



Keilhauer Receives Four Awards for GOOD DESIGN

Keilhauer's Ellaby, Swurve and Division Twelve line have been recognized with 2020 GOOD DESIGN awards. Ellaby, a two-seater with an accompanying ottoman, and Swurve, a carbon neutral office chair, were two of the recipients of the prestigious award program. Division Twelve, a collection of bent metal furniture acquired by Keilhauer in 2019, was also recognized with two GOOD DESIGN awards.

"This is the sixth consecutive year we have received the esteem of GOOD DESIGN," said President Mike Keilhauer. "We are very proud to see our contract designs be so well received."

The Ellaby two-seater features a high, enveloping back and provides privacy. Its molded cushions offer comfort, while a slight forward posture makes it multi-functional. It encourages relaxed alertness — perfect for taking calls, writing notes, reading or quiet conversation. Easily mobile and complementary, it can be paired with any lounge seating to kick your feet up and take a much-needed break. The collection was designed for Keilhauer by the design trio EOOS.

Swurve is Keilhauer's first carbon neutral office chair that features flowing lines and contained proportions. Designed by Canadian designer Andrew Jones, it's an elegant solution for all office spaces, bringing an organic feeling into the room with its sculptural design details. As Keilhauer's first carbon neutral product, Swurve has been a project of passion for the company's Design for Environment team. Keilhauer took every possible step to reduce carbon emissions: from sustainably sourcing materials and responsible manufacturing, to a carefully planned end-of-life and recyclability plan.

Division Twelve was recognized by GOOD DESIGN in two categories: graphic design and furniture design. Designed by Geof Lilje, Samuel Pettersen and Scott Laughton, it is an evolving collection of 10 bold pieces that are versatile and fully recyclable. Division Twelve partnered with the design firm Cossette to develop a brand identity for this line of furniture. The resulting visuals incorporate subtle but effective design details (such as scaling and color blocking) to ensure a brand presence without ever feeling iterative. The designers were Luis Coderque and Mark Neil Balson of Cossette Toronto. **BoF**

PRODUCT SPOTLIGHT

Trendway Introduces Elea

➊ Trendway has launched Elea, an innovative task chair designed to kinetically move you. Its distinct aesthetic originates from a suspended seat pan that promotes micromovements and energetic motion, allowing users to continuously move while seated.

"The addition of the Elea chair exemplifies our commitment to leading engineering and design solutions," said Mark Rhoades, president, Fellowes Contract Interiors. "We are leveraging our internal sophisticated engineering and design capabilities across all product categories to create new and better solutions for our customers."

Engineered and designed by Horizon Design, the in-house Fellowes Brands industrial design team, Elea features patent-pending Omni-Kinetic suspension technology with four industrial-grade alloy steel rods to form a load-bearing support system for the suspended seat pan.

"People sit in different ways all day long," said Rob Day, executive vice president of customer experience, Fellowes Contract Interiors. "We are built to move. Elea supports our natural tendency to sit in different positions. Once you sit in the chair, the chair will move with you."

With traditional task chair features built in, such as tilt lock and height and tension adjustments, Elea lets users customize their ergonomic settings. Elea is available for order through more than 350 Trendway dealer partners across the United States and Canada. **BoF**

