

THE WAY SOMETHING LOOKS AND WORKS CAN MAKE LIFE BETTER THAN IT WAS BEFORE IT EXISTED. EVERY PIECE OF FURNITURE WE CREATE IS DESIGNED WITH THAT IN MIND, AND THE WORK SPACE THEY CREATE IS MORE EFFECTIVE BECAUSE OF IT. OUR PRODUCTS CREATE SOFTER, MORE FLUID ENVIRONMENTS THAT ARE FLEXIBLE AND DIVERSE. THESE ARE PLACES THAT ENCOURAGE 'ME SPACE' AND MAKE THE WORKPLACE SOMEWHERE PEOPLE WANT TO BE, RATHER THAN SOMEWHERE THEY HAVE TO GO. GIVEN THAT EVERY OFFICE IS FILLED WITH INDIVIDUALS WITH THEIR OWN STYLE AND UNIQUE APPROACH TO THE WORKING DAY, WE COMMISSIONED EXTENSIVE RESEARCH TO EVALUATE WORK PREFERENCES. THE AIM WAS TO ESTABLISH HOW WE WANT TO WORK, RELATING TO THE VARYING ACTIVITIES WE UNDERTAKE EVERY DAY. THESE INSIGHTS FORM THE BASELINE FOR SENATOR'S GOOD DESIGN ETHOS. GOOD DESIGN REQUIRES A CAREFUL AND OFTEN INSTINCTIVE BALANCE OF FORM AND FUNCTION, BASED ON INNOVATIVE IDEAS THAT HAVE BEEN SHARED, ADAPTED, EXPLORED AND CRAFTED. GOOD DESIGN DEMANDS RESILIENCE TOO. WE WORK HARD AND WE WORK TOGETHER TO CONSTANTLY EVALUATE, TEST, REMODEL AND PUSH HARDER, TO MAKE SURE BRILLIANT IDEAS ARE BRILLIANTLY REALISED. NATURALLY, WE HAVE A STRONG RESIDENT TEAM OF DESIGNERS HERE AT SENATOR, AND WE ALSO COLLABORATE WITH THE BEST TALENT IN THE WIDER WORLD OF DESIGN. EACH INDIVIDUAL IS CHOSEN FOR THEIR OWN STYLE, THEIR SKILLSET AND EXPERIENCE. BUT ALL SHARE THE DESIRE TO CREATE HIGH-END DESIGNS THAT ARE INNOVATIVE AND IMPRESSIVE IN THEIR SUBTLETIES. THE MATERIALS CHOSEN, THE PROPORTIONS, THE FINISH, THE HIDDEN MECHANISMS — THERE IS LOVE AND ATTENTION IN EVERY DETAIL. SENATOR WON'T PUT ITS NAME TO ANYTHING WE'RE NOT 100% PASSIONATELY PROUD OF. BECAUSE IF THERE'S NO PASSION, THERE'S NO OUTSTANDING PRODUCT. WHEN IT COMES TO DEVELOPING NEW DESIGNS AND MASTERING NEW TECHNIQUES, THE BAR WE SET OURSELVES IS ALWAYS VERY HIGH. IT HAS TO BE WHEN YOU WANT TO MAKE THE BEST TECH-DRIVEN OFFICE FURNITURE POSSIBLE. WE SEE WORKING CLOSELY TOGETHER AS AN ESSENTIAL FACTOR IN REACHING EXACTING STANDARDS OF EXCELLENCE. EVERY PROJECT IS A DYNAMIC TEAM EFFORT - ONE CHARACTERISED BY MANY INDIVIDUAL MOMENTS OF BRILLIANCE. THESE INSPIRED CONTRIBUTIONS FROM THE TEAM ARE CAPTURED WITHIN EACH PRODUCT. IT'S WHAT MAKES THEM EXTRAORDINARY. AND THAT BRINGS US TO THE THORNY QUESTION OF QUALITY - A WORD WHICH APPEARS TO MEAN DIFFERENT THINGS DEPENDING ON WHO YOU SPEAK TO. JUST DROP INTO THE MARKETING DEPARTMENT OF ANY GIVEN BRAND AND YOU'LL FIND ANY NUMBER OF PEOPLE WHO'LL TELL YOU WITH CONVICTION THAT THEIRS IS A QUALITY PRODUCT. GOOD, BAD OR INDIFFERENT, IT SEEMS THAT EVERYTHING IS 'QUALITY'. THE PROBLEM IS THAT THERE'S NO QUALITY CONTROL ON THE WORD ITSELF - ONE PERSON'S OPINION OF 'QUALITY' CAN BE WILDLY DIFFERENT FROM ANOTHER'S. AS FAR AS SENATOR IS CONCERNED, OUR DECLARATION OF QUALITY IS BASED ON THE HIGHEST STANDARDS IN QUALITY ASSURANCE. IT MEANS THAT EVERY ONE OF OUR PRODUCTS HAS BEEN THROUGH A RIGOROUS TESTING SYSTEM, AND OUR CUSTOMERS' REQUIREMENTS ARE ADHERED TO WITH A STRICT RIGHT FIRST TIME AND ZERO DEFECT POLICY. SO WHEN WE TALK ABOUT QUALITY, YOU KNOW WE MEAN WE'RE 100% HAPPY WITH IT, FROM A PERFECTIONIST STANDPOINT.

THEY'RE RECYCLING OLD FURNITURE FOR CLIENTS, RECYCLING PACKAGING, AND OUR REMANUFACTURING SERVICE. ADDITIONALLY, IN 2009, WE LAUNCHED OUR OWN RECYCLING FACILITY, SENATOR BELIEVES THAT PRODUCT SHOULD NOT BE THROWN AWAY; IT SHOULD BE EASILY FED BACK INTO THE USEFUL. WE CREATE FURNITURE TO PLANET FOR FUTURE GENERATIONS. WE'VE GOT SEVERAL MEASURES IN PLACE TO HELP OUR BUSINESS. ULTIMATELY, SENATOR BELIEVES THAT EVERY ONE OF OUR PRODUCTS HAS EVERY ONE OF OUR PRODUCTS IS 99% RECYCLABLE. MANY ARE 100%, AND AS SENATOR CONTINUES TO GROW, SO DOES OUR FEELING OF RESPONSIBILITY TO HELP OUR BUSINESS SUSTAINABLY OPERATE AS A STANDALONE BUSINESS. IN ESSENCE, WE'RE A DESIGN-DRIVEN BUSINESS. WE CREATE FURNITURE TO MAKE LIFE BETTER. INNOVATION IS IN OUR DNA.

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SENATOR

WE ARE SENATOR

Innovation is in our DNA. It's the thread that goes through the whole business from the inspiration we seek for our creativity, through to the techniques we develop for manufacturing, and how we bring our personality to the manner with which we communicate with you. And it's the collective benefit of each incremental innovation that contributes to the overall success.

We are interested in furniture, its design, manufacture, how it's used and we want to share that interest with you.

Welcome to our book about what we do, how we do it and the positive impact we can have on your business.

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Collaboration is king in our world pg.7 /



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Constant innovation means greater efficiency pg.109 /



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SUSTAINABILITY

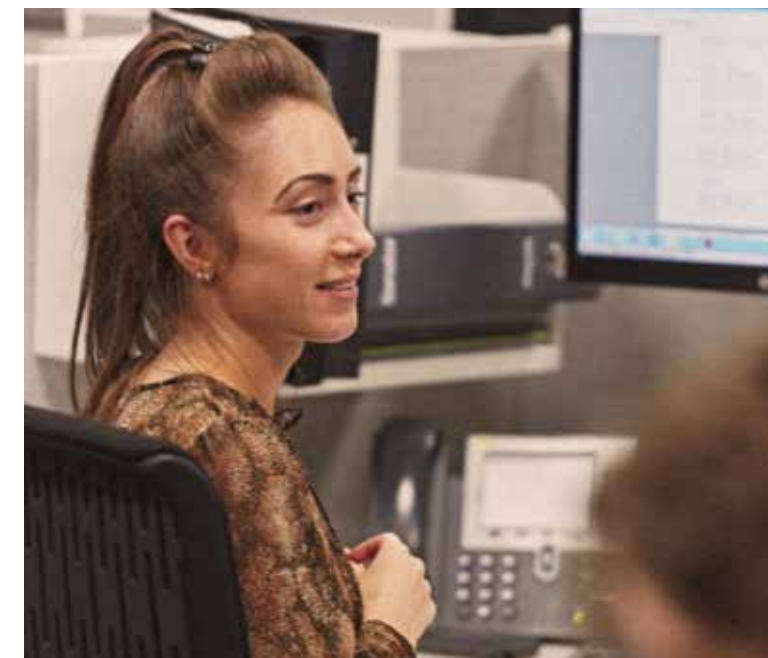
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01

DESIGN

Furniture has been used for millennia, yet we seek to constantly innovate. We're a design-driven business that creates furniture to make life better. Our designs contribute to greater wellbeing with enlightened workspaces that have a significant influence on our organisation.

