

The Business of Furniture | November 23, 2016

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Herman Miller

**Macy's vs.
Gimbels and
now... Miller?**
An Office Furniture
Maker tries Retail

BoF

The Business of Furniture

November 23, 2016

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10 UPFRONT: ErgoExpo Continues to Grow in Size and Importance

The National Ergonomics Conference and ErgoExpo may not be the largest show for the industry, but it is the only one of its kind.

18 Herman Miller Opens First Stand- Alone Retail Store in NYC

The store occupies 6,000 square feet on the ground and second floors of Herman Miller's multi-level presence at 251 Park Avenue South in Manhattan.

56 Ergo Impact Launches LeanRite

At the National Ergonomics Conference & ErgoExpo in Las Vegas last week, Ergo Impact, a new company focused on the healthy workplace, launched its first product, LeanRite, a perching/sitting/leaning product designed to get workers moving from position to position in the office.

< LeanRite from Ergo Impact



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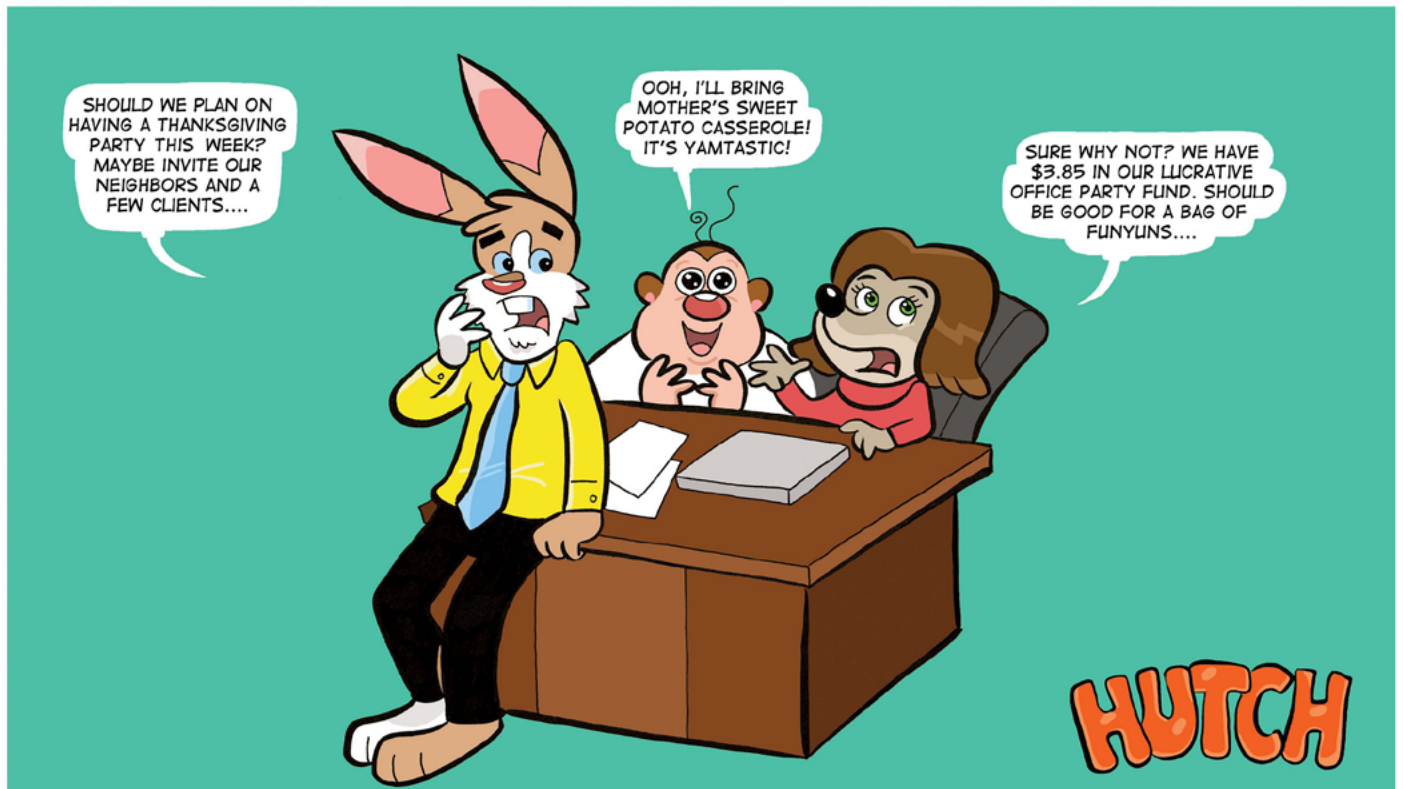
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ROB KIRKBRIDE, EDITOR-IN-CHIEF





ErgoExpo Continues to Grow in Size and Importance

THE NATIONAL ERGONOMICS CONFERENCE AND ERGOEXPO MAY NOT BE THE LARGEST SHOW FOR THE INDUSTRY, BUT IT IS THE ONLY ONE OF ITS KIND.

