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*Cover Image by Indiana Furniture,
article on page 16*

More than a Desk: TODAY'S INDIANA FURNITURE

Delve Magazine Celebrates the Best of 2023





More Than A Desk: Today's Indiana Furniture.

Indiana Furniture is synonymous with wood casegoods. It's been that way for nearly 120 years. When it comes to craftsmanship and quality, this small, Midwestern company has made a big name for itself. So when the design calls for veneer desks, it's no surprise Indiana instantly comes to mind.

But if that's all you think of them for, you're missing out. I encourage you to take a second look. A fresh look. Take a moment to be in awe of how they've expanded their portfolio, their designs and styles, and, really, their overall diversity to effortlessly outfit today's working landscapes. You won't be disappointed.

"We've propelled our development efforts over the last three to five years," says Mike Blessinger, Vice President of Sales & Marketing for Indiana Furniture. "We know how to lay up beautiful veneers and inherently have the craftsmanship and state-of-the-art technology to manufacture industry-leading, sustainable casegoods.

However, it's about more than a desk. It's about how all the products and accessories come together to cultivate a workspace. A place with smart design, that sparks creativity, and fundamentally enables productivity for the users. That's where it's at, and that mindset is at the heart of our portfolio."

With over 40 new development and enhancement projects in a handful of years, Indiana Furniture has managed to quickly broaden their offering with relevant solutions. Working with external designers and forging new partnerships has created a steady stream of concepts, many of which they've brought to life and have launched much faster than in a traditional development process. Their largest focus has been on seating and the strategic partnership they formed in 2019 with Edge Design, a UK-based company with over 50 years of experience in ergonomic, task, and upholstered seating, has garnered many of the new additions, including the Spirit, Runna, Natta, and Polka lines, among others.



Other new seating series, like Plush, KickStart, Fifteen Lounge, and Bakerstreet, as well as enhancements to Isla, help to round out their soft seating with more residentially inspired and collaborative options that elevate both design and comfort, while additions like Gleem+ further the company's reach into healthcare and education markets with high occupancy, bariatric, and patient room solutions.

They've only begun to strengthen their task and ergonomic seating, enhancing their popular mesh-based Joy line, which boasts a 400lb occupancy rating across every model, to now include task-focused stools and fully upholstered backs. More recently they launched the Rockstar series, providing ultra-comfortable options within the chair's ergonomic sleek form – a huge hit at NeoCon this year.

But for Indiana Furniture it's not just about adding lines, it's about bringing products to market with purpose.

"We've been very thoughtful in our approach," Blessinger explains. "We diligently understand how potential ideas fill gaps in our offering, solve needs in the marketplace, fit with current working trends and office configurations, and integrate with other products. From there, we assess manufacturability and pricing competitiveness, and, of course, they must pass our stringent safety, sustainability, and durability standards. Ultimately, it's all about functional design and appeal."

Beyond seating, Indiana Furniture has also placed focus in other categories. Square One was introduced to provide a clean, simple way to create space division, add functionality, and integrate architectural design. Fifteen Pods came about to balance openness and privacy for workers, and was designed around the science of acoustics. Catalyst and Strut tables came to market earlier this year and both provide wide-ranging sizes, materials, and options to outfit any meeting or huddle application.



Canvas Gesso

And through it all they haven't let their attention to fine casegoods waver. Over the last few years they have introduced Canvas Reception—a versatile, laminate line to welcome customers in an inviting and forward-thinking space, Iconic—a modern line with the ability to lean toward Mid-Century design, Studio—boutique elements within their popular Canvas and Gesso series, and a variety of enhancements and unexpected details across multiple lines, including integrated and modular height adjustability, magnetic glass marker boards, soft-close doors and drawers, dove-tail drawer construction, grain direction options, new pulls, and more.

In tandem with launching new products, Indiana Furniture is constantly reviewing their surface materials and textile partners to ensure a comprehensive palette—one that complements their entire portfolio and affords designers complete freedom to create the environment they imagine. Just this year, eight new laminates and four new veneers, along with coordinating seating finishes,

joined the already vast program. They also introduced acid-etched glass tops with their Catalyst tables line, creating must-have statement pieces.

I would be remiss to not also mention their deep commitment to the environment and a more sustainable future. All of Indiana Furniture's product series—100%—are BIFMA level®, BIFMA Compliant®, TSCA Title IV, GSA, and Indoor Air Quality certified, as well as contribute to the LEED® and Green Globes® programs. One of the company's notable efforts is with their proprietary UVAdvantage topcoat finish, which is utilized across their entire casegoods and tables offerings. This UV topcoat obtained a perfect score in independent testing for durability and utilizes processes with reduced air pollutants and a system to recapture and reuse excess finish. These green initiatives mixed with Indiana Furniture's known quality equals products that were built to stand the test of time and reduce our carbon footprint.



What's on the horizon for Indiana Furniture? They say this is only the beginning of what's to come. Stay tuned for even more introductions launching in 2024 and beyond, including a new stacking, multi-purpose chair line, guest seating and lounge additions, and a highly collaborative solution that's on point for today's flexible environments.

To experience what Indiana Furniture is all about, check out their website at IndianaFurniture.com, see their products firsthand at one of their thirteen showrooms, search their entire green line at ecomedes.com, or simply give them a call at 800.422.5727.

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