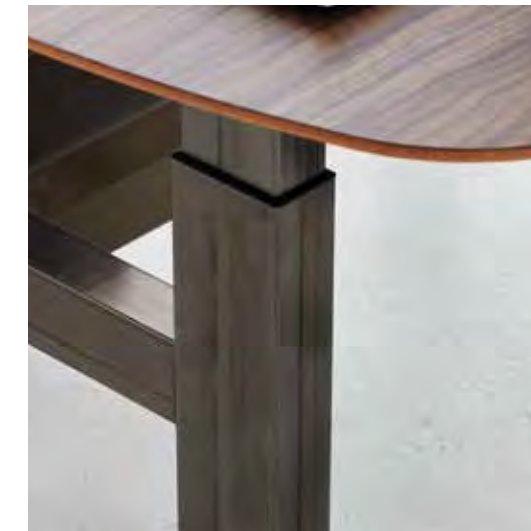
Furniture is often not the first thing to spring to people's minds as a business performance enhancer, but good design works – and it works hard. And the best thing is, it's actually a very easy improvement to make. It can be as simple as replacing one piece of furniture.

“CREATIVE INNOVATION COMES FROM ONE PERSON’S MOMENT OF INSPIRATION, BUT MORE OFTEN THAN NOT, IDEAS HAPPEN WHEN PEOPLE SEE SOMETHING FAMILIAR IN A DIFFERENT WAY.”



DESIGN IS PEOPLE WORKING TOGETHER

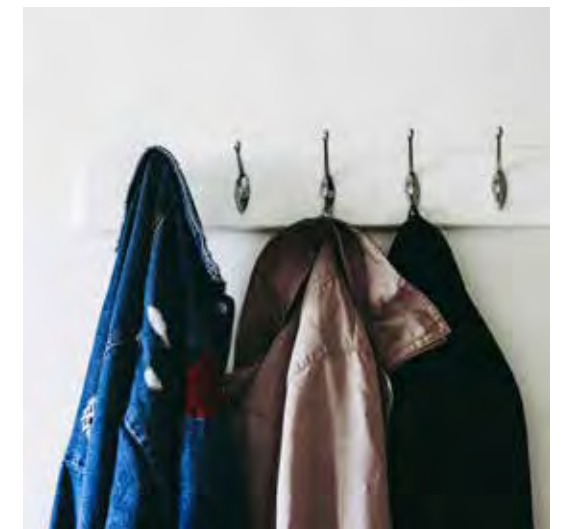
Basically we all think that collaboration is the best way to generate good ideas. And the more varied the viewpoints included, the better. Designers, technologists, production engineers, materials experts, testing specialists, shop floor colleagues – everyone’s input is valuable. Because by covering all the angles from the start, the concept gets tested, questioned and refined. We seek innovative traits from the simple to the profound.



WE SEE BEAUTY IN ONE THING AND CHALLENGE OURSELVES TO PUT THAT BEAUTY INTO OUR PRODUCTS.

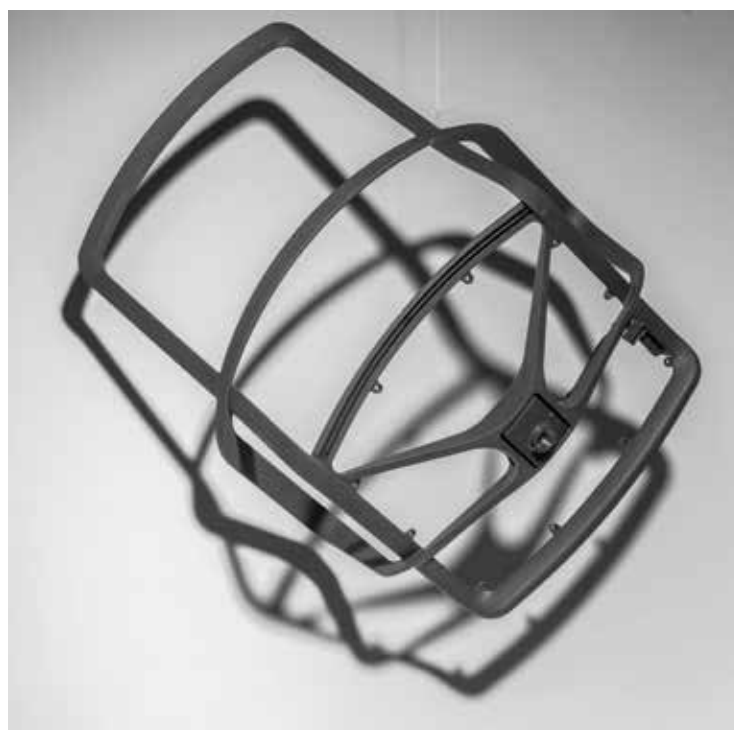


WE OBSERVE PRACTICAL SOLUTIONS AND REAPPLY.



WE KNOW HOW OUR SENSES AFFECT OUR FEELINGS OF COMFORT.





INNOVATION IS FOUND IN THE DETAIL AS WE REFINE AND REDUCE

It is Senator's desire to innovate. It's continually improving our products that keeps us moving forward.

Our ethos has three key criteria:

- 1 - Is it well designed?
- 2 - Is it structurally sound?
- 3 - Is it commercially viable?

It's all about that process of repeatedly reviewing something till you get it into its most effective form, losing all the elements which don't add or just don't work well, blending everything into a whole which supports its purpose. That's our obsession as a team at Senator, working at everything we create until it's in perfect shape, in every respect.

THE SMALL DETAILS COUNT

We have developed the best fixing method with nylon bushes that expand into MFC board when the parts are fixed to facilitate multiple reconfigurations.

SIMPLE SOLUTIONS REQUIRE JUST AS MUCH THOUGHT

When on site you require one simple allen key for all the fixings to assemble and disassemble our desks. A simple, quick and cost effective solution.

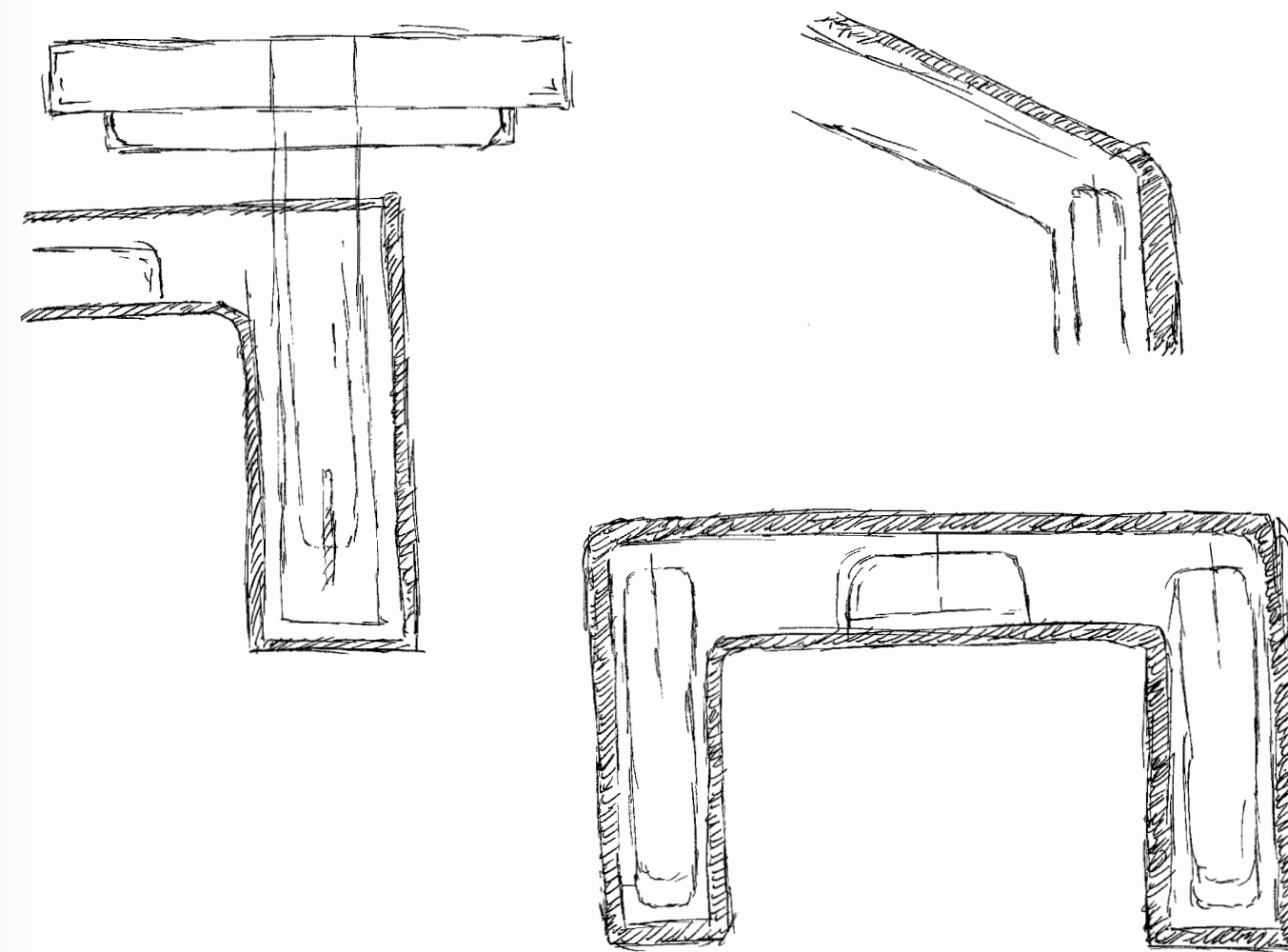
THERE ARE HIDDEN DEPTHS TO OUR INNOVATION

