

PREVIEW  
**NeoCon**  
JUNE 13 | 14 | 15 | 2016

## Falcon: CFGroup Brands Focus on Areas You Ignore

CARUSO BY FALCON IS A COLLECTION OF SOUND  
ABSORBING PANELS, A NEW CATEGORY FOR CFGROUP.



*Falcon: Fifth Avenue Booth with Caruso Wall Panels*





Falcon: Caruso

**E**xecutives at Falcon and the rest of its CFGroup brands have spent the last several years doing what its competitors are not — literally finding products and categories that are underserved and exploiting them. At the same time, the brands are focusing more on design.

All the hard work shows, so much so that visitors to the company's showroom at NeoCon do a double take before heading inside. CFGroup has several new products — including an entirely new product category for the company — that will be highlighted during the show.

Caruso by Falcon is a collection of sound absorbing panels, a new category for CFGroup. Caruso is an Italian acoustic panel maker that is working with Falcon on the launch. The Caruso by Falcon collection will include a number

of products that will help address one of the biggest problems facing the office: too much noise. Falcon will be the exclusive distributor of Caruso acoustical products in the U.S.

These ceiling hung, wall mounted and free standing products have a unique foam material that delivers outstanding sound absorption. Caruso by Falcon panels are minimalist and blend in with a space's architecture.

The acoustic panels are also available with custom printing. Any high resolution image can be converted into an acoustic panel that becomes artwork or a marketing focal point. Panels can be customized by size, colors and message. Caruso by Falcon panels are available in 22 colors, a range of fabrics, and variety of patterns.

Added to Falcon's booths and modular seating, Caruso by

Falcon creates a strong acoustic solution for offices that are too noisy, said Steve Cohen, corporate vice president of sales and marketing.

The company has two white papers on noise in the office and will follow up with a CEU on the subject, focusing on the impact of noise on health. "Noise is a huge problem for the marketplace," he said.

Other new products from CF-Group include:

### Reach 103 Height-Adjustable Table

Reach 103 height-adjustable tables feature a counterbalanced design so no cranking or power are required to change the height of the tabletop. A push paddle is used to raise and lower the table height from a sitting to standing position, making it easy to adjust the table height from 27.5 inches to 44 inches. Reach 103 height-adjustable tables are fully customizable in a variety of sizes, materials, styles and finishes.

### MOSS | Blog Collection by Thonet

Designed by Alessio Pozzoli, the Blog Collection is a family of tables and seating that has angled legs and organic shaped seats and backs, paying homage to the mid-century movement while still having a clean, contemporary design. The product lends itself to layering colors and textures as the seat, pillow and back can be designed in different materials. The Blog Collection is designed for community and collaborative spaces where people



Falcon: Caruso

can meet or work as a group. The tall back version creates a private enclave to sit and think or work with a peer. Seating includes metal frame stools as well as tables with a range of finishes. Metal frame chairs, benches and sofas come with a range of fabrics or COM.

### Q-44 Chairs

Designed by Giovanni Baccolini, Q-44 is a multifunctional stack chair appropriate for meeting or learning environments. Features include a 4-leg base, an upholstered seat with mesh backrest, glides or castors. Frames are available with either a black or chrome finish.

### 5th Avenue Modular Booths Line Extension

The popularity of the 5th Avenue series of modular booths prompted the company to come up with two new versions. The counter height model, a 24 inch seat with foot rail, is designed for creating meeting, dining or community space where a perching posture is desired. This style is good for counter height seating and makes getting in and out easy. The wallbench configuration is designed for large groups to pull together or smaller groups to separate. 5th Avenue is now available in a tall back version that provides sight line obstruction and a palette for designer

inspiration as the large back will accept any fabric selection. Both options can be powered with simplex or USB options. Legs are available in chrome or powder coat.

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Having its “sister” brands in its arsenal helps too. Shelby Williams focuses on the hospitality and foodservice markets. You can find its products at many hotels, fine dining rooms, country clubs and high end senior living centers. One of its most high profile installations is at the Bellagio Hotel and Casino in Las Vegas. It is known for its wood and metal seating and for its heritage in banquet room seating.

## Howe invented the first mass-produced banquet table and created a lightweight, space-saving folding table for use in US Navy submarines.

The company’s Howe brand, which it acquired in 1998, is slightly more upscale in its offerings. Howe invented the first mass-produced banquet table and created a lightweight, space-saving folding table for use in US Navy submarines. In collaboration with IBM, Howe developed the first training table which has been widely used in corporate offices and colleges. The company makes dynamic products that stack, nest and fold. Its strength is in northern Europe, Scandinavia and the UK.

Thonet is the company’s oldest brand -- more than 150 years old. Thonet invented the steam bending process for commercial quality bentwood furniture in the mid 19th century and may very well be the oldest commercial furniture company in the industrialized world. Thonet was also the first company to use an assembly line to make furniture. Thonet is known for providing seating in the education, healthcare and corporate markets.

Other than Shelby Williams, which is sold directly to customers, the CF Group brands are sold through traditional contract furniture channels.

**BoF**



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