

# FERN™

We stopped thinking about seating  
and started thinking about sitting.





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*What makes Fern different?  
How do you guide customers  
to realize the value of Fern for  
people and an organization?  
How do you inspire them?*

*This handbook provides you  
with answers. It includes  
information and tips that will  
be helpful in the sales process  
and differentiate Fern among  
all the other choices. It also  
serves as a handy reference  
and a guide to other resources.*







A NEW MOVEMENT



## A NEW MOVEMENT

The new movement theme encapsulates Fern's innovative, groundbreaking approach that takes task seating to a new level.

Movement in a chair is key to a more healthy sitting experience. Fern enables a new level of movement that is easy, natural, and unhindered. It accommodates all the various seated movements people make in today's workplace.

Fern's Wave Suspension™ system encourages movement with the spine as the backbone of a sitter's movement.

Fern provides a new solution for the changing nature of work and the workplace. It represents a movement in business leadership that recognizes the importance and value of designing workspaces that engage people and enhance their comfort, health, and well-being.

Everything around you is in a state of constant change and movement—technology, workspace, and work process. Fern can play a significant role in helping organizations adapt to the current challenges of the changing workplace.

Fern's design also reflects a social movement toward a more centered, balanced life. Fern's innovative features keep you feeling balanced and centered as you work.

In music, a movement is a part of a longer work that can be performed on its own. A new movement suggests a new addition to the piece. It also brings to mind a symphony orchestra as a metaphor for today's office, where everyone works together to create and produce something great.



## MARKETING FRAMEWORK

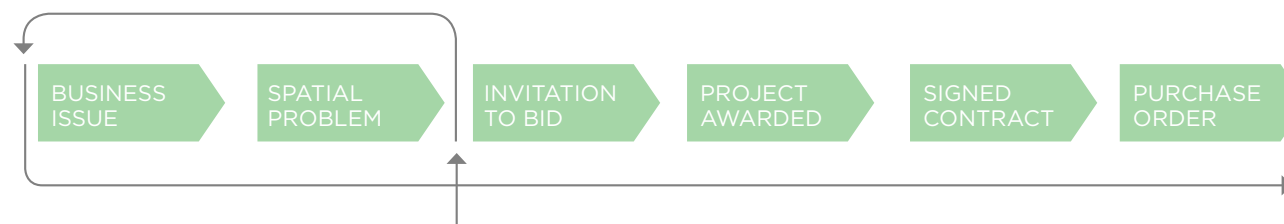
Fern marketing materials are based on a simple framework. The framework reflects Haworth's perspective on work, which is inspired by our New Landscape 2020 research.

Based on the total human experience of work, the New Landscape identifies three categories of ergonomics: physical, cognitive, and emotional. Together, they address the full range of each person's needs in the workplace.

By meeting these ergonomic needs, Fern helps fulfill the growing organizational desire for a holistic, balanced office ecology. This provides comfort, supports work, and promotes well-being—a space where knowledge workers can be engaged and thrive.



*Sales Enablement Model*





# FERN MARKETING MESSAGES

## Sit Well

### *Physical ergonomics*

Are you comfortable in a workspace—or uncomfortable? Fern accommodates and supports the diverse working population.

- A new level of all-day comfort.
- Total back support, from the *thoracic* (upper back), to the *lumbar*, to the *pelvic* areas.
- Research driven: Leverages the depth and longevity of our third-party research relationship with Western Michigan University, along with our global research and pressure-mapping studies.

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*The New Landscape 2020 concepts form the basis of Fern's primary marketing messages. These are expressed in different ways in different materials, depending on the audience and medium.*

## Work Well

### *Cognitive ergonomics*

Does the space help you think, create, and use your mind more effectively and efficiently—or does it hinder and distract you? Fern enables focus through more comfort, less distraction.

- Edgeless comfort, with no hard outer frame.
- Micro-level response to your every movement.
- In tune with you: Works with you, not against you.

## Feel Well

### *Emotional ergonomics*

Do you feel a sense of personal fulfillment, engagement, and happiness—or discontent? Fern is a person-centered chair that feels comfortable *and* is visually appealing.

- Promotes worker engagement and satisfaction.
- Approachable design: less machine, more human, with a clean, residential, warm look.
- Accessible adjustments with responsive controls are artfully integrated into the simple aesthetic.



# ORGANIZATIONAL BENEFITS

## Wellness

*Part of a culture of wellness*

Ferns play a vital role in a healthy workplace environment.