We invest just as much care in the parts you don't see as well as the parts you do. Our investment in design is matched by our investment in engineering and technical tooling which creates our unique products. Senator have taken this innovative approach for over 2 decades to manufacture products with lasting appeal and proven durability.

DEVELOPMENT OF SETME™

SCOPING

It's important to have a starting point, so we brought together all the great minds of Senator to explore the issues in the workplace. It was the opposing considerations of team collaboration and individual thinking that drove our thoughts, and whether all requirements could be designed into one structure.



BRIEFING

Design for a purpose, with a focus on individuals, need was a constant theme. To create a comprehensive desking system that gives control to the user and puts individual wellbeing at its core. Space to think, concentrate, control privacy, personalise and, of course, aesthetics were all key points that drove the evolution of SetMe.

Not only this, we wanted to create a product that was future-proof but yet familiar to the end-user because what's the point in reinventing the wheel if it's square?

1. Personal control
2. Height-settable
3. Privacy
4. Wire management
5. Personalisation
6. Aesthetics
7. Easy to add to



CONCEPT DEVELOPMENT

To create something truly innovative takes time and a lot of investment. Ideas are sketched, refined or thrown in the bin.

Only the best ideas are kept and developed but whatever is chosen always derives from the original brief. Just because something can be beautiful doesn't mean it solves the problem.

Function influences geometry, and we sought one aesthetic regardless of function. We developed common parts, no left, right, middle, end – just a leg. We design with a common language of strong lineal lines finished with a curve which leaves less for the eye to get confused on.

We never indulge ourselves, only the end user.

DEVELOPMENT OF SETME™



PROTOTYPING

Our innovation sprang into action when we designed our height-settable mechanism as a contained assembly. A spring-loaded ball bearing, in a 10mm increment ratcheting mechanism allows precise individual height-settable desk surfaces, with the sound of the mechanism giving the user the reassurance of a positive location. There is not just one fixing point between the height-settable mechanism and the leg structure but two, as we found that two fixing points set apart reduced desktop movement by 90%. Through constant refinement we designed a locking mechanism that has to be purposefully unlocked. The bright yellow safety catch stands out. The cover caps do not fit without the safety catch correctly located, and the innovation that is inherent in these pre-assembled components means it is intuitive and quicker to set in your offices.



DESIGN DEVELOPMENT

Every new product we create is made with a team that encompass the best external designers and internal engineers. To achieve excellence, you have to question everything, and the initial design for the leg goal post structure was to have two upright and a cross beam. However, it did not have the required rigidity, so we started again and designed a unique inverted L-shaped leg that reduces flex and increases stability. It is this team of perfectionists that pursued the aim for height-settable desk surfaces that have a choice of mechanisms, with common modules that drop in the structure, and give extra functionality while maintaining a consistent look.

PRODUCTION

From the outset, SetMe was envisaged to allow you to personalise your individual workspace to your exact requirement and resulted in Senator tooling over 200 castings, which is twice as many as existing solutions. Significant investment in tooling for castings rather than fabrication increases accuracy, gives greater strength, facilitates more functionality, is 100% recyclable and gives the aesthetics a softer visual appearance with a more tactile feel.

Our innovation and investment in design, engineering and tooling frees the user to work in their most effective way, so you don't have to compromise at an individual or organisational level.



**TASK CHAIRS****EXECUTIVE****MULTIPURPOSE****WORKSPACE****DESK SYSTEMS****STORAGE****TABLES**

PRODUCTS

The Senator ethos is founded on understanding the workplace in all its variations, and how people use and occupy the space. To stay ahead of these ever-evolving dynamics, we combine our own knowledge with the insights of workplace consultants, academics and analysts to ensure that every product has unique innovative attributes. The results of this approach can be seen in our solutions all over the world, from organisations and home offices to academic institutions and beyond.



I-WORKCHAIR

The Art Of Movement

I-Workchair, a premium task chair designed to support prevailing work postures.



OUSBY

Confidence Without Ego

Ousby is an organically shaped task chair offering the highest levels of comfort and finish options.



FREEFLEX

I Like The Way You Move

Freeflex provides a clever solution to support the user's movements automatically.



SPRINT

Understated Style

Designed for simplicity and ease of use, Sprint is a high performance ergonomic task chair.



EVOLVE

Task Seating, Reinvented

The Evolve chair includes a host of user adjustments to enhance comfort and flexibility.



CLIPPER

Bend Me, Shape Me

Clipper is a universally applicable task chair featuring an elegant and well-proportioned back frame.



ECOFLEX

Less Is Always More

Ecoflex is a visually stunning design which offers comfort and simplicity.



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QDOS

The Future Is Present

Qdos is a new breed of chair born out of the desire to create perfection.



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RAPT

Focused Simplicity

Rapt exudes poise and offers a fresh alternative to the established norms of executive seating.



RAPT

Focused Simplicity

Rapt exudes poise and offers a fresh alternative to the established norms of conference seating.



CIRCO

The One And Only

Circo is a functionally simple light work chair with a permanently floating action and a mesh back.



CIRCO

The One And Only

Circo is a functionally simple conference chair with a permanently floating action and a mesh back.



CIRCO

The One And Only

Circo is a light, elegant meeting and conference chair.



CIRCO

The One And Only

Circo is a light, elegant meeting and conference chair.



AD-LIB

Anytime, Anyplace, Anywhere

Ad-Lib is ideally suited to collaborative, training, meeting and conference environments.



SYMMETRY

Our Line of Symmetry

Symmetry has an honest elegance coupled with sophisticated comfort.



TRILLIPSE
The True Original

Trillipse is the original multi-purpose chair family which includes a whole host of options to enhance its versatility.



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JONNY
Here's Jonny

Jonny is an inspiring multi-purpose chair family that provides exceptional comfort through a sophisticated minimalist aesthetic.



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ELIOS
Hidden Depths

Elios; comfort, proportions and detailing make this an exceptional high density stacking chair.



AD-LIB

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Ad-Lib is ideally suited to collaborative, training, meeting and conference environments.



ROAM

Versatility Designed

The all new, versatile stool, Roam provides functional flexibility to any office environment.



JONNY

Here's Jonny

Jonny is an inspiring multi-purpose chair family that provides exceptional comfort through a sophisticated minimalist aesthetic.



LYFT

The Perfect Balance

Lyft is the perfect accompaniment to your office task chair, supporting more dynamic postures.



AD-LIB

Anytime, Anyplace, Anywhere

Ad-Lib is ideally suited to collaborative, training, meeting and conference environments.



