



perspective

GLOBAL

2009 edition

Hello Boston!



GLOBAL Opens Its 30th Showroom in the USA

Intended as a specification tool for the A&D community and a greater product resource for existing contract dealers, GLOBAL was pleased to open its 30th US showroom in Boston. Located directly across the street from the Boston Design Center, the new space is considered as a Showcase Showroom. To create these spaces, GLOBAL continued its partnership with STUDIOS Architecture, known for their strength in both showroom design and branding. While STUDIOS focused primarily on the conceptual architecture of the voluminous space, GLOBAL's design team concentrated on the visual product display and visitor experience.

The architectural design concept was conceived by Greg Keffer, Principal and Marnique Heath, Associate Principal of STUDIOS. Oversized geometric architecture and sweeping arced walls help define the space while keeping private areas intimate in nature. The general showroom area allows height to come into play with custom sheer panels suspended from the ceilings to define each casegoods vignette. Products throughout the space are grouped by function and type.

The new showroom was always intended to emphasize the corporate GLOBAL tagline "value is always in style." With beautiful, clean and expressive architecture, each product has a purpose within the overall display. Many of the 300+ guests attending the September Grand Opening Event were first amazed by the space, but also commented that the products never looked so good. One guest even suggested that the products seem to take on a dynamic, inviting personality within the space.



A MESSAGE FROM GLOBAL

As we enter a new year, we proudly look back at some memorable moments from past months. In recent past, Global received terrific response to many new products, with special awards bestowed upon us for ASPEN, KATE, OBUSUltraFORME, and CITI TABLET. All of us in the Global Group are still elated to be awarded the 2008 WORKPLACE FURNISHINGS SUPPLIER OF THE YEAR AND MANUFACTURER OF THE YEAR by OFDA for the second year in a row! Please know we could not have achieved this very special honor without YOU – our loyal dealer network.

While optimism may not be the overall feeling at times throughout our nation, we are preparing for exciting times ahead with our continued commitment to offering design oriented products at affordable prices. Over the coming months, we will launch several new seating products in addition to a greatly expanded lineup of casegoods and filing. We will also continue to utilize our flexibility and unique approach to product development by relying on the talents of our own Global Design Center, Global Engineering Department, Zoey Chu and his team in Grand Rapids, as well as other talented individuals located in North America and throughout the world.

Global continues to automate and improve efficiencies within our manufacturing facilities located in North America; however, we have also continued to strengthen our supply chain from Asia and other parts of the world. Our OFFICES TO GO division, which consists of many products manufactured in both our North American and Asian facilities, will be continuously updated with competitively priced, uniquely designed products. We are very much aware that you continue to face many challenges from our competitors, both local and abroad, and we feel more confident than ever before that we can compete and excel in today's economy. Our North American manufactured products, together with our globally sourced products, will provide you with arguably the broadest product offering available within the office furniture industry today.

To help support this tremendous product offering, we will introduce our largest printed catalog this year. It too has grown in size! Bigger, brighter and more informative than ever, we are confident it will be one of the very best sales tools available in our industry.

Finally, we remain committed to you, our loyal Global dealers. We value the strength of our relationships and we know that we can count on each other during these times. We will always be there to support you and to deliver quality, design oriented products at affordable prices. As always, we sincerely thank you for your loyalty and support throughout the past.

14001 Registration

GLOBAL is pleased to announce its ISO 14001 registration in its continued efforts toward supporting sustainability. The International Organization for Standardization created the ISO 14001 Environment Management System Standard to encourage companies to protect the land, air and water. GLOBAL's green line of products, EVOLVE FURNITURE GROUP, has been in compliance since 2003.



Manufacturer of the Year



GLOBAL DOES IT AGAIN!

For the second year in a row, GLOBAL was presented with the highest and most prestigious award by the Office Furniture Dealer Alliance (OFDA) - MANUFACTURER OF THE YEAR – GOLD.

The annual OFDA Dealer's Choice awards are presented to aligned and non-aligned manufacturers for their commitment and outreach to the dealer channel. The winning manufacturers were determined by the results of the Association's sixth annual OFDA Dealer Manufacturer Satisfaction Index Survey, a dealer poll designed to recognize best of class performance and topics of concern for the dealer community.

The survey asked dealers to evaluate up to four of their manufacturer business partners in various key categories including training, product lines, service and support, sales and marketing, management, and technology.