- Better worker health means reduced attendance issues and improved performance.
- Engaged workers are more productive and help increase sales.

## Comfort

*A perfect fit*

Fern enables workers to better focus.

- More comfort means less distraction.
- Edgeless design eliminates impact from a hard outer edge, which can disrupt movement and interrupt work.

## Satisfaction

*Fosters a feeling of engagement*

Helps workers feel rewarded and cared for.

- Positive impact on attraction and retention.
- Trust, assurance of safety, and emotional comfort build loyalty and help people thrive.

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*Organizations must develop strategies to engage customers and meet their needs. Fern can be an important element in helping organizations do the same for their people.*

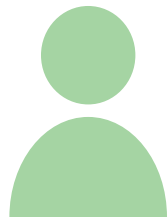


## SMART CHOICE

The business story:  
Good things happen while sitting

### Sales Engagement steps: Problem/Pattern

*C-suite wallet-holders want to know they are making a smart choice. They are interested in a business-based argument that demonstrates how Haworth understands the issues that affect a seating purchase, and how seating can address the issues.*



### Wallet Holder

*C-Suite*

The marketing framework ties in with the Sales Enablement process. First, you inspire and engage customers with a discussion that focuses on Fern as a “smart choice” for a decision-maker. Focus on their workplace issues and talk about seating’s important role. The three kinds of ergonomics can provide a context.

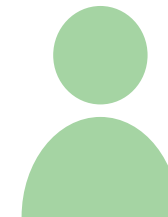


## SMART CHAIR

The ergonomics story:  
Optimizing the sitting experience

### Sales Engagement steps: Path/Proof

*Ergonomists, facilities managers, and others want to know they are purchasing a smart chair. They are interested in a more technical, feature-based approach that demonstrates how Fern’s breakthrough innovations address today’s ergonomic issues.*



### Chair Expert

*A&D, Ergonomists*

You can assure chair experts by proving how Fern is a “smart chair” that provides the solution. This involves an understanding of the chair’s development story and mechanics to explain how Fern provides ergonomic comfort and support.



FERN BASICS





## THE BIG IDEA

Fern's innovative design is made possible by a unique concept for task seating.

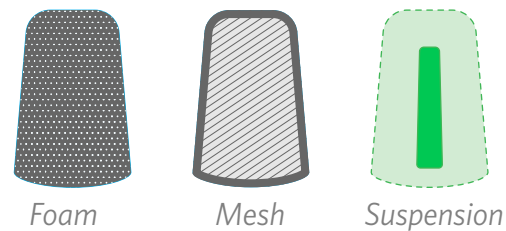
The design team's goal was to take ergonomic task seating in a new direction that will enhance the sitting experience. This required developing a suspension system that enables new levels of movement while providing new levels of comfort and support.

Traditional hard-frame task chairs limit and even hinder natural movement. Fern eliminates those problems by centering the suspension structure in the middle of the back, allowing the sitter's spine to be the backbone of movement. This removes structural barriers, like hard edges and limited flex and responsiveness.

This fundamental structural shift opened the door to Fern's design innovations, which have earned 16 patents. Together, these features work in harmony to provide flexibility and allow dynamic movement while seated.

The system looks simple, but it contains intricate science and engineering. An opening in the Stem provides an intriguing glimpse into how Wave Suspension supports your movements. The end result is a performance chair that is less machine and more human.

*A new concept for task seating*





## WAVE SUSPENSION

### Stem™ and Fronds™

Inspired by the structure of a fern, the Stem™ is the central loop spine that supports an array of Fronds™. Each Frond is different; each is calibrated to provide the right level of support in the right area of the back.

### Cradle System™

The chair feels alive—in tune with your every movement. The Cradle works in concert with the Stem and Fronds to provide total back support. The Cradle is supported by the Fronds and Stem structure, not the chair edge. This is key to the soft Infinity Edge.





## ADVANTAGES

### Total Back Support

The Fern back supports you from the thoracic (upper back), to the lumbar, to the pelvic areas. This total support is there for you continually as you move.

The optional headrest enhances Fern's total back support. It flexes for support, while responding to natural movements, allowing you to work well in a reclined or upright position. The headrest was designed to fit the curvature of the neck while still supporting the head, moving with you as you roll your head to the side.

