



[Press Contacts:](#)

Ron Hernandez, The HON Company
HernandezR@honcompany.com
563-272-7083

or

Chris Irvine, The Integer Group
cirvine@integer.com
515-247-2895

NEW PURPOSE™ SEATING BY THE HON COMPANY: BREAKTHROUGH DESIGN DELIVERS COMFORT AND SUPPORT FOR ANYONE, ANYWHERE

(CHICAGO, IL – JUNE 10, 2013) — Workplaces are going through a monumental change as workers break traditional habits to embrace collaboration, new technology and healthier office environments. To address these needs, The HON Company is introducing [Purpose™ seating](#) — one of the first mid-market chairs designed with advanced ergonomics engineered to enhance collaboration and embrace modern business practices.

With only a single adjustment for seat height, Purpose’s innovative YouFit™ technology is engineered to intuitively respond to each user’s body, making it ideal for environments where many different workers may use the chair during a typical workday. This advanced technology makes Purpose a great choice for shared workspaces, community spaces, conference rooms and training areas.

“Every element of Purpose was designed to flex and adjust to each person who sits in it,” said Mark Rounfort, vice president of product design and development for HON. “It adjusts to their posture, their weight, their movement. Companies searching for a seating solution that’s ready for anything and anyone will find that in Purpose.”

HON partnered with world-renowned furniture designer Marcus Koepke on the innovative Purpose design. Koepke’s idea was to decouple the traditional office chair where the chair’s back and seat are connected. Koepke’s groundbreaking design incorporates the individual person sitting in the chair to become the link between the chair’s seat and back — creating the perfect balance for each user.

“When you actually sit in the chair, that’s the first time the back and the seat have to respond to each other. They’re not responding to anything mechanical, they’re responding to you,” Koepke said. “It’s designed to move with you so it relieves pressure

when you move. Pressure is everything. When you're sitting in a typical office chair where the seat and back are connected, just that little pressure over long periods is enough to make you sore. Purpose delivers a personal fit so everyone experiences immediate comfort and support.”

Three Distinct Flex Zones

The independent seat and back design of Purpose delivers a personal fit and continuous support through three distinct flex zones:

- Back support – The first flex zone responds to user movement to deliver constant back and lumbar support.
- Back recline – The second zone facilitates back recline.
- Seat flex – The third zone flexes to evenly distribute pressure points in the seat for enhanced comfort.

Versatility Through Simplicity

Purpose is rated to 300 lbs. and is designed to accommodate body types from the 5th to 95th percentile of workers, making it an ideal choice for almost everyone. Purpose is available as a task chair or task stool and offers fixed, adjustable or armless design options. Frame finish options include Platinum or Onyx. Seat and/or back fabric options include: Glacier, Cerulean, Olivine, Tomato, Berry, Poppy, Tangerine, Caramel, Morel, Espresso, Frost, Iron Ore and Black. Purpose has achieved BIFMA level 2 and SCS Indoor Advantage Gold certification, making it better for the natural environment, and its innovative design includes fewer parts to make it easy to disassemble and recycle. Plus, it's built to withstand the wear and tear of high-traffic spaces. Purpose is backed by the HON Full Lifetime Warranty, ensuring a worry-free ownership experience.

Purpose is the newest seating line from The HON Company and was introduced at NeoCon 2013. To learn more about Purpose, or about The HON Company, visit www.HON.com/purpose.

###

About The HON Company

Inspired by practicality and invested in understanding the needs of its customers, The HON Company strives to establish meaningful connections resulting in product solutions and customer support that exceed market demands. As a leading designer and manufacturer of workplace furniture including chairs, storage, panel systems, tables and desks, HON's commitment to serving its customers is rooted in reliable performance and a member culture that is approachable, confident, smart, and ready to serve. Headquartered in Muscatine, Iowa, The HON Company has numerous manufacturing facilities strategically located throughout the United States, and markets its products through a nationwide network of loyal distribution partners. The HON Company is the largest operating company of HNI Corporation, the second-largest office furniture manufacturer in the world (NYSE: HNI). For more information, visit hon.com.