WORDS AND PHOTOS BY TODD HARDY

Ergonomics in the office and workplace continues to grow in both importance and general acceptance. The National Ergonomics Conference and ErgoExpo has also grown in importance and size to keep pace with the demand.

This year's conference and expo did not disappoint. The number of both attendees and exhibitors increased. There were

more than 135 exhibitors and 1,600 attendees. This increase was easily seen while on the expo floor. The hall was completely full, and it was harder to get through the hall than years past.

The National Ergonomics Conference and ErgoExpo creates a unique situation — it is two events in one. The National Ergonomics Conference provides keynote speakers, workshops and breakout sessions in five catego-

ries of ergonomics, from industrial risk to office ergonomics.

The ErgoExpo is a venue for manufacturers to present their products to customers as well. The event has been organized with a schedule that makes it possible for attendees to experience both the conference and the expo. Attendees can also choose to attend either just the conference or the expo. The event organizers reported that more than



100 people took advantage of on-site registration. This allowed people who were only interested in viewing the products the opportunity to do so.

The conference and expo is an event that is designed to bring experts and those interested in ergonomics together to check out the latest in ergonomically designed office furniture and attend breakout sessions and workshops to learn about ergonomic best practices and research. Attendees included the full spectrum of individuals interested in ergonomics. They ranged from an IT professional who was injured by poor office ergonomics to physical therapists to certified ergonomists to CEO's and presidents of some of the leading manufacturers of ergonomic office furniture.

The mood on the expo floor was positive and upbeat. Without exception every manufacturer I

spoke to noticed an increase in foot traffic. And more importantly the traffic consisted of decision makers. Many remarked that they had received very strong leads and more importantly some sales were generated. The exhibitors also remarked that attendees included representatives from Europe and Asia.

At the expo there was the expected high concentration of height adjustable desk and a few manufactures of height adjustable legs, including a few from China. There were also many companies that manufacture height adjustable work surfaces to sit on top of a static desk, and many variations of monitor arms.

This year produced an increase in active sitting. Gone is the exercise ball, but not various options of sitting on stools that require the user to use their core muscles to sit up straight. There was also an increase of perches such as



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Focal's Pivot and Mogo Seat, including new manufacturers such as Ergo Impact.

The Expo sponsored an attendees' choice award. This year's winners were OM's task chair, Truly., Bodybilt's Aircelli Task Chair and Altwor's electrically powered adjustable workstation that can go from a standing position to a fully reclined position.

The conference provided opportunities to attend breakout sessions and workshops as well as to hear from renowned keynote speakers each day. The breakout sessions were divided into five different categories so ergonomist, therapist, or manufacturers could select the break out session that best matched their interest.

Brian Rutherford of Neutral Posture recalled when the expo was held in an outdoor permanent tent structure behind Caesar's Palace. This was before Caesar's Palace had a convention center. When the conference center was completed they moved inside to the Palace Ballroom. Through the years the Expo moved into larger and larger ballrooms. For the last few years they have met in the Caesar's largest ballroom, the Octavius.

This year the expo filled the Octavius to its capacity. To accommodate the ErgoExpo and the conference's growth next year it will move to a new venue. The conference and ErgoExpo is moving to Paris, Las Vegas. This move will increase the expo floor space by 25 percent, enabling some of exhibitors to expand the size of their exhibit spaces for 2017, including Ergotron, Neutral Posture, OM and Workrite Ergonomics – just to name a few.

The date for the conference and expo is also changing. The organizer are moving it forward. It will take place from August 22 - 25, 2017.

The National Ergonomics Conference and ErgoExpo may not be the largest show for the industry, but it is the only one of its kind. The manufacturers of ergonomic furniture that discovered this jewel in the Las Vegas desert have found a venue to get their products in front of a new, growing audience. As the audience grows and more manufacturers attend, the importance of the ErgoExpo will also continue to increase. **BoF**

