

Spot Light

The Smart Office Revolution

Featherlite has developed a range of office furniture that will satisfy all the requirement of a smart office design. BY ALYSSA LOBO

Smart offices have been touted as the future of commercial spaces for a few years now. Smart offices make it easier for employees and customers and increases their ability to stay connected through the use of technological tools and solutions.

A defining characteristic of modern day workplaces is that they rely heavily/wholly on information technology and use very little or practically no paper. Thus a smart office is one that ensures optimal and effective utilisation of physical infrastructure and IT resource.

The commercial real estate scene here in India has witnessed a phenomenal growth over the last few years resulting in huge office floor places being taken up.

We are also witnessing a lot of global players increasing the competition by their presence here in India. As the economy is currently opening up this has led to a greater influx of startups mushrooming thereby leading to a larger demand for furniture.

However most of the multinational brands who have set up shop here in India are yet to catch up in terms of smart design since they are under the cost pressures of the market here in India, hence the designs and product offerings are entirely different from the ones sold in the American and the European markets.

In response to this, Featherlite has taken note of various environmental and ergonomic factors reflect in the design of their products. The products are certified for BIFMA, ISO 14001 and 18001. EMS and OSHAS.

Featherlite, established in 1965 is a leading furniture manufacturer in India, providing complete office



The 'Optima' chairs for the Mercedes Benz R&D centre were selected keeping ergonomic parameters and precision finishes in mind

solutions across all segments of the market.

"As organizations grow, they even outgrow the existing workspaces and move on to newer spaces, our modular systems are designed to be reconfigured and laterally upgraded at a later point in time. This enables to refurbish the existing offices at a much competitive price point in a price sensitive market like ours", says Manohar Gopal, Managing Director of Featherlite.

Featherlite had supplied over 7000 chairs during the growth curve of Mindtree which had served them for over 15 years in

the most demanding conditions including 24/7 operations. Keeping abreast with the latest ergonomic preferences, Mindtree decided to replace these chairs and this time around it was a democratic method of selection involving sample chairs from all renowned manufactures globally.

The 'Liberate' chair from Featherlite with the revolutionary DynaFlex technology won an absolute majority in the selection process from the end users and the same has also been endorsed by an independent Ergonomic consultant hired by Mindtree over several global brands showcased.

An order of over 13800 Liberate chairs was secured from Mindtree.

In another project, Featherlite was displayed for a selection process among other national and international brands as one of the contenders for the prestigious Mercedes Benz R&D centre at Bangalore. The client brief included specifications to the finest detail including panels on workstations which would also act as heat sinks to dissipate the heat generated by the high end CPU's used by the R&D team, Featherlite innovated with customised coated metal perforated panels to dissipate heat and acoustical inlay on the panels above the table top for reduced resonance levels.

Also the 'Optima' chairs of Featherlite were selected keeping ergonomic parameters and precision finishes in mind as desired by the German counterparts overseeing the activity.

On finishing their Bangalore centre Featherlite was subsequently invited to do their Pune facility and have supplied 4600+ workstations and 6000+ chairs till date.

Featherlite has been manufacturing office furniture for the past 50 years. The company has extensive experience in providing furniture for corporate offices all over the country. With three lakh sq. feet of Green Certified factory space that is capable of manufacturing 30,000 chairs and 8000 workstations per month, Featherlite is ready to support Prime Minister Modi's 'Make in India' campaign by providing quality ergonomically designed office furniture to a growing market.

With improved manufacturing processes and by minimising waste, Featherlite aims to meet the demands of a world-class work environment by supplying office furniture that is at par with international standards. Furthermore, the company is striving to produce furniture that is ready to be exported and compete in the global market

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'Liberate' High Back chair



Colours Agile Workstation