

BOF

idesk

the instock solution
is supported
logistically through
idesk regional
distribution centers

Los
Chic
New
Atlan
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shipping
in
just
days™



idesk Smart inStock™ m series laminate casegoods list \$5,311

minimal
footprints
in modern
proportions

designed by
Zhanna N.Manko



B^{OF} The Business of Furniture

December 8, 2021



07 | Hutch Industry Cartoon



10 | Upfront



11 | Product Spotlight

COLUMNS

Stephen Says 30
My Boss Is Pressuring Me to Make a Hire! These Candidates are Not Good Enough; Should I Settle?

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12 | Compusoft and 2020 Complete Merger

"We are excited about the possibilities this combination will give our customers," said David Tombre, Compusoft CEO.



14 | Empire Office Acquires DeKalb Office

Since 1984, DeKalb Office has been led by John Rasper, owner and CEO.



22 | Bill Wittland: A Graveyard of Great Ideas

No matter how innovative and groundbreaking a new product may be, it can still become blocked in a business-to-business marketplace by a bottleneck in a distribution network that doesn't know how to best present and apply the product.

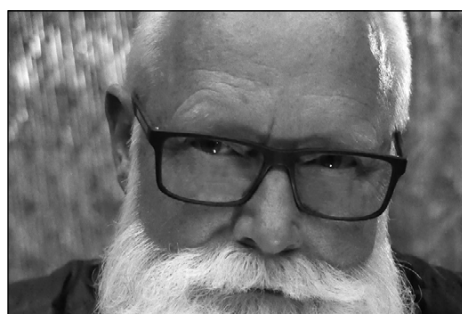


24 | AIS Makes Strategic Move to Realign Sales Territories

"We believe this new structure will not only streamline the sales process for our dealers, but it will also create more opportunities."



34 PLACES PLMJ Offices - Porto, Portugal | Located on the top two floors of Tower A of Porto Office Park, PLMJ law firm's new office in Porto is a modern and future-oriented workspace.



56 PULSE NELSON Worldwide Strengthens Retail Practice with the Addition of Bevan Bloemendaal / AIASF and Center for Architecture + Design Build Cultural Destination for the Bay Area



58 FIRST LOOKS Allermuir Introducing Folk Upholstered / Ultrafabrics Launches Coast Indoor/Outdoor Performance Fabric / Hightower Introduces Dry Shelving System

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CAREERS

NELSON Worldwide Strengthens Retail Practice with the Addition of Bevan Bloemendaal

🔗 NELSON Worldwide has named Bevan Bloemendaal as its new retail practice leader.



Bloemendaal

An expert in brand vision and storytelling through design, he will lead the continued growth of NELSON's retail practice while championing innovative concepts that help drive the industry.

"We are extremely excited to have Bevan join our team," said John "Ozzie" Nelson Jr., chairman and CEO of NELSON Worldwide, an architecture, design and strategy firm. "A true thought leader in the industry, his innovative spirit and passion for meaningful retail experiences will help differentiate our clients and better meet the demand of today's consumers."

Bloemendaal has more than 20 years of experience in the industry. With his collaborative, cross-disciplinary approach to strategy, he will deliver creative solutions and experiences for clients that optimize a brand's heritage and highlight consumer shifts. Having worked across the globe, he brings a unique perspective and a desire to build with purpose, integrity and humanity.

"I am humbled to have the opportunity to lead NELSON's retail team," Bloemendaal said. "I am looking forward to pushing the boundaries of design and creating brand-differentiating experiences in the physical and digital worlds to connect and engage consumers emotionally. A memorable and shareable moment is what inspires us all, and I cannot wait to collaborate with our partners to design meaningful, transformative spaces."

Prior to joining NELSON, Bloemendaal served as the vice president of global retail experience and creative services at the Timberland Co., where he was a creative leader who delivered disruptive marketing solutions. While at Timberland he led the creative disciplines responsible for global store design, visual merchandising, art and copy, digital/e-commerce and corporate events.

ASSOCIATIONS

AIASF and Center for Architecture + Design Build Cultural Destination for the Bay Area

🔗 The San Francisco chapter of the American Institute of Architects (AIASF) and its philanthropic arm, the Center for Architecture + Design (CA+D), have created a Shape Your City campaign, which will serve as the major fundraising channel for the two-year renovation project of its San Francisco headquarters.

To date, more than \$3.5 million has been raised through in-kind contributions of time and materials, along with cash donations. As of November, the Shape Your City campaign aims to raise \$4 million in cash donations to cover the construction process and grow the Center's reach and programs.