MOTE

Meet, Retreat

Creating a combination of rectilinear and curvilinear forms for beautiful yet defined spaces.



AD-LIB

Anytime, Anyplace, Anywhere

Ad-Lib is ideally suited to collaborative, training, meeting and conference environments.



MOTE

Meet, Retreat

Mote has been designed to provide a holistic solution when designing dynamic environments. Created as a complete lounge seating range, no detail is an afterthought, with every inch having been given careful consideration to eliminate dead space. Mote responds to the demands of dynamic work environments; versatile, reconfigurable spaces for meeting, learning, focusing, or relaxing. No detail is an afterthought, with all dimensions having been given careful consideration to reclaim under utilized space.



PODS

Freedom Through Spaces

The products across the range are available in various heights offering different acoustic and privacy benefits.



PODS

Freedom Through Spaces

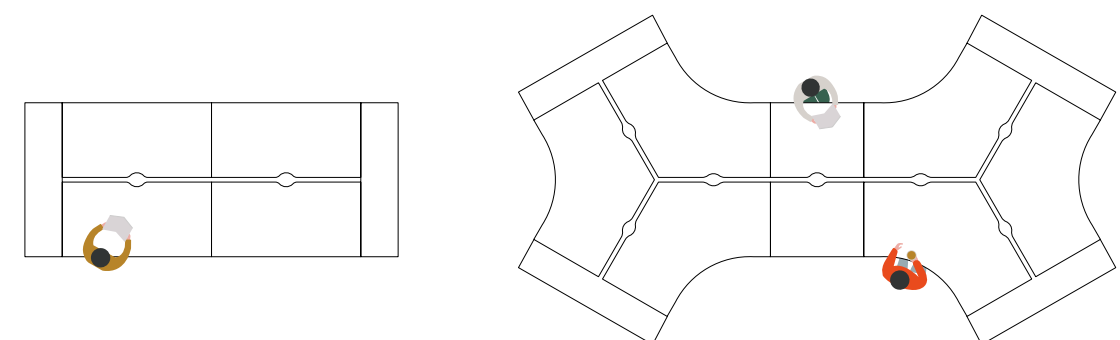
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CHEMISTRY

The Perfect Formula

Chemistry is a range of workstations designed to facilitate flexibility and diversity demanded by modern working environments. As the modern workplace evolves, there is a declining demand for the 'one size fits all' approach. Instead, workplaces require spaces that are flexible and collaborative, facilities that are efficient and streamlined, combined with an atmosphere that can be both formal and informal.

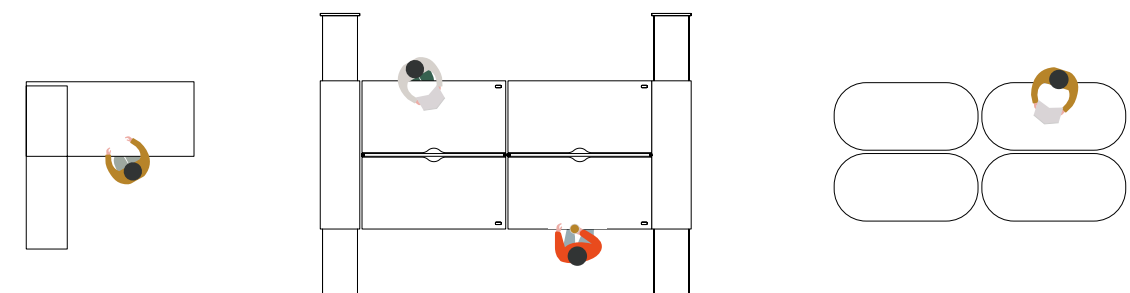




CHEMISTRY HEIGHT ADJUSTABLE

The Perfect Formula

Chemistry incorporates a height adjustable workstation solution to respond to the needs of today's office, where simple elegance and inherent functionality are a must to meet a multitude of applications. Chemistry height adjustable desks make individual requirements possible, allowing the option to vary posture and stand while working.

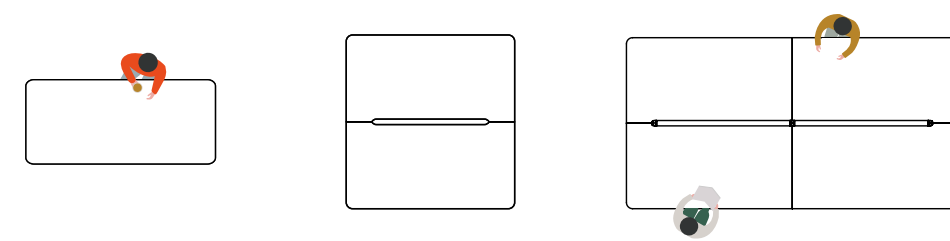




PAILO

Bringing Work Home

As we continually move towards the desire for a more domestic working environment, Pailo provides a softer approach to the more formal bench desking systems that explores new ways to introduce fabric into the workplace. The range incorporates single and back to back desks as well as multiple project tables to suit both formal and informal working styles.

