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# Red Chair Quarterly

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## WHAT'S NEW DEBUTS AT NEOCON®

**M**ore than 50,000 professionals descended upon Chicago's Merchandise Mart to experience the latest and greatest in interior design and facilities management. The 38<sup>th</sup> annual NeoCon World's Trade Fair hosted 1,200+ companies as they displayed new products in exhibits and showrooms encompassing more than a million square feet of space.

Among the many show highlights were award-winning products from Steelcase and Steelcase Design Partnership companies, including the x-Stack and Permiso chairs from Vecta, and the Oom™ ottoman from Brayton International. In addition to recognizing the innovative and unique, NeoCon gave companies the opportunity to introduce more mainstream products to designers and space engineers. Steve Stefancin from Steelcase explains, "NeoCon lets us showcase new products for the coming year, introducing the best and the brightest."

As in years past, Business Furniture associates gave most of the show's offerings positive

reviews, greeting new products with appreciation and enthusiasm. Valerie Owen, Showroom and Resource Manager, explains, "It's great to see what's available and to see products from companies with whom you might not otherwise have contact."

Several themes echoed throughout the fair. Steelcase's Cara Cocos was proud of her company's retake on the everyday office cubicle. "This may have been the most exciting showroom we've seen in years," says Cara. This innovative exhibit encouraged designers to think outside the box. Literally. In the display entitled, "Don't hate me because I'm a cubicle," designers showed what could be done within the context of the common cubicle. By innovating space and challenging everyday conventions, the exhibit encouraged visitors to look at cubicles in an entirely new way.

Upon their return from Chicago, Business Furniture attendees looked forward to sharing new ideas, new products and new ways to look at the world of business interiors.



The Permiso casual conference chair uniquely adjusts for natural posture shifts.



Vecta's x-Stack system offers stack seating focused on comfort, durability and user accommodation.



An Innovation Award winner, the Brayton International Oom™ mobile ottoman serves as a chair, a coatrack, or simply as an object of art.

## Viewpoint

# THANKS FOR YOUR FEEDBACK

Since 1922, Business Furniture has had the privilege of doing business with hundreds of Hoosier companies. Through the years, we have relied upon our customers to provide us with critical feedback and suggestions for enhancing customer satisfaction. In fact, the most innovative ideas to improve our company have come directly from our customers.

As our company continues to develop and evolve, the tradition of actively seeking your feedback remains as one of our top priorities. During the next few weeks, you will be receiving online surveys to measure your

satisfaction with all aspects of the Business Furniture customer experience, including our products, services and our team of employees. Since our goal is to satisfy the ever-changing needs of your business, we would appreciate your honest and candid feedback. Our ability to improve and to offer the best products and services at the most competitive prices depends on you, our valued customer.

As always, we thank you for your business!

Regards,

David Bratton  
CEO

Bob Koehne  
President



David Bratton, CEO (left) and Bob Koehne, President

## A Day of Caring

# BUSINESS FURNITURE SHOWS IT CARES

Business Furniture's commitment to our community is prominent. We encourage employees to participate in activities that support Indiana not-for-profits, education and the arts. Some of these organizations include:

- *Ambassadors for Children*
- *American Heart Association*
- *Boy Scouts of America*
- *Children's Bureau, Inc.*
- *Christamore Guild*
- *Damar Guild*
- *Finish Line Youth Foundation*
- *Heartland Film Festival*
- *Indiana Plan Summer Camp*
- *Indiana Repertory Theatre*
- *Indiana Sports Corporation*
- *Indianapolis Public Library*
- *Indianapolis Zoological Society*
- *Junior League of Indianapolis*
- *Kid's Chance*
- *Kiwanis Foundation of Indianapolis*
- *Lions Club International*
- *St. Mary's Child Center*
- *St. Vincent Foundation*
- *The Lifeline Fund*
- *United Way of Central Indiana*

Each year, the United Way's Day of Caring encourages volunteers to help not-for-profit organizations and the underprivileged. This year, as in years past, Business Furniture showed its support by sending volunteers to Noble of Indiana where they spent the day sprucing up the grounds and facilities. Noble of Indiana helps children and adults with developmental challenges pursue productive and meaningful lives through therapeutic treatments and vocational and life skills training.

Business Furniture's Sheila Boelke coordinated the initiative, leading her team through a variety of tasks, including landscaping, grounds maintenance, and interior cleaning. "It's a lot of fun and very rewarding," explains Sheila. "We have a ball. This gives us an opportunity to get together outside the office, build camaraderie and support a good cause."

Business Furniture's crew hit the ground running, bringing an array of tools and supplies, gloves, rakes, trimmers and cleaning products. As the day wore on, the volunteers' progress became evident and staff and workers from Noble were barely able to hide their appreciation.

