

Nightingale Highlights

JUNE 2019



NLC 2020D-A

LET'S TAKE THIS OUTSIDE...

As we move into summer, Nightingale is excited about new designs for outdoor office spaces.

Encouraging employees to get out and enjoy the sunshine has proven benefits for wellness, productivity, and company culture. By fostering spaces where employees can work outdoors or by encouraging outdoor summer activities for

employees, workplaces can improve the quality of life and work for current employees. This, in turn, attracts new employees, since people want to work at places that have great company culture.

Here are several ways you can get outdoors at your workplace this summer.



1. CREATE A WORKPLACE COMMUNITY GARDEN

If you have the space outside, creating a nice garden space where employees can walk, ruminate, and smell the fresh, floral scents provides a nice oasis from the indoor office space. You can easily turn this into a team-building activity by spending an afternoon planting flowers with employees—a fun activity for a sunny day.

If you don't have an outdoor green space for your office, this is also an easy one to do indoors—minus the dirt. Investing in some indoor potted plants and setting them together in a makeshift indoor garden is a great way to create a reprieve indoors.



2. GET GREEN AS A TEAM

Encourage employees to participate with the company in community initiatives like bike to work day, trash-clean up, or even tree-planting. As a company, you'll be doing good for the planet and for your employees by getting them outside and active.

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3. CREATE AN OUTDOOR WORKSPACE

Even if it's just a picnic table or two, providing space for employees to take their work outside is a great idea for the summer—just make sure there's access to wifi! Being outside and getting a solid dose of vitamin D will boost employee health, boost energy, and put a smile on employees faces, even as they tackle a mountain of work. Outdoor work spaces should always be flexible, to support a variety of social interactions and configurations.



4. HOST TEAM EVENTS OUTSIDE

Whether it's a BBQ, lawn games, or even a team hike, connecting to nature and getting outside the office has been shown to improve our relationships with others, according to a Texas A&M study. Outdoor spaces at work can reduce stress, build teams, increase employees' physical activity (reducing illness), and foster better social interactions.

Enjoy the sunshine while it lasts, and reap the benefits!

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Firefly II

A stylish multi-use chair, the Firefly is the best new ergonomic stacking chair on the market. Perfect for rooms that require various configurations, the Firefly II has wheels for mobility, arm rests for comfort, and an ergonomically curved back, because even temporary seating should be supportive. Further, the Firefly II is strong and stable,

unlike many stacking chairs. It is easily transportable, light, durable, and attractive. Easily transportable, it makes a great chair to take outdoors to your work patio on sunny days. Made with high quality materials with all-day, multi-purpose use in mind, the Firefly II is ready to support you in any scenario.

NEW IN MARKETING

Stay tuned! Nightingale is continuing to work on several exciting media projects that represent our dynamic chair designs. Coming soon, we will be releasing our new Lookbook, a collection of images that demonstrate how Nightingale's chairs are elevating the style of a room for several different workplace and home applications. We will also be releasing brochures for our new chairs, the NLC

and the Firefly II. Updates to our Pricebook and At a Glance Brochure are also on the way. Finally, we are particularly excited about our upcoming video advertisements that represent our company values, our innovations, and, of course, some high quality footage of our products! Stay tuned for new exciting media and marketing materials.



LOOKBOOK & AT A GLANCE

Our brand new Lookbook shows how our top Nightingale products can be styled in a variety of spaces for maximum style. Get design inspiration from dozens of home, office, and hospitality applications. Great for coffee tables as well as desks!

The new At a Glance provides an overview of the different chairs Nightingale offers for different seating needs (executive, conference, task, guest, and more!). Beyond product descriptions and images, the At a Glance is a dive into Nightingale's vision and company culture. With new feature chairs like the NLC and Firefly II, you'll want to comb through the At a Glance and see what's up!



What Chair Suits You?

Do you prefer to work alone, or in a group?

- 1 Groups—co-working is my fave.
- 2 I definitely work best on my own.
- 3 I like to work with one other person, but not large groups.
- 4 Either one!

How do others describe you?

- 1 Multi-talented
- 2 Cool
- 3 Dependable
- 4 Colorful

Fabric, or leather?

- 1 Leather all the way.
- 2 Neither—mesh!
- 3 Either works—it depends on the setting.
- 4 Fabric, especially in my favourite color.

How often do you have guests?

- 1 I love to host! I have as many guests as I can fit into my day.
- 2 Only on occasion.
- 3 I don't like to entertain, but people always find their way to my desk.
- 4 At least once a week, if not more.

What do you like to bring for lunch?

- 1 I usually order Uber Eats, or pick up food with the Ritual App.
- 2 Whatever I cooked for dinner last night.
- 3 I meal prep a week in advance—but probably Atlantic salmon with a side of asparagus.
- 4 I prefer a collection of snacks—I always have trail mix, pretzels, and candy on hand.

Where do you see yourself in five years?

- 1 Perhaps taking a great vacation with my friends or family.
- 2 Achieving my big goals—maybe even winning awards.
- 3 Doing the same thing I'm doing right now!
- 4 I don't know exactly. Ask me in five years.

QUIZ RESULTS - IF YOU GOT:



MOSTLY 1'S

Have a seat in the NLC. You are always aware of the latest trends and what people are interested in. Ahead of the curve and great for multiple functionalities, the NLC mirrors your desire to work with others. Aside from being a people-person, you're also a leader who likes to help others achieve their success. Your exterior is stylish, while your interior is supportive and encouraging.

MOSTLY 2'S

Have a seat in the IC2. Award-winning, sleek, and supportive, the IC2 is one cool cucumber—just like you. Your style is minimalistic and no-fuss. You're not afraid to be alone, to lead the pack, or to set trends instead of following them. Others look to you as an example. With your style and smarts, you can do big things!

MOSTLY 3'S

Have a seat in the CXO. You know what you like and what works for you, and aren't tempted to ditch that in favour of following the latest trends. While you enjoy spending time with others, you know what you like and aren't afraid to do your own thing. You're dependable and popular without being flashy, and that's precisely why people trust you!

MOSTLY 4'S

Have a seat in the Emily. Playful, colorful, and high-spirited, you love to laugh and are always up for the next adventure, whether you find it in a book or outdoors. You're spontaneous and creative, and are always thinking of the next big idea. Because you're a bit of a free-spirit, your work style is more informal. You're the person to go to for a fun time—whatever the day has in store for you.

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

For William R. Breen, Nightingale’s chief product designer, staying ahead of the curve is all about adapting to industry shifts and responding to real-world needs.

Like most truly innovative products, William R. Breen created the Next Level Chair—‘NLC’—from years’ worth of evolution in the seating industry: monitoring workplace shifts, developments, and future needs to surpass current trends. His philosophy of design was holistic: focused on user comfort and ease of use. The NLC reflects his 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, featuring 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.

Breen’s idea of good design is about bridging real-world gaps. The NLC’s flip up arm takes this approach. After field-research, Breen 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, Breen 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 isn’t the ‘epitome’ of design for Breen. 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. As Breen would say, “this is only the beginning.” Design is always, for Nightingale, a process of evolution.

**NLC will launch at
NeoCon on June 10th!**

Updated brochures and price lists will accompany the launch of this exciting new product.

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**



NLC 2020 & EC4 421

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