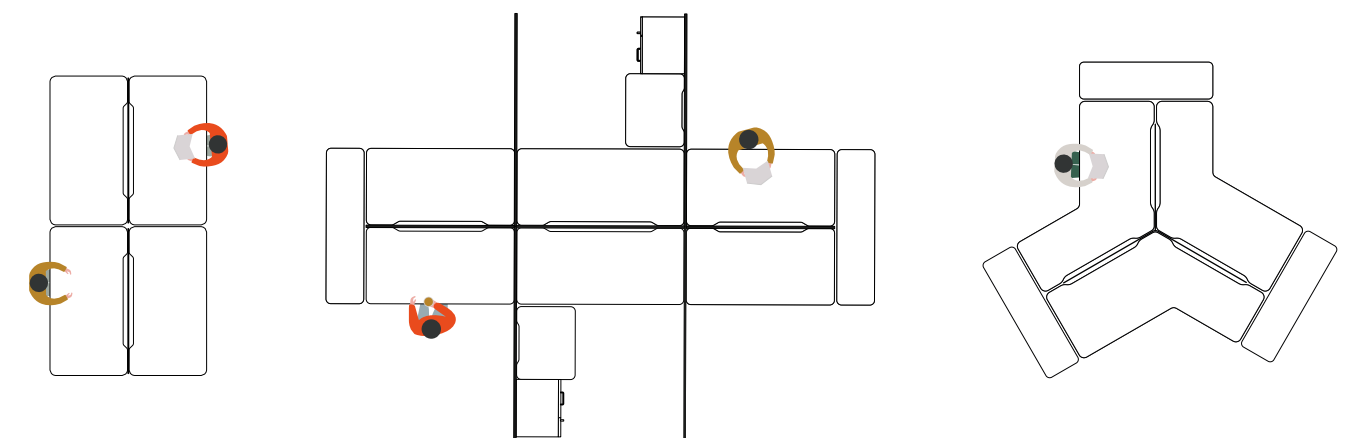


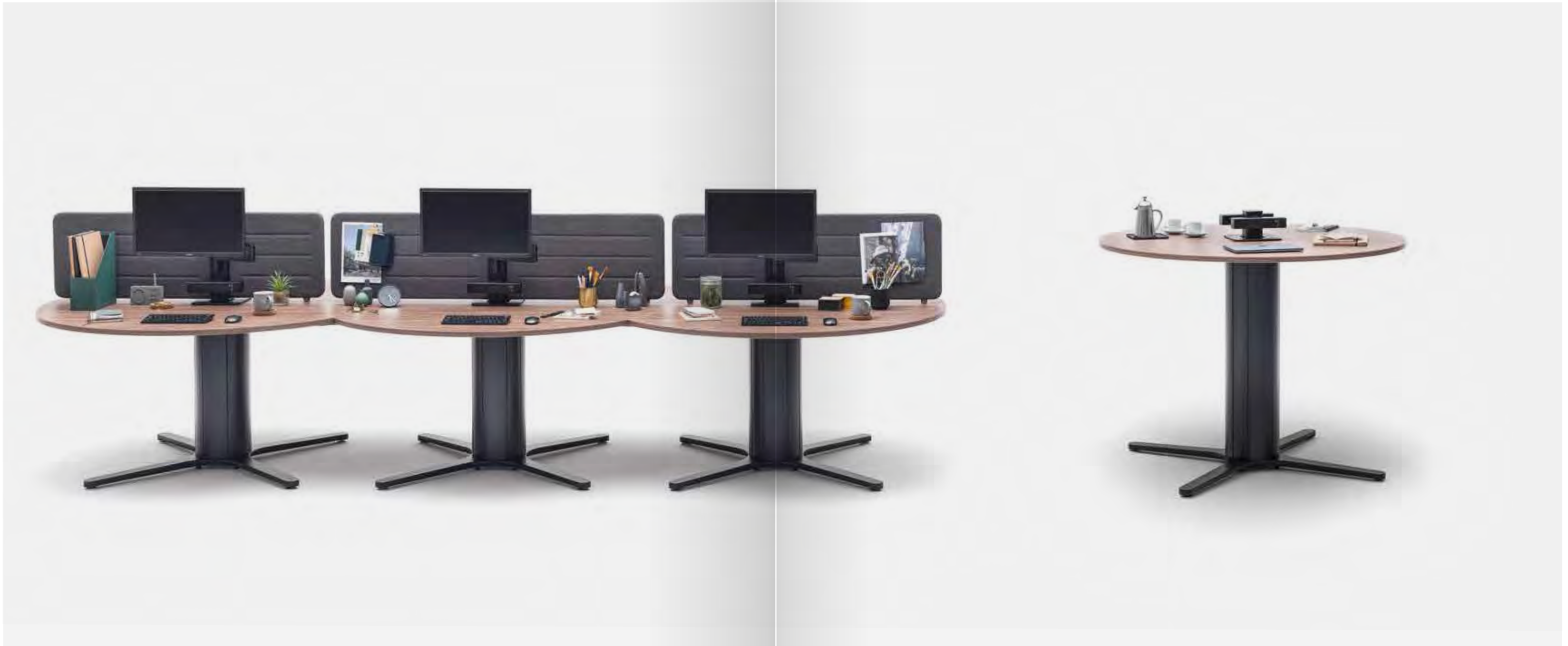


SETME

Beautiful Innovation

The innovative design of SetMe creates a unified bench structure that provides each user to achieve their optimum work surface height with 200mm of height adjustment. The design provides robust stability and pass through cable management. Screens, storage and accessories can be added to allow users to personalise their environment.

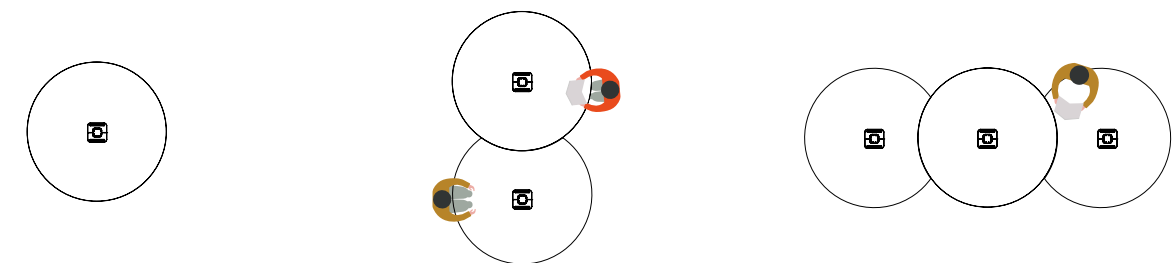




ORB

A Different Type Of Desk, All Round

The centralised structure that supports the Orb work surface makes it easy to change the orientation of the workstation, allowing for nested workstations to be easily added or even removed as business needs change or evolve. Although circular formations tend to lend themselves to clusters, intersections don't necessarily mean straight lines. Orb can be toggled to create gentle sweeping crescents that can assist with space planning problems often faced with modern environments.





1
Universal storage

With a fixed width of 1000mm our universal storage delivers aesthetic assurance every time. Offering open units, door units and tambour units, this range provides multiple solutions to suit both environment and user needs.

2
Desk-end storage

Our desk-end solutions are able to be specified to meet both storage and privacy needs. Available in a range of heights, widths and compositions, these products perfectly meet their purpose whether that be storage, shelving or even locker spaces.

3
Modular storage

An adaptable solution designed for the ever-changing requirements of an active workplace. A configurable system that allows users to customise the varying components of each individual storage unit, creating a comprehensive and tailored solution.

4
Personal storage

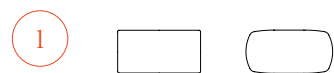
Enhance your workspace with personal storage, providing security, privacy and organisation. With our range of Pedestals, Pull Out and Under Desk Units it is easy to maximise storage whilst never compromising on space.



1



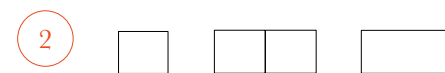
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Chemistry

A New Table Formula

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3



Ad-Lib Table

Common Design Language

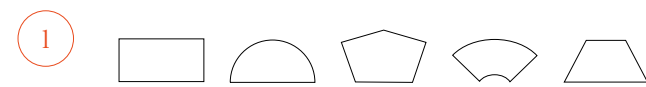
The Ad-Lib table meeting tables were developed to work with Ad-Lib seating and shares common design values and architecture. Lean material usage and sustainability were fundamental in development, as was the desire to develop a truly universal table programme with a minimal inventory of components.



1



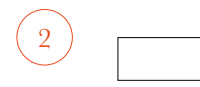
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Array

Endless Possibilities

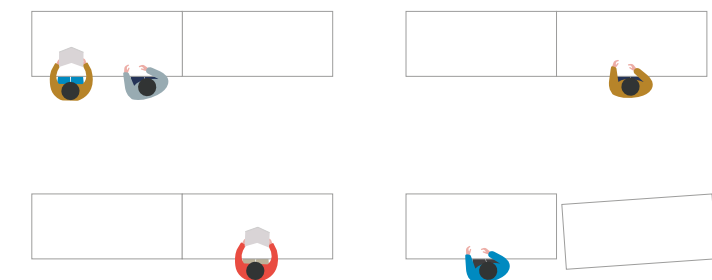
In today's fast-paced world multi-use spaces have become common. People work, meet and collaborate all in the same location. Array has been designed with this in mind. Whether you're conferencing or training, Array is adaptable so you can think, learn and work with ease.




Array

Collaboration to Classroom

A two sided table that has been designed to fit perfectly around impromptu pop-up meetings or collaborative spaces. Quickly transforming any space, and with its intuitive cable management that can be accessed from the rear or sides. Array is designed to keep it simple



-  **WORK**
-  **SHARE**
-  **SHOW**
-  **SOURCE**
-  **REFRESH**

03

SETTINGS™

We have a vision of a workplace revolution. Spaces that are designed around the latest understanding of people, the way they work best and the technology they use now and in the future.

We want to create meaningful places that people choose to work in.