The September 15<sup>th</sup> event was a complete success. The Business Furniture volunteers felt a sense of accomplishment, the facilities of Noble of Indiana got a much-needed sprucing up and everyone ended the week with a smile. Perhaps Sheila sums it up best, "It's nice to know our company supports initiatives such as this."



Business Furniture employees contributed their time and energies to Noble of Indiana during the recent United Way Day of Caring.

*Customer Spotlight*

# PRODUCTS + SERVICE

## “JUST THE TICKET” FOR T2 SYSTEMS

When T2 Systems decided to expand their Indianapolis headquarters, they realized the need to replace and update furniture. A leader in parking technology systems, T2 needed new office space to stay abreast of steady growth.

“Our offices were furnished with old equipment, ranging from Victorian-style desks to particle board work surfaces,” chuckles T2 CEO Mike Simmons. “We understood that office furniture could be more than just a place to work, but a way to define and reinforce our corporate culture.”

While exploring options, CFO Jim Zaloudek toured Business Furniture’s offices, sparking ideas that could transfer to T2’s new space. “I loved what I saw at Business Furniture,” Jim says. “One area in particular helped us solve a key issue: how to accommodate our associates who prefer a quiet workspace without completely separating them from those who prefer a more casual and frankly, noisy space.” T2 software developers need a peaceful work environment to allow them to concentrate. At the same time, sales and marketing associates prefer a collaborative and interactive workspace that, according to Jim, “Often resembles the NASDAQ trading floor.”

The organization’s casual and creative offices needed a blended approach to marry the two distinct needs. Combining products from Brayton, Turnstone and Steelcase with sound-reducing technology, Business Furniture helped

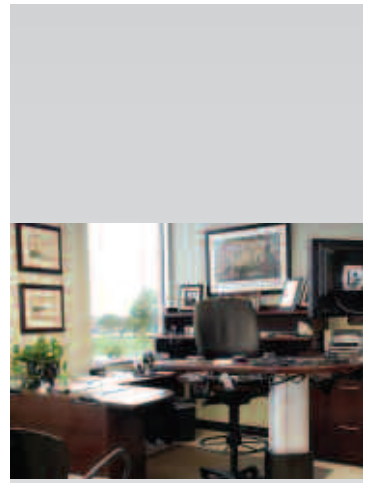
create offices, executive suites and meeting areas that reflect T2. Mike explains, “It’s been fun. The solution fits our freewheeling culture. It’s creative, informal and very relaxed. Just like us.” Among the solutions Mike and Jim appreciate are stand-up desks. “I would have stayed with the traditional had I not been asked to consider different options,” adds Mike. Both now appreciate the energy and utility of stand-up workstations.

Jim and Mike praise the team from Business Furniture. “The people were very knowledgeable. They knew our needs, they knew our budget,” says Jim. “The solution they provided satisfied both.”

“We’re not the biggest company,” says Mike. “But we were made to feel we were important and that we weren’t just being asked to buy product. I was particularly impressed when we were referred to a competitor who offered a product that fit slightly better than a similar product from Business Furniture. We could just as easily have purchased something that wasn’t quite right.”

“I’m a long-term relationship kind of guy,” concludes Mike. “I’m comfortable with Business Furniture.”

Workspace solutions – and relationships – that are comfortable. Business Furniture couldn’t ask for higher praise.



*From stand-up desks, to customizable workspaces, Business Furniture helped T2 Systems create an environment that satisfies a diverse array of needs.*



Product Focus

# WORK GLOBAL, THINK LOCAL

*Thunder™ Virtual Flipchart™ System provides a new dimension of collaboration.*

Business Furniture has built a reputation by helping clients use space more productively. Now, a new product launched by PolyVision will help clients make meetings more productive.

The Thunder™ Virtual Flipchart™ System lets people collaborate remotely while experiencing a natural flow of real-time information. Meeting participants can view as many as 16 flipchart “pages” in real time from a different room, a different site or a different continent. “There has never been a tool like Thunder to integrate all collaboration media and content into one set package,” says PolyVision’s Dave Monos. “Response to this introduction has been phenomenal.”

“I love this product,” adds Business Furniture’s Bill Grace. “With systems such as Thunder, we can now connect architecture and furniture with technology for our clients.”

Thunder adheres to PolyVision’s core design philosophy: FUMIFU (First Use Must Inspire Future Use). As easy to use as conventional flipcharts, Thunder allows meeting participants from as many as 1,000 locations to view the same scanned images, video content, remote computer screens and handwritten notes, at the same time. Thunder pages can be quickly edited, deleted, reorganized, saved and printed by session participants. Microphones facilitate discussion as easily as if everyone was in the same room.

With Thunder, organizations can leverage their collective brain power without the hassle, expense and delays of travel, while increasing efficiency and reducing time-to-market.

Remote collaboration has never been easier. “Simplicity excites people,” says Dave. “This product promotes spontaneity and enhances creativity in the day-to-day environment.”



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