### Infinity Edge™ (Edgeless Comfort)

In most chairs, a hard frame is necessary to secure the mesh suspension system. With Fern, suspension architecture (Stem and Fronds) moves from the outer frame to the center. As a result, Fern's edges are soft and pliable, providing you with an edgeless comfort experience. They don't bump you or cause pressure as you move so you won't be distracted from your work.

The silent, fluid movement of the arm caps encourages adjustment with less interruption.

The deep recline keeps you properly centered and balanced as you lean back.

Simple, lumbar pillow is height adjustable to provide additional support.

The front of the seat flexes for a total comfort experience.

Less audible controls minimize distraction.

## Design and Usability



The back tension control is very responsive. A couple easy handle turns achieves proper recline resistance. Includes a clutch, to assure you don't take it too far.

Adjustment controls are engineered for heavy-duty, long-term use. Wave Suspension maintains the proper responsiveness and support over time.

Tactile feel and natural function of the controls helps you locate and differentiate them.

Non-mechanistic aesthetic blends into both softer and more geometric environments; does not appear intimidating or complex.

# STATEMENT OF LINE

Color combinations range from expressive to constrained and warm to cool. In addition to 11 standard mesh colors, 25 faux leather colors, and 24 graded-in COMs are available.

TASK CHAIR



STOOL



EXECUTIVE CHAIR



## MESH COLORS



Moon Flower MB-MF    Cornflower MB-CF    Peat Moss MB-PM    Sunflower MB-SU    Sedum MB-SE    Silver Leaf MB-SL



Beach MB-BE    Mushroom MB-MR    River Rock MB-RR    Mulch MB-MU    Loam MB-LM

Touchable surfaces fog or black

## PLASTIC TRIM COLORS

Plastic Base, Frame, and Cradle



Black TR-F    Fog TR-7    Snow TR-UFM

Adjustment levers and Arm Caps



Black TR-F    Fog TR-7

## ALUMINUM COLORS

Aluminum Base, Arm Uprights



Pitch Black TR-TF    Metallic Silver TR-LE



Metallic Champagne TR-MC    Polished Aluminum PM-P





SELLING FERN



## OPENING DOORS WITH FERN

### OFFICE ECOSYSTEM

The office as an ecosystem that blends three kinds of ergonomics: Physical, Cognitive, Emotional.

### GLOBAL STANDARDS

Fern meets important global, regional, and local standards for seating performance. *Refer to page 26.*



### UNLIKE WHAT YOU'VE SEEN

Fern is unlike any chair you've seen before, thanks to the central Stem, a new concept in back support with a softer, warmer design.

### UNLIKE WHAT YOU'VE FELT

Fern's groundbreaking comfort and support will change how you feel about task seating.

Depending on your customer's interest, these topics can lead to enlightening discussions.



# PRESENTING FERN

## PREPARATION

- Ask discovery questions first to learn about what challenges the customer has.
- Share insights and ask if they resonate with the client.
- Talk about how everything around you is changing so your chair needs to adapt as well.
- You will be less successful dropping off a chair without being able to explain Fern's advantages. People need to experience the chair to understand why Fern is great.
- Depending on the audience, the bluescape™ wall is a great tool to walk through the design process and share the discoveries that led to the Fern they're sitting in.

## SIT CLIENT IN FERN

- First, invite your client to sit in Fern. This is a critical initial step. Make sure the chair is well set up – seat height, arm width, tension control, forward tilt not engaged, seat depth not all the way out.
- Have the client experience the chair early in the presentation. Make sure to give a quick overview of controls beforehand. Ask your client to hang their arms to their side to show ease of access to all levers.
- Make sure they are able to recline easily without the chair falling away from them. Make sure back stop is not engaged.



## THREE KEY MESSAGES

### A) Wave Suspension (Total Back Support)

- Sit in the chair and have the client look through the loop Stem from the back. Move in the chair to show the wave action of the Wave Suspension system.
- Leverage the raw back parts to demonstrate the soft flexible edges of the back.

### B) Infinity Edge (Edgeless Comfort)

- Point out how the rigid outer frame has been eliminated to provide edgeless comfort in the back. The absence of hard edges on the back reduces pressure points and discomfort while flexibility encourages movement.

### C) Design and Usability

- Have the client reach the controls from a neutral seated position. Point out how the adjustments are simple and responsive, taking less time and effort.

## SEATING FAMILY

Chairs are a personal choice, so always bring more than one chair to assure a variety of options. All Haworth high-performing ergonomic task chairs are supported by the 12-year, 24/7 warranty, and they share a focus on environmental responsibility.



