

Winter 2008

WHAT'S INSIDE

85th Anniversary
Celebration

Viewpoint:
Resolutions

Customer Spotlight:
Perkins Logistics

Product Focus:
The Walkstation



CONTACT

Headquarters:
6102 Victory Way
Indianapolis, IN 46278
317.216.1600

Outlet:
7226 E. 87th Street
Indianapolis, IN 46256
317.576.6500

Lafayette:
302 Ferry Street, Suite 200
Lafayette, IN 47901
765.429.4434

Red Chair Quarterly

A PUBLICATION FROM BUSINESS FURNITURE LLC
www.businessfurnitureindy.com



85th anniversary celebration ice carving with fresh shrimptini appetizers


FOR 85 YEARS, INNOVATION AT THE FOREFRONT OF SUCCESS

Clients, friends and family gathered at the Business Furniture headquarters in December to celebrate their 85th year in business and to toast the exciting future that lies ahead. It was as much a reflection on the past as it was a celebration of the future. "It's important to stop and take time to thank those who have helped us reach this milestone", says Chairman of the Board Dick Oakes.

When asked about this tremendous accomplishment, Dick simply stated "customer service and innovation. You have to continuously service your customers. Over the years, one thing has remained constant, people want attentive sales, delivery and management people to listen to their needs and take care of them." Customer service is

always at the forefront when working with Business Furniture.

The other side of that equation is innovation. "It's interesting to look back and see all the innovation that has taken place over the past 85 years, reflects Dick. There has been as much innovation and change in our industry as any I can think of." The office furniture business is one that has a core component in design, so things are always changing. Product materials, styling, sizes, shapes, colors, finishes - it's a mix of fashion and functionality. We truly are products of our environment - if you feel comfortable and confident in your surroundings it will reflect in your performance. "That's the innovation factor," confirms Dick. "Ergonomics and creature comfort as it relates to performance have been major factors of growth." From traditional, to modern, retro to progressive, whatever the particular style and look, product quality is a strong supporting characteristic to customer service and innovation. Business Furniture has always represented the industry's best manufacturers.

When asked what Dick sees for the future of Business Furniture and the overall office furniture industry, he smiles and says "customer service and innovation." Sounds like a winning combination. 



Chairman Dick Oakes (right) talks with long time colleague Terri Stauffer and Joe and Karen Ferrara

Viewpoint

RESOLUTE IN OUR RESOLUTIONS

Dear Customers,

Starting a new year with goals and objectives is always exciting and energizing. Many of our employees have developed individual exercise and fitness goals for themselves as a part of their New Year's resolutions for 2008. The Walkstation product featured on page 4 is an innovative approach to helping our team members achieve their fitness goals while they are in the workplace. We currently have (4) Walkstations in our facility, and I personally invite you and your team to come in for a test drive.

The Business Furniture team has also developed a New Year's resolution for 2008. Our goal is to improve your experience with Business Furniture. To help us achieve this objective, our company will:

- Train and mentor all of our employees, giving them the skills and knowledge necessary to deliver a level of service to meet your expectations.

- Continue to solicit your valuable feedback and insight through personal site visits from our Management Team and customized surveys.
- Reinvest more than a \$1 million into our facility, ensuring that your company will have access to the latest technology, innovation and knowledge trends in the office furniture and service industry.

Thank you for your business in 2007, and for all that you do to help make Business Furniture a better company.



Regards,

David Bratton

CEO, Business Furniture LLC



David Bratton, CEO

IN STYLE ■ IN V



Chip Kalleen is "Hippie Chic"



Alpha Blackburn is in style and all smiles



The cast poses before a glamorous evening on the run



Carla Hill, Rupert Boneham and Mary Beth Oakes present a check to Rupert's Kids

Customer Spotlight

FURNITURE FOR THE FAST LANE AT PERKINS LOGISTICS

Perkins Logistics understands what it means to be in business for 'the long haul'. They've been providing specialized transportation solutions for customers since 1913. Out of their new headquarters in Noblesville, Indiana, Perkins provides long haul and regional truckload distribution throughout the 48 contiguous states.