Settings™



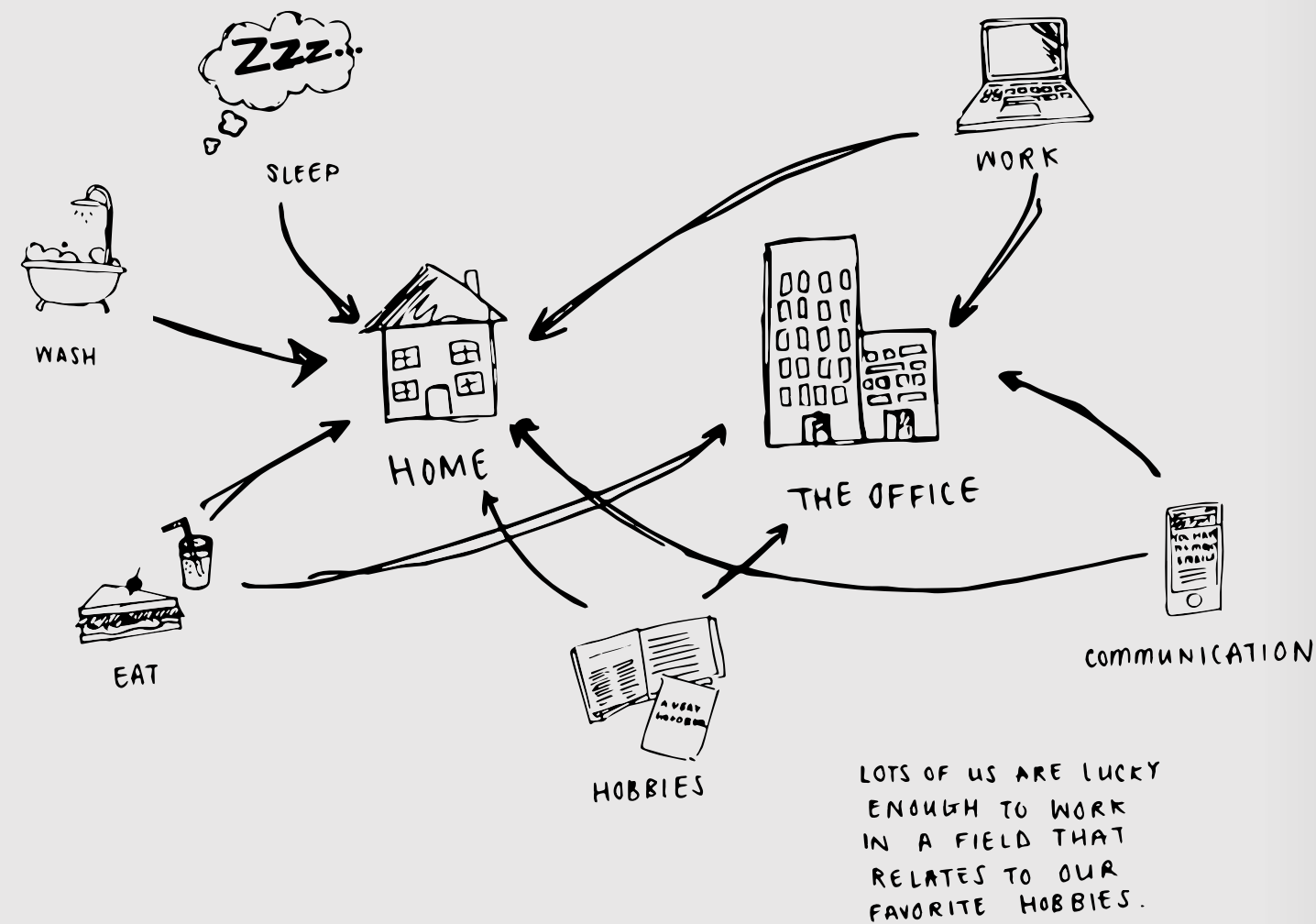
**MANY ARE INVOLVED IN THE DESIGN OF A
WORKPLACE. BUT WHO ASKS THE PEOPLE
THAT USE THE SPACE?**

People are expecting more from their workspaces. Softer, more fluid environments that are flexible and diverse. Places that encourage 'me space' and promote the workplace as somewhere they want to go, rather than somewhere they have to go.

Given that every office is filled with individuals who have their own style and unique approach to the working day, we commissioned comprehensive research to evaluate work preferences.

The aim was to establish how we want to work, relating to the varying activities we undertake every day.

THE WORKPLACE AS A DESTINATION ONCE MORE.



FROM WE, TO ME.

A healthy, happy workforce is vital for the success of the individual and the organization they work for. That's why smart employers are placing wellbeing at the heart of what they do.

A culture that attracts, retains and nurtures people goes far beyond simple ergonomics. It's about creating a great place to work.

Because this means different things to different people, the key is to empower people to tailor their space to suit their individual needs, so all can prosper.

What may appear a modest improvement in employee health or productivity, can have a significant financial implication for employers.

A 'one size fits all' approach doesn't work. Instead, empowering employees to tailor their environment to increase their own productivity can reap rewards in terms of satisfaction and performance.

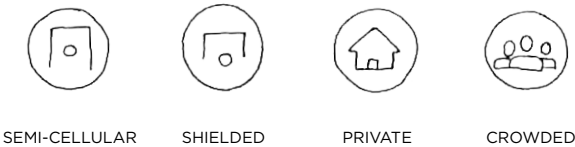
We design the spaces we live in around the way we want to live. So why should our workspaces be any different?

LET'S GO INTO A LITTLE MORE DETAIL...

PRIVACY

When it comes to using the telephone, it turns out we like to bring our walls up. If we don't have privacy, we avoid speaking on the phone and instead resort to typed communication.

The reasons behind this are usually dependent on our age. The young have grown up in a world of emails and texts.



POSTURE

What is clear from our research is how much value we place on our posture when we're working. We like to kick back and recline when we're being creative, we like to sit upright when we're writing.

We're happier when we're comfortable and when we're happy, we produce our best work.



COLLABORATION

We work better when we work together, but as we build our open plan layouts and breakout areas, we also build the ambient noise level.

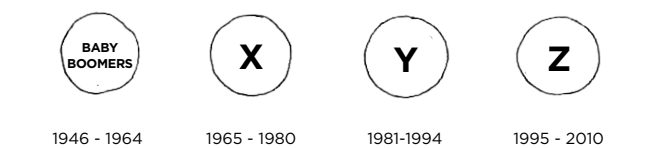
When we need to really concentrate, we look to limit our distractions, whether they be visual or acoustic.



DEMOGRAPHICS

Designing for millennials is a hot topic – but when you take a closer look at the percentage of people in the workplace that fall into that category, it's actually the minority.

Should our focus not be on designing a space that embraces everyone from the baby boomers to generation Z?



WE CALL IT SETTINGS™

This gives individuals the freedom to choose an environment that supports them in any given activity.



WORK

Personal space where people can concentrate and be productive. 'Work' includes areas for intense concentration, ad hoc touch down spaces, or places to stimulate their creativity.



SHARE

Informal meeting spaces for large or small groups, where ideas can be exchanged and developed. 'Share' areas are less formal than traditional meeting rooms, perfect for a quick brainstorm or one to one.



SHOW

Formal space for presentations and important meetings. Areas where people are inspired, pitches are won, decisions are made and plans are put into action.



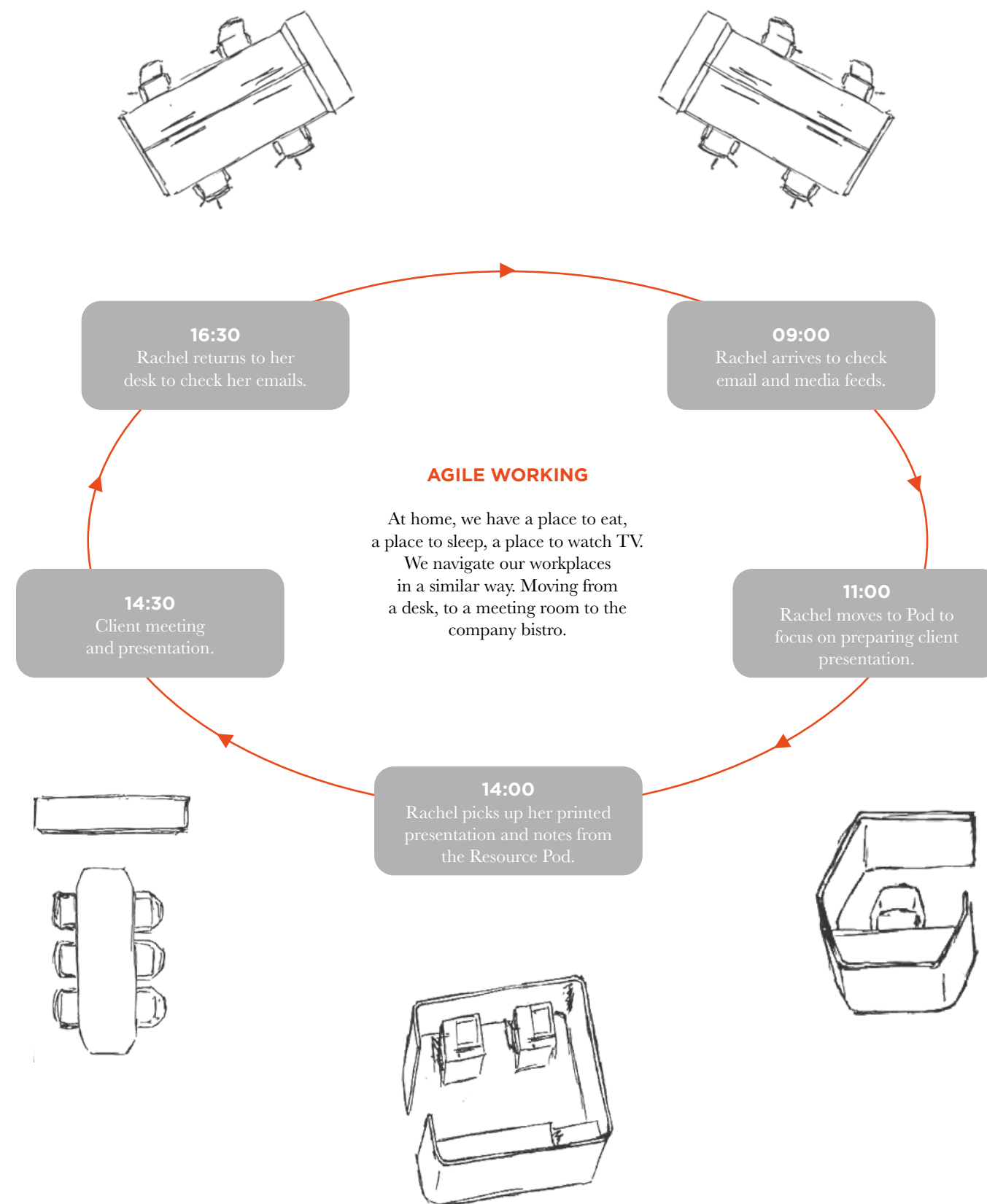
SOURCE

Spaces for shared resources and storage. Welcome areas and lobbies, a place for media and literature in meeting rooms, shared libraries or a central location for printers, stationery and recycling.