### THE FERN™ CUSTOMER

- Committed to employee well being
- Focused on high-performance ergonomics
- Seeks to attract and retain talent
- Wants to be first, innovators
- Willing to invest in their people
- Interested in total back support, specifically in thoracic region
- Wants the chair to be less mechanical looking



### THE ZODY® CUSTOMER

- Desires a proven performer with a pedigree
- Looking to create a unique impression (like the rusty red trim)
- Extra level of control in lower back support
- Has price sensitivity within the premium task segment



### THE VERY® CUSTOMER

- Has broad application needs
- Is looking for price scalability
- Wants pops of color
- Needs full family of seating to achieve a cohesive look throughout their space



### THE LIVELY® CUSTOMER

- Seeking affordable price points
- Looking for color
- Values simplicity
- Wants Haworth level of performance, comfort, and quality at an entry-level price point



# COMPETITORS

Fern offers a new solution that provides significant advantages over chairs from our major competitors.



AERON 2

- Rigid back and seat frames create pinch-points and discomfort
- No thoracic support available
- No sliding seat pan adjustment
- Turn knobs impede ease of adjustability
- Machine-like aesthetic; appears complex to use
- Does not comply to BIFMA G1-2013 Ergonomics Guidelines
- No adjustable seat depth; chair available in three separate sizes (A, B, or C) which can be very difficult to manage from a facilities perspective



EMBODY

- Technical look
- Limited lower back support
- While there's no frame, it still has hard edges
- Premium priced, non-intuitive controls
- Fewer task-focused adjustments (no forward tilt)



GENERATION

- Upper back support limited
- Limited seat contours cause poor support
- Large footprint
- Cold and technical back
- Fewer task-focused adjustments (no forward tilt)



GESTURE

- Premium price point
- Limited contours
- Controls less accessibly designed
- Fewer task-focused adjustments (no forward tilt)
- Significant upcharge for polished aluminum
- Mechanical visuals

# COMPETITIVE MATRIX



	Haworth Fern	Steelcase Gesture	Steelcase Leap	Herman Miller Aeron 2	Herman Miller Embody	Herman Miller Mirra 2	Knoll Generation	Allsteel Acuity
HEADREST	●	●	●					
PELVIC SUPPORT	●		●	●	●			
LUMBAR HEIGHT ADJ.	●	●	●			●	●	
LUMBAR DEPTH ADJ.	●			●	●			
THORACIC SUPPORT	●				●			
4D ARMS	●	●	●			●	●	●
FORWARD TILT	●			●		●		
BACK LOCK OR STOP	●	●	●	●	●	●	●	●
SEAT DEPTH ADJ. (3")	●		●		●	●		●
MOLDED FOAM SEAT	●	●					●	●
SYNCHRONIZED TILT	●	●	●	●	●	●		
PLASTIC BASE	●	●	●	●	●	●	●	
ALUMINUM BASE	●	●	●	●	●	●	●	●
EDGELESS COMFORT	●							
LAUNCH DATE	2016	2013	1999	1992 / 2016	2009	2003 / 2015	2009	2008





FERN DEVELOPMENT



## WHY DID WE DO IT?

Haworth cares about customers and the issues that affect them, including movement and comfort.

As a major designer and manufacturer, we believe it is our responsibility to lead and innovate as the work and the workplace evolve, applying state-of-the-art materials and technology to meet new needs.





## DEVELOPMENT STORY

Research has found that 75 percent of work in industrialized countries is performed while seated, so it's critical that a chair optimizes the sitting experience. We determined that existing solutions don't adequately address people's needs in the changing workplace. So we asked ourselves, "How do we go about designing the ultimate sitting experience?"

For a person-centered workspace, the answer is obvious. Stop thinking about seating and start thinking about sitting. Start with the person, and maintain that focus throughout design and development. It's not about the chair, it's about the person sitting in it.

So it made sense to ask people directly to tell us what makes them feel comfortable and happy in a chair. This global research and validation assured the chair would have proper comfort and support as well as validated the direction of the taller back.







*People said it seemed alive, in tune with every movement.*

We hit the road to test ergonomic chair prototypes. Only one received the WOW we were looking for. People said it seemed alive, in tune with every movement. They said it envelopes you.

Now all we had to do was design, engineer, and manufacture it.

