

We launched Products, People and Projects this year to help fill the gaps. We don't want all the information we would have learned about at NeoCon to be lost.

So we worked with theMART to come up with a program you have seen since early June. For the rest of the summer, we will be presenting Products, People and Projects, a few companies at a time so as not to overwhelm the reader.

We're thrilled to present a story from SurfaceWorks in today's issue. Make sure you read the all stories in this great series to learn about what these great companies are doing.

NeoCon: Products, People and Projects

**BoF**



**22 SurfaceWorks**  
**Launches Dax and**  
**Grows in Education**  
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## SurfaceWorks Launches Dax and Grows in Education

There are companies that cover the entire spectrum of office furniture. Then there are those that specialize in one segment. SurfaceWorks fits into the latter group. The Wisconsin-based company focuses on tables and does it exceedingly well.

The company's newest offering, Dax, is one of those products that exemplifies SurfaceWorks — it is well-designed, well-built and does exactly what it promises. In the case of Dax, that means it is an exceptionally good training table.

Training tables are a large portion of SurfaceWorks business, said Chris Gnadt, general manager, and the company felt it was time for a fresh design. Dax is a result of its thinking. It is a straight-on, nesting flip-top table.

That means it doesn't accordion to each table. Dax fits inside the legs of the next table, making them nest very densely. They only add four inches of depth for each additional table added to the stack when they are nested.



**One of the main features of the Dax table is that SurfaceWorks is offering shapes beyond the regular training tables shapes of rectangles and trapezoids.**

Dax also has flip handles on both sides of the table, so it doesn't matter where the user is sitting — at any location of the table they can easily reach the handle to flip the table up using the smooth-operating mechanism. It is extremely easy to operate, Gnadt said.

"Also, a unique thing about this table is the cast aluminum polished look legs," he said. "The legs are made of cast aluminum on the feet, which is then polished. And then the upper half of the leg is a steel that's powder-coated silver. We're seeing a resurgence of the polished look of chrome. The polished aluminum allowed us to meet this look while using a very environmentally friendly method for achieving that."

One of the main features of the Dax table is that SurfaceWorks is offering shapes beyond the regular training tables shapes of rectangles and trapezoids. The new shapes include what it calls the "half-squirrel," the rounded trapezoid, a concave

rectangle and a 30-degree arc table.

"These unique shapes allow you to create custom configurations, different layouts, and they're kind of a unique thing to these particular tables," Gnadt said. "And then, of course, along with all of our training tables and most of the products that we make at SurfaceWorks, the Dax is available with our urethane edging."

Part of the reason SurfaceWorks came up with the shapes it did for Dax is so it could better use its urethane edging. A lot of the shapes have curves. The company's molding process allows it to bend the urethane around corners and around curves. The shapes also create configurations you don't get with standard rectangles and trapezoids. If the customer has a meeting application and wants to set the room up like a round table, there are a number of round configurations or a U shape. If the customer wants to put together





**CARTER**  
SCIENCE ACADEMY



## The urethane edging is a great edge material for training tables because it is very durable and impact resistant.

a more traditional conference table in the shape of a boat or racetrack it also can be done. Dax shapes make it a little bit more unique than what has typically been on the market.

The urethane edging is a great edge material for training tables because it is very durable and impact resistant. It's cut resistant, scratch resistant, soft and rubbery. It also absorbs impact, which helps to protect chair arms.

"Even though we're not a chair company, we still care about what happens to the chairs," Gnadt said. "The urethane edging is a seamless material, so it's poured in as a liquid. It's a cast process and because it is cast there are no seams between the laminate and the edge. We also add an antimicrobial agent into the urethane while we're mixing this up."

Third-party, independent lab test data is used to show bacteria and fungi don't grow on the surface of our urethane.

"That's something that's become important, especially in education environments or re-

ally any type of training environment where you're going to have a lot of people in a room doing some training," Gnadt said.

SurfaceWorks usually launches a product at NeoCon, but the company introduced Dax in April. It is designed primarily for corporate training and higher ed. Corporate training rooms have become very versatile, being used for multiple functions which require multiple configurations. Dax makes that easy. Higher education is also beginning to demand the same versatility.

As the world gets back to work, SurfaceWorks tables will be able to help. The smallest size Dax is 24-by-36 inches, so it's a personal size. Also, all the Dax tables are on casters. If a customer was looking for a set up that could be moved around to create social distance, Dax and other SurfaceWorks tables would fit the bill.

"Much of our furniture can be easily reconfigured in such a way that it follows social distancing guidelines, spac-







Dewey Collection

**Some of the Izzy products, especially the Dewey, really work well in the K through 12 environments.**

ing your tables six feet apart,” Gnad said. “So (Dax) was already in development long before this pandemic started. We are lucky that the designs are consistent with social distancing standards.”

