



T 800.767.5374  
F 888.484.5786  
www.three-h.com

**Three H Furniture Systems Limited**  
156462 Clover Valley Road  
P.O. Box 1029  
New Liskeard ON POJ 1P0

## **Workshelf™ Signals a New Office Furniture Future**

*New design partnership changes private office and open plan system thinking with intended architectural notions and appeal*

### **FOR IMMEDIATE RELEASE**

(Monday, June 13, 2016) Chicago - Today, Three H launches Workshelf™, a stylistically new and function-forward office furniture case good for both private offices and open plan.

### **Focused, Playful, Sophisticated:**

Workshelf is an aesthetic breakthrough for the North American office. Asymmetrical cabinetry, cantilever shelving, elegantly crafted legs, support structure and drawer pulls generate an authentic fresh look for office environments: The energized yet focused meeting-office (Image 1 - with Keilhauer Cahoots lounge seating). The playful and shared open plan office (Image 2). The formal and sophisticated private office (Image 3).

Featuring Powershelf™ - a proprietary steel support structure channeling power and data to multiple, arms-reach locations for each user - Workshelf supports the adaptive yet personalized nature of today's fast moving, plugged-in individual. With a span of up to eight feet without center supports, Powershelf provides a floating spine of embedded connectivity.

The result is a progressive new vision of forms and functions.

### **Beyond Benching, Rareness in Design, Value Pricing:**

Workshelf was conceived around three objectives:

The first was to create a desking system spanning the open plan and private office that marries the clean lines of benching with the privacy and storage options of a panel system - a future trend being driven by the design community and their clients.

The second was to design a new leg and support structure that is multi-functional for desking and tables built on the Three H tradition of hand crafted solid wood detailing. Ultimately to create that rareness in design and quality that is immediately recognizable.

Probably the most challenging and third goal for the team was to achieve these objectives at a price point that makes the furniture accessible to a broad market at value price points.



### **The Power of Design, Times Three:**

Internationally acclaimed designer Mark Muller (most recognized for his Vox system at Neinkamper) partnered with Jean Bourassa (Best of NeoCon award winning industrial designer) and the Three H team to bring this vision to reality.

“The synergy created was extraordinary. Mark’s international level of relevant experience in office furniture was a perfect fit with Three H’s brand philosophy of bringing craft ideas to the contract marketplace”. Say Jean Bourassa, VP of Product Development.

By bringing Mark Muller to the team to design a unique leg, of crafted solid wood or aluminum, and worksurface understructure, Three H’s intention was to extend design aesthetics and engineering to the highest level in the industry.

The result is a dynamic leg design of singular elegance and flow.

The solid wood leg can be stained in 11 finishes or three painted aluminum colors. Drawer pulls are a matching design in the three solid colors plus brushed aluminum. The worksurface support structure is available in two solid matte colors. Height adjustable worksurface options are also available.

Four new organically inspired worksurface shapes were also developed in knife-edge to work seamlessly with the new leg design. Three new laminate finishes, four high-gloss acrylic scratch-resistant colors and five new HPL accent colors were added to further extend Three H’s industry-leading 36 in-house standard laminate finish and color options.

### **Power is Power**

Team leader, Jean Bourassa, specifically took on the challenge of creating the central steel shelf support that carries power/data, and provides for direct user connectivity access.

Powershelf™ became the object of new thinking and innovation. The proprietary design is discreet, elegantly simple and directed to multiple and expected locations. The functionality is impressive, with power access for the user directly into the sides or top of Powershelf and extending out to the worksurfaces as well.



### **Purpose Driven, Individual and Shared Storage Essentials**

The design team extended the notion of working with a primary power shelf by building creative storage and open access components within additional shelving above the Powershelf. The stacking and layering of Workshelf individual and shared storage modules within the two-inch shelves became a signature element of the product line.

The cantilever and open asymmetrical shelves offer freedom to place items and objects in an orderly but creative fashion. Workshelf storage includes: Hanging cabinetry with lock options is a personal spot to secure PDA's, phones, tablets etc.; storage cabinets can be arranged in a shared fashion with with the option of four new colorful acrylic fascia; book and binder slots offer arms reach flexibility; paper trays are a nod to the in-out baskets of traditional offices and smoked acrylic privacy dividers offer a handsome design touch.

Each feature has been developed within a set of standardized components making it easy to specify. The ability to arrange them in various and shared configurations make it highly personalized and uniquely functional for a variety of work tasks. The result is an architecturally engaging workplace that adapts to the ever-evolving needs of individuals.

### **Craft-oriented, Authentic and Accessible**

"It was key that we develop this progressive functionality and beautiful aesthetic at an accessible price point for the mass market. The Three H brand stands for the best in design, quality and value. We have achieved that goal in Workshelf", says Roy Dittmann, President of Three H.

The design team recognized the growing demand for integration of lounge seating elements within workplace groupings and in private office areas. A conversation between Mike Keilhauer, President of Keilhauer and Gary Hierlihy, VP of Sales & Marketing at Three H, led to an initiative to demonstrate the capabilities and strengths of both companies by showcasing an effective and attractive grouping of lounge seating and case good.

Three H one inch panels were cleverly re-engineered to provide spatial connectivity between, and privacy within, the lounge seating and case good elements. The strengths and focus of both the Keilhauer and Three H specialized brands add a rare and bespoke element to the overall office.

"We really set out to create a furniture future", say Gary Hierlihy, VP, Sales & Marketing. "We wanted to re-invent the approach to office furniture and move forward with new products and new thinking that inspires aspiration among our customers. Workshelf once again demonstrates Three H's leadership in design."



***About Three H Office Furniture***

Built on a tradition of European craftsmanship combined with innovative technology, Three H has been crafting office furniture that bridges the gap between custom and mass for more than 35 years. Three H's unique design process gives clients the advantage of a tailored solution, but without the delays and high costs typically associated with going custom.

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For more information contact Gary Hierlihy, VP Sales & Marketing at:  
416 573 6977 | [g.hierlihy@three-h.com](mailto:g.hierlihy@three-h.com)