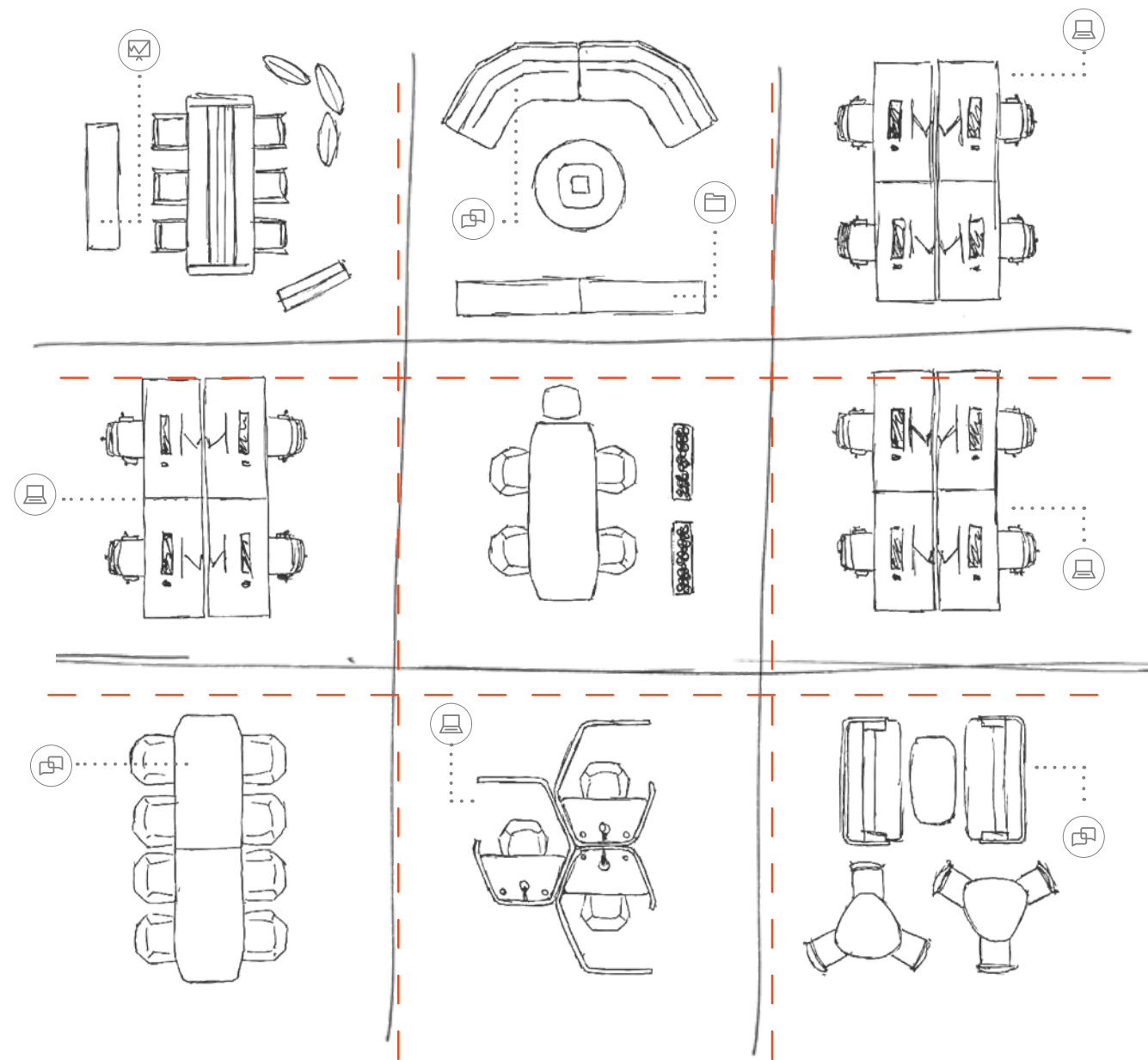
REFRESH

Open and welcoming spaces where people interact and have a little down time to replenish their energy. 'Refresh' areas range from large restaurants to small spaces where colleagues can grab a coffee.



IT'S ALL IN THE GRID

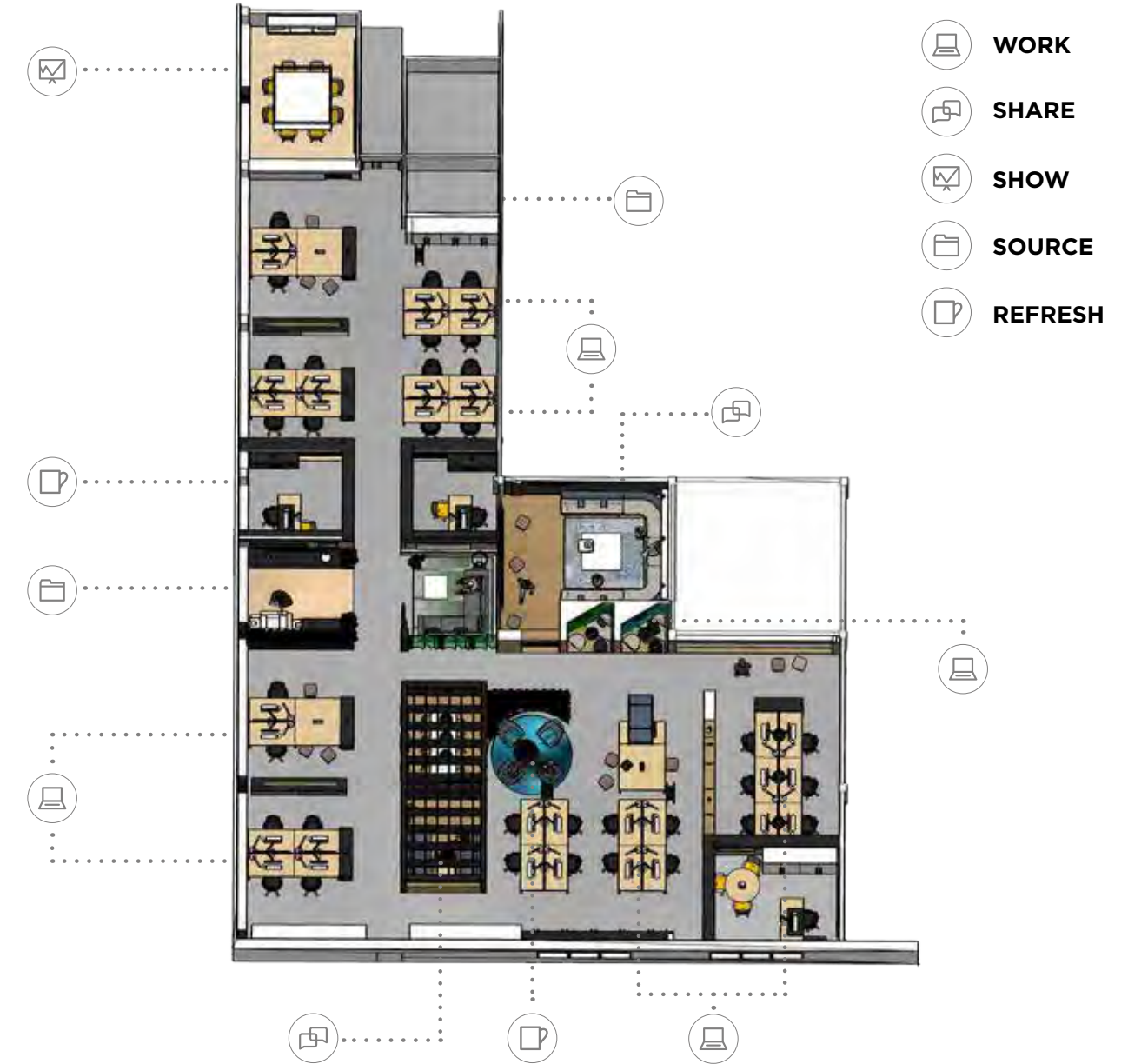
Using a simple block planning approach, we can easily apply the concept of agile working.