GLOBAL wishes to gratefully acknowledge the record number of contract dealers who participated in this year's survey and sincerely thank them for their continued support & dedication to GLOBAL's products and programs.



Awards

Aspen™

Featuring a slim profile and clean, crisp European detailing, Aspen is a desirable solution for everywhere in the modern office. Appreciate the comfort and contemporary styling that gives Aspen its timeless appearance.
2008 - Platinum ADEX Award for Design Excellence.
2007 – Silver Innovation Award at IIDEX NeoCon 2007



Obus Ultraforme™

OBUSUltraFORME features a Synchronized Glider mechanism which incorporates the benefits of many chair mechanisms into one. The Synchronized Glider mechanism provides a dramatic gliding/tilting action, setting the standard for seating comfort and adjustability.
2008 – Platinum ADEX Award for Design Excellence.



Kate™

Fashion enters the workplace with this contemporary yet retro seating series. KATE seating is ideal for conference and meeting room applications as well as for general seating around an office.
2007 – Bronze Innovation Award at IIDEX NeoCon 2007



Citi™ Tablet Arm

The CITI series with a Tablet Arm is a new addition to the collection. The Tablet Arm extends the functionality and exceptional value of this collection. Ideal for reception settings, WI-FI lobby areas and presentation environments, CITI Tablet provides a rotating right or left handed work surface to support laptop & PDA use and memo writing.
2007 – Bronze Innovation Award for Design Excellence



NeoCon World Trade's Fair



Architects, design firms, dealers, marketers, and manufacturers, once again gathered this year at the biggest industry tradeshow for NeoCon 2008. The event was held June 9th through 11th at the Merchandise Mart in Chicago.

After brainstorming, GLOBAL decided on a "Chocolate" theme to coincide with the introduction of new brown hue finishes. About a month before the event, GLOBAL sent out scratch-and-sniff chocolate scented invitations to its annual Monday night cocktail party, attended by approximately 400 guests that included architects, designers, and other industry types.

The "indulge in everything chocolate" theme was carried out to the fullest extent. A buffet table of desserts included rocky road brownie bites, handmade truffles, and fondue in flavors like rose-scented white chocolate and cayenne-laced milk chocolate. A four foot tall chocolate sculpture, shaped like a cherry blossom branch studded with edible flowers served as the centerpiece. Two bars served specialty drinks such as bright blue vodka lemonade and a white chocolate martini served in a blue cocktail glass. The chocolate theme was also carried throughout the three days of NeoCon. Guests were given sweets while visiting the showroom and ground-up cocoa beans were strategically placed throughout the showroom to emit a chocolate fragrance.

GLOBAL introduced several new products, including Kate, Citi Modular and Tablet, Sirena Tablet, Caprice on Casters, Ride Executive, Ride Lite and Alero Fully Upholstered Seating along with Meeting and Wind Round and Café Tables.



Global on The Big Screen



Blockbuster hit MAX PAYNE starred many of GLOBAL's own celebrities, including:

WIND lounge chairs (in Allante) • CITI lounge chairs
SONIC all-purpose stacking chairs • BUNGEE tables
METRUS Seating • 9300 SERIES FILES (100 of them!)

The movie was filmed in Toronto Ontario and featured approximately \$100,000 of GLOBAL furniture. For those of you that may have seen the film, you know that many of these products were either shot full of bullets or actually blown up throughout the movie. All part of the movie making process in an action/adventure film.

Global Website - Image Library



The GLOBAL website has added an important feature – a full IMAGE LIBRARY. This valuable resource includes .jpeg images of most of Global's Desks, Tables, Seating, Filing and Accessories. It's easy! - just find your desired image, right click and save it to your computer. Images are then ready to use for onscreen viewing purposes such as PowerPoint Presentations or Emails.

For print quality images please contact the GLOBAL Marketing and Design Department.

NeoCon Canada/IIDEX

IIDEX/NeoCon Canada 2008 was Canada's biggest design event of the year! With over 15,000 attendees and 400 exhibitors, this year's show celebrated the best of design with style and innovation.

The Global Group exhibited settings for 'Today's Collaborative Work Environment' and we are pleased to announce that the new Princeton casegood product from Global Upholstery was awarded Bronze recognition under the category of Furniture.

