

Who We Are and What We Stand For



Contents

01

Our Position Statement

Who We Are and What We Stand For

02

Our Design Philosophy

Utility. Simplicity. Beauty.

03

Our Environmental Stance

On Being Naturally Sustainable

01

Who We Are
and What We
Stand For

**Humanscale designs
products for people. At work.**
What sets us apart?
And defines us?

Three simple things...





01

Who We Are
and What We
Stand For

- 1. Superior Performance**
- 2. Effortless Operation**
- 3. Excellent Quality**

01

Who We Are
and What We
Stand For

Superior Performance

Humanscale products outperform their competitors. Period. Our insistence upon superior performance is central to our identity. It means we will not put any product into production that does not possess a clearly demonstrable performance advantage. We achieve superior performance by designing in accordance to how people actually work—how they sit, type and move at their desks. People don't contemplate the physical relationship of their body to objects, or think about their posture when sitting. So we design our products to think for them. Our products react to their movements. And adjust to their bodies—instead of the other way around. The result? Unsurpassed comfort.





01

Who We Are
and What We
Stand For

Effortless Operation

Our commitment to ease of use is absolute. Our products may look familiar, but they function differently. Intuitively. There's no learning curve for the user. Our design philosophy ensures that any user—short or tall, light or heavy, novice or veteran—can immediately operate our products without having to consult an instruction manual. People don't have to worry about whether or not they've set the controls properly because in most instances, there aren't any controls to set. The result is effortless operation.

01

Who We Are and What We Stand For

Excellent Quality

We are driven by excellence. From our keyboard supports to our task chairs, we stand as the premium brand in every product category we enter. Cost is never allowed to compromise our work. We demand the highest quality at every level, no matter how seemingly insignificant the part. We ensure the integrity and quality of our products by custom-designing and manufacturing our components to the highest standards possible. All of our products are designed for rigorous use and maximum durability, and most are guaranteed for life.



02

Our Design
Philosophy

Utility.
Simplicity.
Beauty.
(in that order)