To guide us, Fern, like all Haworth seating, is founded upon qualitative and quantitative research. We started with no preconceived notions.

When it comes to studying human movement in the office environment, Haworth and the Human Performance Institute at Western Michigan University have partnered for 12 years with the goal of investigating the physical relationship between a person and a seating surface. This effort has resulted in over 5.5 billion high resolution pressure mapping data points used to understand seating phenomena. This means Haworth engineers bring you the very latest science through analytics in their products. The Human Performance Institute has collaborated with company's such as Haworth, Stryker, IDEO, Bronson Methodist Hospital, Kellogg, Federal

Aviation Administration, 3M, Michigan Department of Education, Society of Manufacturing Engineering, National Science Foundation, East Jordan Iron Works, International Maritime Organization, and the United States Coast Guard.

Seat-comfort research started with looking at the 5th percentile female to 95th percentile male. We knew we had to improve our base structure to allow for maximum support, flexibility, and also long-term comfort. We looked at various approaches to achieve a flexible seat pan that offered proper support, coupled with the right set of contours.

Other research included a physical therapist study that validated the need and requirements for thoracic support development.

Motivated by our research, we began development of what would become Fern. To do it right, we said, it's got to be innovative in every aspect to address evolving workplace needs as well as enhance the well-being of each sitter.



To bring Fern to life, the Haworth seating team collaborated with ITO Design. The German firm specializes in seating design and product development for the office environment and has designed several Haworth chairs, including Zody.

The team's research, led by Dr. Teresa Bellinger, Haworth's industry-leading ergonomist, drove adjustment placement, proper activations, and assured comfort.

The engineering team applied innovative materials and technology to achieve ergonomic goals, and the design team included a sculptor to ensure visual appeal with a less technical, more residential look.

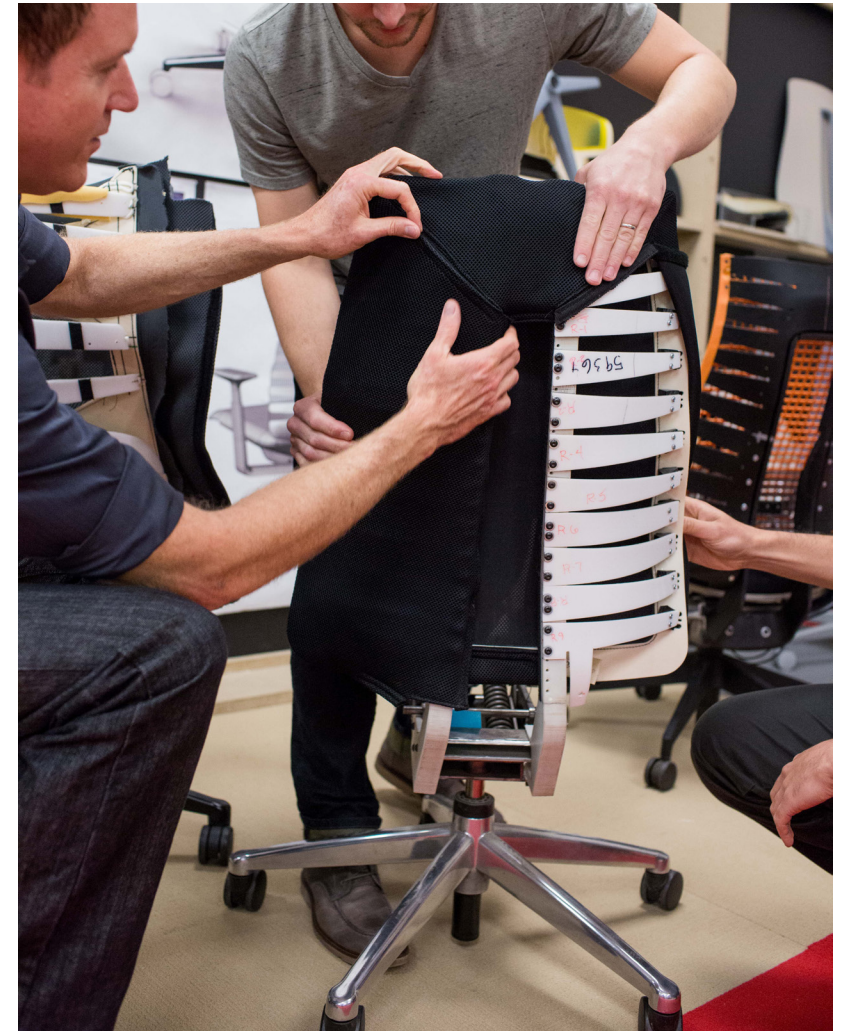
We started with the back.

