

THE HON COMPANY: PRACTICAL AND PROFESSIONAL



A CASE STUDY IN KNOWING OUR CUSTOMERS

The HON Company today is the country's largest provider of office furniture to small and medium-sized businesses. We're widely recognized for having the broadest line of durable, functional, practical, and professional office furniture — from storage files to seating, desks, panel systems, and tables — and we're admired for bringing it all in at a competitive price.

As tough as it is to become a leader, it's even tougher to hold on to the lead. To do it, we're working to know our customers better than ever, and to continually respond to their evolving needs. We've come to understand that our customers want the same reliable and affordable furniture they've always wanted from us, but with a twist: greater choice.

Over the past three years we've raised the bar in terms of design and aesthetics. We create design that is beautiful without being intimidating or pretentious; design that provides complete workplace solutions with a value-added contemporary twist of color, or fabric, or function.

For example, our award-winning Perpetual® Series of seating and desking products is made of wood, steel, and laminate, and offers a range of finishes. Other innovations include combined seating and file storage, combined organizer tray top and file storage, and mobile marker boards. In short, our

brand's aesthetic drive is way up, while our price and functionality remain absolutely consistent and true to expectation.

One customer, an office manager of a Chicago-based manufacturer, is exactly the kind of end-user we're looking for. In addition to her other responsibilities, she's in charge of ordering furniture for her 65-person firm — and she knows exactly what she wants. "I don't care how many times you tell me your product is comfortable," she says, "I'm the hands-on type, so I have to touch it, sit on it, and see it myself. I looked for chairs that had great back support, good casters to roll around on, adjustable arms, backs, and seats, and generous width — but didn't cost a fortune. I also wanted them to look good and wear well. I don't want to have to buy replacements any time soon. All in all, HON was the brand that fit the bill."

Making our customers happy, productive, and satisfied is the focus The HON Company is all about. We're committed to staying on track, focusing on customer needs, and building a brand — and products — that will last for generations.