Changing demographics in the workplace have resulted in changes in office furniture requirements. Generation X & Y employees are familiar with social networking and are comfortable working in an open, collaborative office setting versus a traditional workstation.

In response to these emerging trends, and to accommodate changing work styles, The Global Group launched new enhancements to Viceversa Bridges. Versailles from the Descor Collection was shown in environmentally friendly, Oak & Latte Walnut finishes. A brand new Filing Storage product named Kargo, plus Sirena with tablet, and Graphic seating were also on display.



New Products

Ride™ Executive



Ride offers a smooth synchronous tilting action that allows constant contact and support for the user's body. Ride Executive, features a sophisticated adjustable headrest. There are two back types to choose from, fully upholstered or a mesh sling style.

Kate™



Fashion enters the workplace with this contemporary yet retro seating series. KATE seating is ideal for conference and meeting room applications as well as for general seating around an office.

Diplomat



Diplomat offers a contoured seat and back, accented by wood arms and base, providing comfort and classic styling.

Alero™



Designed as a complete ergonomic line with five mechanisms and two back heights, Alero takes care of the needs of an entire office. Models featuring upholstered back cushions creative further versatility with this series.

Auburn™



Auburn provides transitional seating for the modern office. This model maximizes style and comfort while providing durability and quality.

Citi™ Modular



The CITI collection offers an architecturally compact design that will solve space issues as it adds a modern, contemporary feel to any office environment. Upholstered components can be rearranged to meet the changing needs of today's office interior. Modular components consist of two seaters, three seaters, connecting corner models, as well as benches and ottomans.

Citi™ Tablet



The CITI Tablet Arm extends the functionality and exceptional value of this collection. Ideal for reception settings, WI-FI lobby areas and presentation environments, CITI Tablet provides a rotating right or left handed work surface to support laptop & PDA use and memo writing.

Sirena™ Tablet



Sirena's gently sloping curves make a welcoming statement for reception areas. Sleek yet subtle. Graceful yet sharp. The Tablet Arm extends the functionality and exceptional value of this series. Ideal for reception settings, WI-FI lobby areas and presentation environments, Sirena Tablet provides a rotating right or left handed work surface to support laptops or for PDA use and memo writing.

9700 Series



The 9700 SERIES features two, three and four drawer heights all with FIXED drawer fronts. Five drawer models also provide a receding drawer front on the top for convenient storage of binders. The seamless welded corners ensure lasting strength and durability.

CHAIRS WITH CASTERS

Caprice™



With its unique curves, round tube frame and wide seat design the CAPRICE guest seating series distinguishes itself from the traditional "box" styles of the past and is really making a presence in today's modern office.

Supra™



A caster model makes this already light weight chair even more accessible to move between various office areas. Supra with casters offers complementary and coordinating solutions for office guest seating, as well as for meeting and multi-purpose rooms.

Twilight™



Twilight features a large flared back design available in upholstered and wood veneer versions. Upholstered seats are made from a high density Ultracell foam that provides exceptional comfort and support all day.

Twilight™



Twilight with casters features a round tube frame and a fully upholstered seat and back. Welded corner brackets provide additional reinforcement.

GLOBALcare - New Products and Brochures



GLOBALcare announces the addition of five new Wood Seating Series - DESMOND, KENSINGTON, SAVANNAH, PHOENIX and BIRMINGHAM. All of the series are unique and offer a different style that will complement any setting.

Six new Brochures - CAREFLEX, JANNA, WELLNESS, WIND, YORK and SONOMA ACCESSORIES have been produced for your use and feature exciting new photography.

Offices To Go

Offices to Go provides exceptional sophisticated styles for the budget minded business to purchase high quality furniture at the right price. Offices to Go has both Seating and Desking series.

Seating to Go offers exceptional comfort and style while maintaining a value conscious approach to seating. Choose from MULTI-FUNCTION, TASK, MESH, MANAGEMENT and LEATHER (Executive) seating to complete your office environment. All Offices To Go chairs are manufactured exclusively in certified factories and have been tested to ensure compliance with all applicable industry standards. You can sit more comfortably knowing you have selected a quality product from Offices To Go!

Desking to Go offers a "Superior Laminate" desking system. This product offering emphasizes clean contemporary styling and "superior" construction. Numerous features make this desking product the ideal "superior" solution for all office requirements. The "Superior Laminate" desking was designed with your needs in mind to provide years of practical desking solutions.