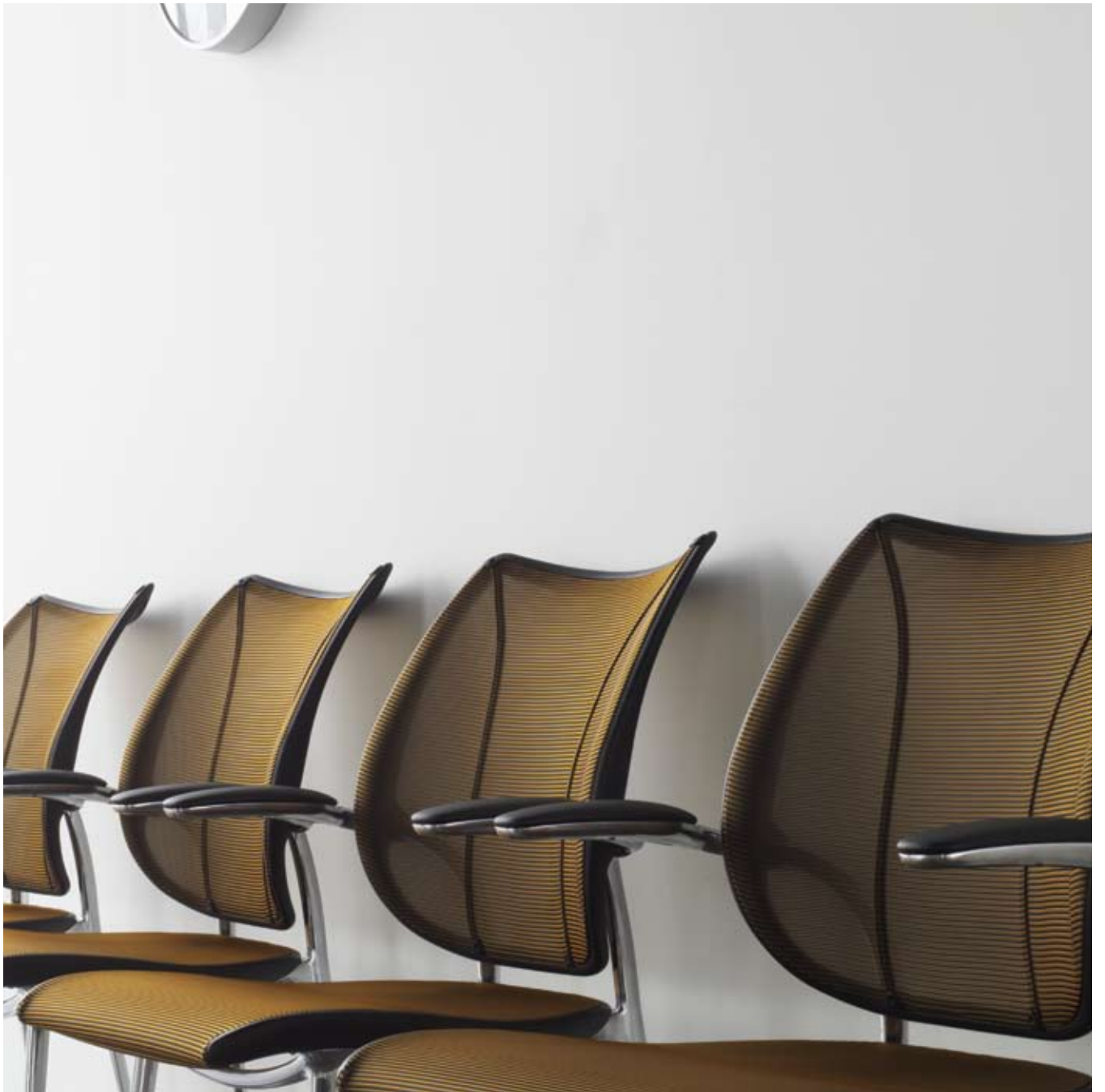


Absolute Utility

Humanscale elevates utility to the highest level possible. It forms the core of our product philosophy. Humanscale products embody a substantially higher level of functionality than their competitors. Our reputation is based upon being better—much better. Our dedication to utility defines the work we do. It drives our identity. It guides our thinking and sets our goals. When conceptualizing a new product, our first questions are: What is its purpose? What problem will it solve? And how will our product accomplish its task more effectively than any other product that already exists?

Elegant Simplicity

Our commitment to simplicity is manifest on two levels—simplicity of design and simplicity of operation. In our world, the latter issues from the former. We believe less is best, and that the highest level of utility is achieved through simplicity. This often makes the design process longer and more difficult. But distilling complex functions into their purest forms is our passion. As a result, many of our innovations are invisible. In some cases, they are supplied by the user, like weight and movement, allowing gravity and physics to do the work of knobs and levers. In every case, our products utilize the fewest parts possible and are easier to use than similar products.





02

Our Design
Philosophy

Timeless Beauty

Humanscale has an aesthetic all its own. We never design with beauty as our ultimate goal. And we will never compromise functionality for the sake of appearance. By approaching our work honestly and never pretending to be anything other than what we are, we have forged an aesthetic that is original and timeless. We believe great design begins with function, and that the designer must allow the form to flow from that function while minimizing complexity. It takes exceptional talent to manage this process in a way that creates honest and timeless beauty. Like the gleaming latticework cables of the Brooklyn Bridge, the beauty that can result is beyond trends or fashion. It is a beauty born of utility that epitomizes simplicity.

Naturally Simple

It's in our nature to be environmentally friendly. Our simplicity of design complements our commitment to sustainability. For instance, by using the sitter's body weight to operate our chairs instead of heavy, complex mechanisms, we minimize materials, energy use and waste.



03

Our Environmental Stance

Our products use the fewest materials possible in the smallest quantities possible.

Our products use the highest percentage of recycled and recyclable materials possible.

Aesthetically, our products are designed to be timeless, so they'll never be thrown away for going out of style.

Our products are built to last a very long time.