SurfaceWorks continues to benefit from its acquisition of many izzy+ products. The company made the acquisition at the end of 2018, so 2019 was the first full year SurfaceWorks had the products. SurfaceWorks relaunched a couple of the products at the end of 2018, the rest were relaunched in 2019. The relaunches included Penny, Dewey, Clara and the Nemo Bar and Trellis, and the company has done very well with them already.

“In fact, by the beginning of May, we had already sold more (former) izzy+ products in 2020 than we had in all of 2019,” Gnad said. “So sales have picked up very well for us.”

SurfaceWorks uses independent reps. Some were already SurfaceWorks reps who add-

ed the former izzy+ lines, and some were izzy+ reps who have come on board with SurfaceWorks. Gnad said they are all excited to pick up where they left off with the former izzy+ lines. Even though a lot of these izzy+ products have been around for a while, they were designed in a forward thinking way and are still very relevant to the designs being used today. The izzy+ products also helped make SurfaceWorks a strong competitor in the education market. In the past, the company was strong in the corporate market, though not as much in education. The izzy+ lines have changed all that.

“We did fairly well in higher ed, but we really didn’t have much of an offering for K through 12. And some of the Izzy products, especially the Clara and the Dewey, really work well in the K through 12 environments, so that’s expanded our scope a little bit,” Gnad said.

## Launched in February, the coloring contest is a part of SurfaceWorks annual Valentine's Day Campaign.

SurfaceWorks believes in having a little fun as well.

SurfaceWorks has named 10 winners of the 2020 Penny Coloring Contest. The winning entries were chosen from dozens of submissions from around the world. Launched in February, the coloring contest is a part of SurfaceWorks annual Valentine's Day Campaign. Participants received a template of the Penny top and were allowed to use their medium of choice. Many used colored pencils and markers, while others submitted photographs.

The winning entries were carefully selected by a panel of "coloring experts" composed of a diverse group of SurfaceWorks employees. "It was difficult to choose just ten winners as we had so many creative designs submitted," said Lauren Stark, marketing generalist. "The contest is designed to bring an element of fun into the workplace and to demonstrate our custom capabilities."

Each of the winners will receive a custom Penny table

with their artwork transformed into a digital laminate top. The winners are as follows:

- Ayala Perlman, *Blooming Arts*
- Emily Switz, *Emmons Business Interiors*
- Emma Colt, *LAMMCO*
- Emma Dickman, *Tallgrass Business Resources*
- Laura Nayeli Martinez, *Corporate Source*
- Mary Knotek, *Bay View Industries*
- Patty Brown, *Dixie Pottery Gallery*
- Piyush Prajapati, *Godwin Austen Johnson*
- Refaad Sulttan Sha, *Godwin Austen Johnson*
- Seth Crussel, *LAMMCO*

The Valentine's Day Campaign comes from Harter Furniture, a private, family owned company that eventually became part of izzy+. Its logo was a heart and was used to run a Valentine's Day campaign during the month of February.



PENNY ART CONTEST 2020  
 WINNER: LAURA NAYELI MARTINEZ

PENNY ART CONTEST 2020  
 WINNER: AYALA PERLMAN

PENNY ART CONTEST 2020  
 WINNER: EMILY SWITZ

PENNY ART CONTEST 2020  
 WINNER: EMMA COLT

PENNY ART CONTEST 2020  
 WINNER: EMMA DICKMAN



PENNY ART CONTEST 2020  
 WINNER: MARY KNOTEK

PENNY ART CONTEST 2020  
 WINNER: PATTY BROWN

PENNY ART CONTEST 2020  
 WINNER: PIYUSH PRAJAPATI

PENNY ART CONTEST 2020  
 WINNER: REFAAD SULTTAN SHA

PENNY ART CONTEST 2020  
 WINNER: SETH CRUSSEL





**With digital laminate, you can take any image and send it to SurfaceWorks, which can turn that image into high pressure laminate and put it onto a table.**

The Penny table is one of the original Harter designs and so SurfaceWorks, staying true to the spirit of Harter, has continued the Valentine's Day marketing campaign. The contest fits well with SurfaceWorks since it is strong in making custom furniture — including making custom tops using digital laminate. With digital laminate, you can take any image and send it to SurfaceWorks, which can turn that image into high pressure laminate and put it onto a table.

"So for part of our Valentine's Day campaign, we created a template — both a hard copy and online — and we sent it out to all of our interior designers that work at dealerships,"

Gnadt said. "We said to them, 'Give us your design.' The nice thing about digital is that you can take anything and make it into laminate. It doesn't matter what the medium is. If it was a painting, watercolor, photography or graphic design, as long as you can send us a copy of that artwork, we can scan it or turn a digital artwork into laminate. And then we put that on the Penny tables."

SurfaceWorks planned to use those Penny table designs for its NeoCon showroom. Even though the show was canceled, fans of the contest still can view the winning designs online at the SurfaceWorks website. **BoF**