its seating with its competitors, figure out your margin and add in a little cost savings for your customers. They believe you will come up with a sum that turns out to be a win-win for all involved.

Those numbers are turning into growing sales for the four-year-old seating company based in Morgantown, Pennsylvania.

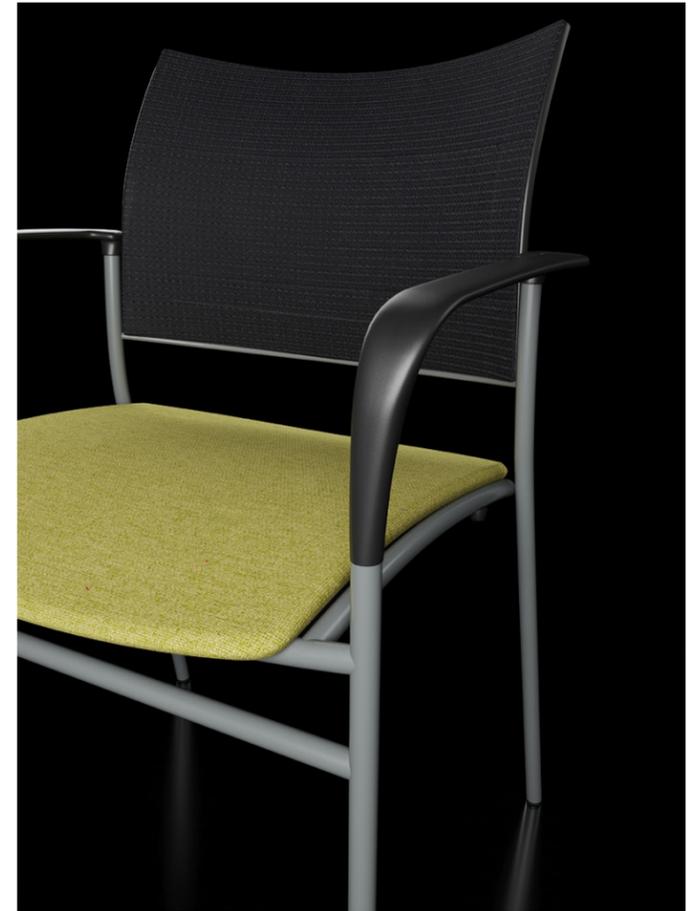
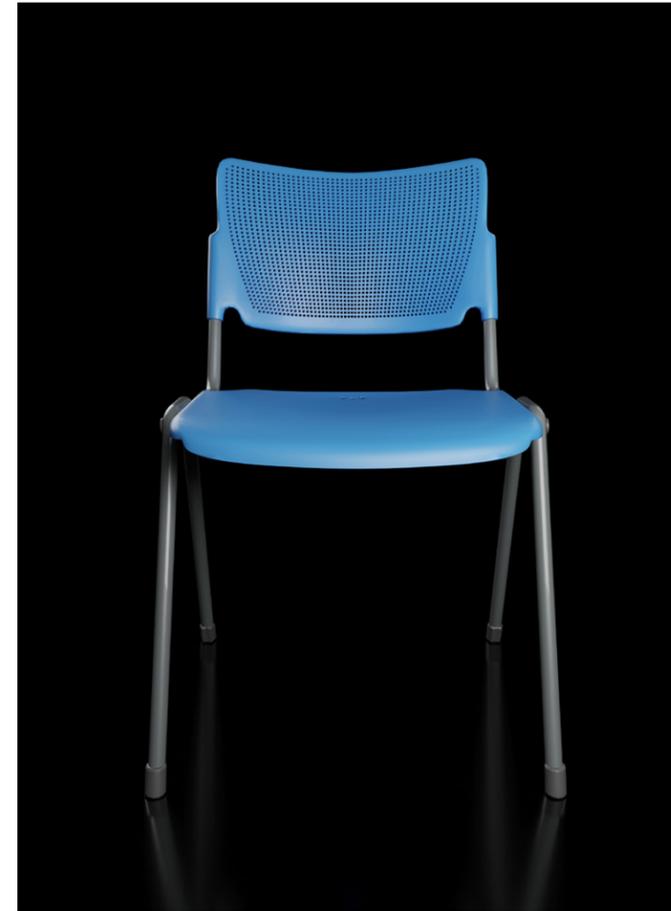
But it is not just about numbers. The company also believes it can compete on quality and service. For Wyatt Seating, that's a winning combination.