When it came to purchasing new office furniture, it was vital to select a partner that could keep them moving full speed ahead. "Right from the start, the professionals at Business Furniture listened to what we wanted and were able to come back with solutions that met our needs and budget", states Laura Gray of Perkins.

"They really wanted something that was fun and upscale without being a typical "square" workstation, as they put it. They were very future oriented with this project from both a business and employee standpoint", says Tracy Dennis, Business Furniture Workplace Specialist for Perkins.

Since multiple vendors were used, communications were an integral part of the



Perkins Logistics headquarters

success of the project. "Tracy and the team at Business Furniture helped coordinate the entire process, they were very professional and understood what we were trying to accomplish. It was a very good experience", adds Laura.

Just as logistics is crucial in delivering freight on time across the country, so is orchestrating the transition of new office furniture. The next time you need long haul transportation services you'll know who to call. Thanks to Business Furniture, Perkins Logistics is in the driver's seat.



High tech conference room



Glass framed work area

OGUE ■ IN INDY



away



Mary Beth Oakes and Carla Hill



Brenda Williams entertains the audience



The fashion show models stroll the runway

Product Focus

EXERCISE DOESN'T HAVE TO BE WORK



Dr. James A. Levine, M.D., Ph. D., Professor of Medicine, Holder of the Richard Emslander Chair of Nutrition; Professor of Bioengineering and Professor of Physiology. Mayo Clinic, Rochester, MN.



Sometimes, product innovation is a matter of just stopping to think what makes sense. In this case, the professionals at DETAILS, a division of Steelcase, kept moving. The result? The Walkstation.

The Walkstation is the combination of a fully integrated electric height-adjustable worksurface with an exclusively engineered, low speed commercial grade treadmill. At a maximum speed of 2 mph, the Walkstation lets you walk comfortably, burn calories, feel healthier and more energized, all while accomplishing the work you'd normally do while seated. No sweat!

The Concept is based on the research of Dr. James Levine of the Mayo Clinic in Rochester, Minnesota, who has spent the past 15 years studying energy expended during daily activity. "What we have done is taken science from the lab to a product that could potentially help millions and millions of people," said Levine.

The Walkstation, the first product of the new FitWork™ line, was unveiled in the Steelcase showroom in New York as well as featured on "Good Morning America."

"Our initial target for this is the bread-and-butter of Steelcase: Fortune 1000 customers who are looking to improve their employees' health and well-being and perhaps attack rising health-care-benefits cost," said Bud Klipa, president of Details.

The increase in obesity today is driving up healthcare costs and driving down worker

productivity. According to the fourth annual "F as in Fat: How Obesity Policies are Failing in America, 2007 Report" from the Trust for America's Health, adult obesity rates rose in 31 states last year and no states decreased. The Centers for Medicare and Medicaid Services indicates that healthcare spending per capita will increase from \$7,498 in 2007 to \$12,782 in 2016. Dr. James A. Levine says, "Walking while working will burn calories, potentially alleviate stress, increase productivity, and increase focus while promoting good ergonomics to improve the overall health of employees and the companies for whom they work."

"I think we are hitting a chord with the mainstream who say we need a concrete way to deal with rising health-care costs, and this might be a solution," said Klipa, president of the Steelcase subsidiary that sells ergonomic worktool solutions and developed the workstation.

The Walkstation is available in various configurations. A variation of the Walkstation is the Sit-to-Walkstation, ideal for a personal workspace. Throughout the day, an individual can move from sitting, to standing, to walking at the push of a button. The only lost time is the time it takes to change from a pair of dress shoes to a casual pair of walking shoes.

With product innovations like the Walkstation, maybe someday in the near future a day in the office will be like a walk in the park.

Resources:
The Grand Rapids Press/Shandra Martinez
www.details-worktools.com
[/media/scms/Walkstation_1107.pdf](http://media/scms/Walkstation_1107.pdf)

Red Chair  Quarterly
A PUBLICATION FROM BUSINESS FURNITURE LLC
www.businessfurnitureonly.com

Headquarters:
6102 Victory Way
Indianapolis, IN 46278
317.216.1600