One roadblock to maximum comfort is the hard outer frame of most seat backs. Reach back, and you bump your arm. Twist your torso, and you bump into unyielding plastic. Your work is interrupted by the jolt.

The problem is that a hard frame is necessary to secure the suspension system—often a mesh textile stretched from edge to edge.

We realized the Fern back had to be edgeless. Suspension structure had to move away from the outer frame to the middle. With suspension architecture moved to the center, there is no need for a hard edge.

Those innovations opened the door to the development of the Infinity Edge, Wave Suspension, and total back support.



*People said it works with you, not against you.*



## The Challenges

How do you go about designing the next sitting experience? We faced a number of challenges:

How do we make the most comfortable chair we have ever made?

How do we design it so feels like it was made just for you?

How can we create a chair that prevents distractions and disruptions by working with you, not against you?

How can we create an approachable chair where function and design work in harmony?

How do we ensure that it fits with the environment, and that it doesn't appear complicated or machine-like?

How do we do all this at a competitive price point?





## EXTRA POINTS

### Just the Facts

Leadership: Fern continues Haworth's legacy of innovative seating designs.

Over 15 million chairs sold.

Over 220 design and utility patents.

More than 50 national and international industry and innovation awards.

Manufactured on three continents.

Developed and shared globally.

Warranty: Like all Haworth seating, Fern is warranted for 12 years of 24/7 multiple-shift use by persons up to 325 lbs.

Sustainability: Up to 38 percent recycled content; Haworth take-back program; BIFMA level 3 certification.

Anthropometrics: Designed to accommodate 5th percentile female to 95 percentile male.

Manufactured: In Holland, MI.

Standards: A global chair; Fern meets global standards and guidelines.

Testing: Over 100 standard tests are performed.

Partnership: Strategic Business Partnership with the American Physical Therapy Association.

### Global Standards and Guidelines

**BIFMA G1-2013:** Ergonomics Guideline for Furniture Used in Office Work Spaces Designed for Computer Use

**ANSI/HFES 100-2007:** Human Factors Engineering of Computer Workstations

**CSA-Z412-00 (R2011):** Guideline on Office Ergonomics

**CAN/CGSB-44.232-2008:** Task Chairs for Office Environments

**EN 1335-1:2000:** Office Furniture – Office Work Chair – Part 1: Dimensions – Determination of Dimensions

**TÜV Rheinland Group 2 PfG 947/03.04 March 2004:** Test programme of TÜV Rheinland for conformity with the requirements of the "Ergonomics Approved" mark for office swivel chairs.

**VHP Ergonomics Test Institute**

**AS/NZS 4438:1997:** Australian/New Zealand Standard® Height adjustable swivel chairs

**JIS S 1032:** 2004 Office Furniture – Chairs

**SINGAPORE STANDARD SS 514:** 2005 CODE OF PRACTICE FOR Office ergonomics

**Hong Kong Occupational Safety and Health Branch, Labour Department – 1st edition, June 2002:** A Health Guide on Working with Display Screen Equipment



## Standard Features

5" pneumatic seat-height adjustment  
(16.5"-21.5")

Tilt tension adjustment

11 mesh colors, 3 trim colors

Plastic base (black or fog)

Synchronized tilt mechanism

Armless

12 yr 24/7 use warranty

## Optional Features

Fixed, height-adjustable or 4D arms  
(arm height 6.7"-11.5")

Lumbar (height-adjustable)

Aluminum base (painted or polished)

3" sliding seat pan (15.5"-18.5")

Multiple position back stop

Forward tilt

Low position base (14.5" - 17.5")

Headrest (2.5" of vertical adjustment)

Faux leather upholstery (25 color choices)

## Additional Resources

Fern Smart Choices Brochure  
*Sales Aid Center, item 6124*

Fern Price List *haworth.com*

Fern Smart Choices Videos *haworth.com*

Fern Chain Set *Sales Aid Center, item 6168*

Fern Client Presentation *haworth.com*

Fern White Papers *haworth.com*

Fern Adjustment Video *haworth.com*

Fern Adjustment Sheet *haworth.com*

Fern Product Sheet *Sales Aid Center, item 5852*

Fern Environmental Data Sheet *haworth.com*