"We're in our fourth year now, and we've come onto the scene offering the industry a product that's built for dealers," said Pat Zerbe, brand manager. "What we mean by that is our whole design and how we come to market is based on the premise that we know what dealers are looking for in a mid-market seating product. We're not going to waste your time with the specifying or figuring out what to put in on each product. We're clean and cut.

"It's all about how we come to market with the quality of our products and the aggressive price point. The biggest thing that we try and get across is that we're not like everyone else. We've made our own niche with the quality and the price point that we're at."

Though the company has been in business for four years, its management has been watching the industry for nearly a decade. It came up with an innovative manufacturing model and partners with an overseas manufacturer, but Wyatt owns its own injection molds and brings those injection molded products back to its facility in Pennsylvania where the product is assembled and upholstered. That allows it to "cut some links out of the chain" and economize, giving a higher quality product to dealers at a price point they want.

Wyatt has also thrived by offering as standard what other companies offer as upgrades. When a customer buys a base version of its task chair, it's coming with upgraded casters, arms, an enhanced synchro-mechanism and seat slider. In other words, it has all the bells and whistles built into the base price.



“When you’re competing, apples to apples to our competition, we’re beating them every time,” Zerbe said.

That’s a pretty bold statement, but again, Wyatt points to the math.

“When they’re switching to why and saying, ‘I can get the same quality at X, Y and Z’ manufacturer at a price point that’s anywhere from \$80 to \$100 less dealer net, I can sell it for \$50 less to my customer,” he said. “Not only is their customer winning, but they’re increasing their margin at the same time. It’s one of those things where we’re not shy, we’re in your face and we’re saying, ‘Hey, choose Wyatt. You’re going to win that opportunity, at the same time (you’re) going to increase your margin.’ When that point gets across to sales people, it resonates very well.”

Wyatt is owned by John Gallen Jr., an industry veteran and entrepreneur who has been in office furniture for more than 25 years. He brings to Wyatt a resourceful, entrepreneurial spirit and gave it a unique personality. The mindset shared by the entire company is to be very much in touch with what dealers are looking for.

The company first tells customers it is not selling a broad line. Wyatt has a narrow but well-designed series of chairs, not thousands of SKUs. The



product line is flexible. In other words, the same chair can look different by changing out the components on it. Because of that mindset, Wyatt has been able to get the price points that are far better than what they consider to be comparable chairs in the market.

Its flagship chair is Freeride. It is a good example of how Wyatt uses a single chair as a platform to create six versions that can outfit an entire office, from the intern to the executive. Customers can have it in a standard mesh back, specify it to be a conference chair with fixed arms or become a drafting stool — along with everything in between.

Both its Freeride and G6 chairs have unique features, one of which is a removable slipcover, standard on its grade one fabrics.

“It prolongs the life of the chair,” Zerbe said. “It’s super easy to replace. No matter what company is coming in, they can put (on) their company color and just order the seat cover on the chair. That’s a very unique feature to us.”

The aforementioned G6 chair is Wyatt’s entry level model, a task chair with adjustable task arms, synchro-mechanism, a seat slider, multi-service casters and standard removal slipcover, and it’s under \$200 dealer net.

Wyatt also gets products out quickly. It has one-week lead times on its grade-one fabrics. From grade two through five, it’s three-week lead times.

Don’t look for Wyatt to expand into other market segments. The company is content being a seating specialist. From its research, seating still makes up 30% of the market. They thought about adding tables in the early stages of Wyatt’s launch, but decided against it because they didn’t want to be like everyone else. They wanted to be seating experts, and that is what they are going to continue to do.

That specialization has led to growth. The company is expecting massive growth over the next year. Each year in business it has doubled or tripled its sales.

Part of that is due to the expansion of its independent rep network. Wyatt’s first independent rep was in Northern California. In the past year, the company has added 15 independent reps across the country, and they are growing every day with them.

“With rep groups we’re finding value because we’re very big into the partnership aspect of our dealerships and becoming a great resource for them to be there every day,” Zerbe said.

“We build for our dealers. We believe that people buy from people, and we want to become a great partner for them. When they call, we pick up, and we answer, and we perform and execute to the best of our ability. That’s what’s keeping the dealers coming back.” **BoF**