For illustration purposes here we are working to a 3.9m x 3.9m grid.

THE RESULT

A space that allows for cross functional teams to work independently or together. A floor plan as a landscape that has a variety of spaces with a shared warm ambience, which reinforce concentration, collaboration and confidentiality.







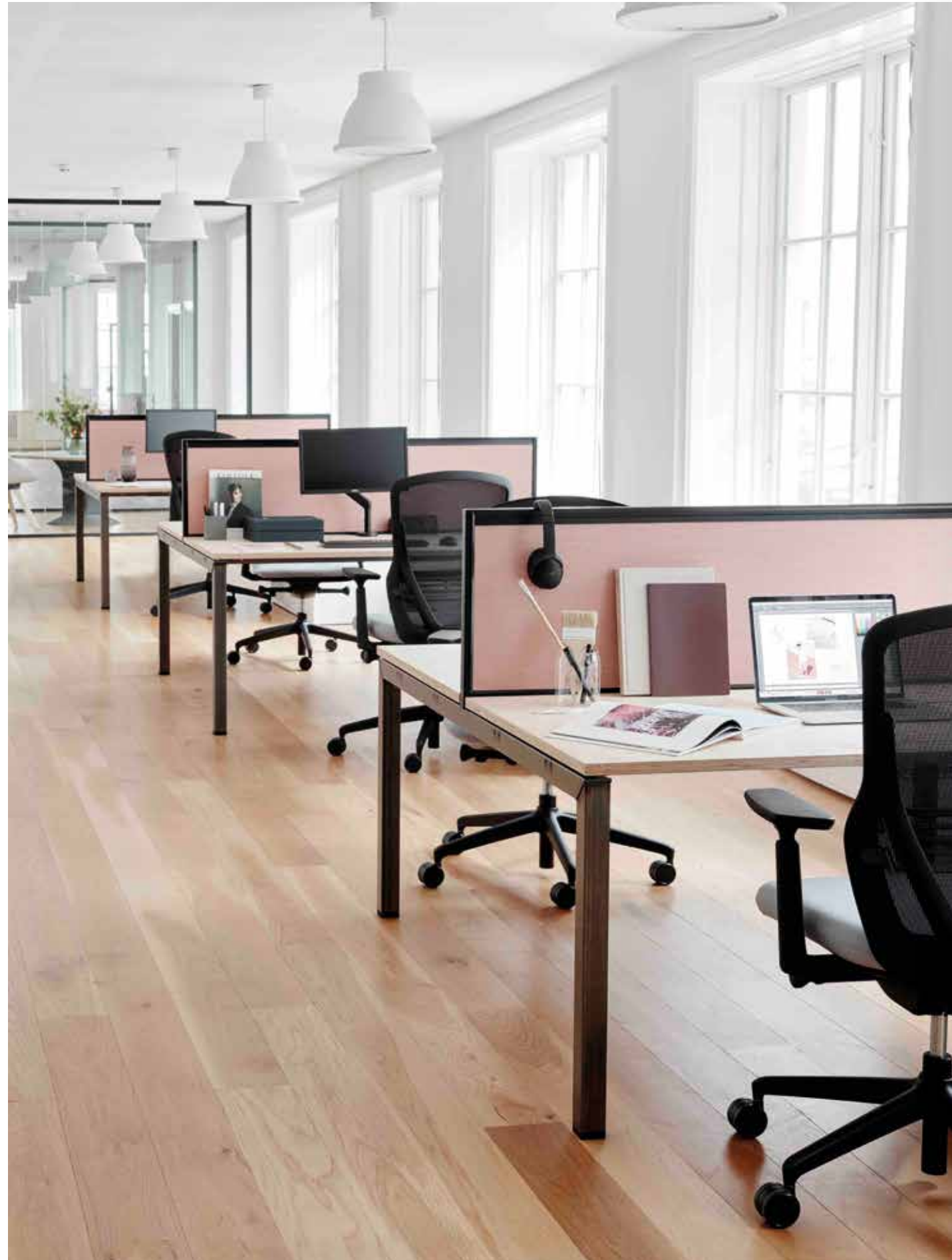










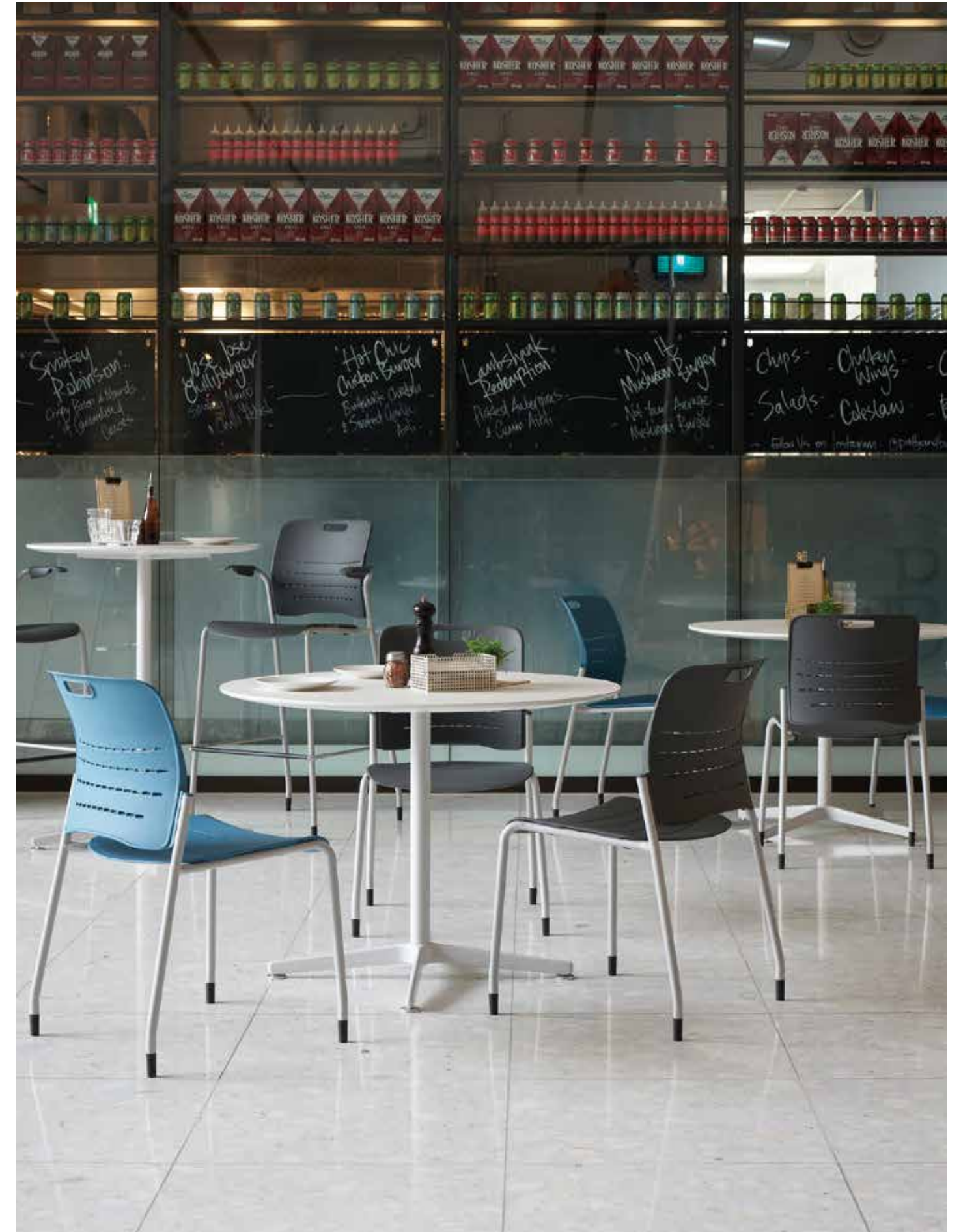






















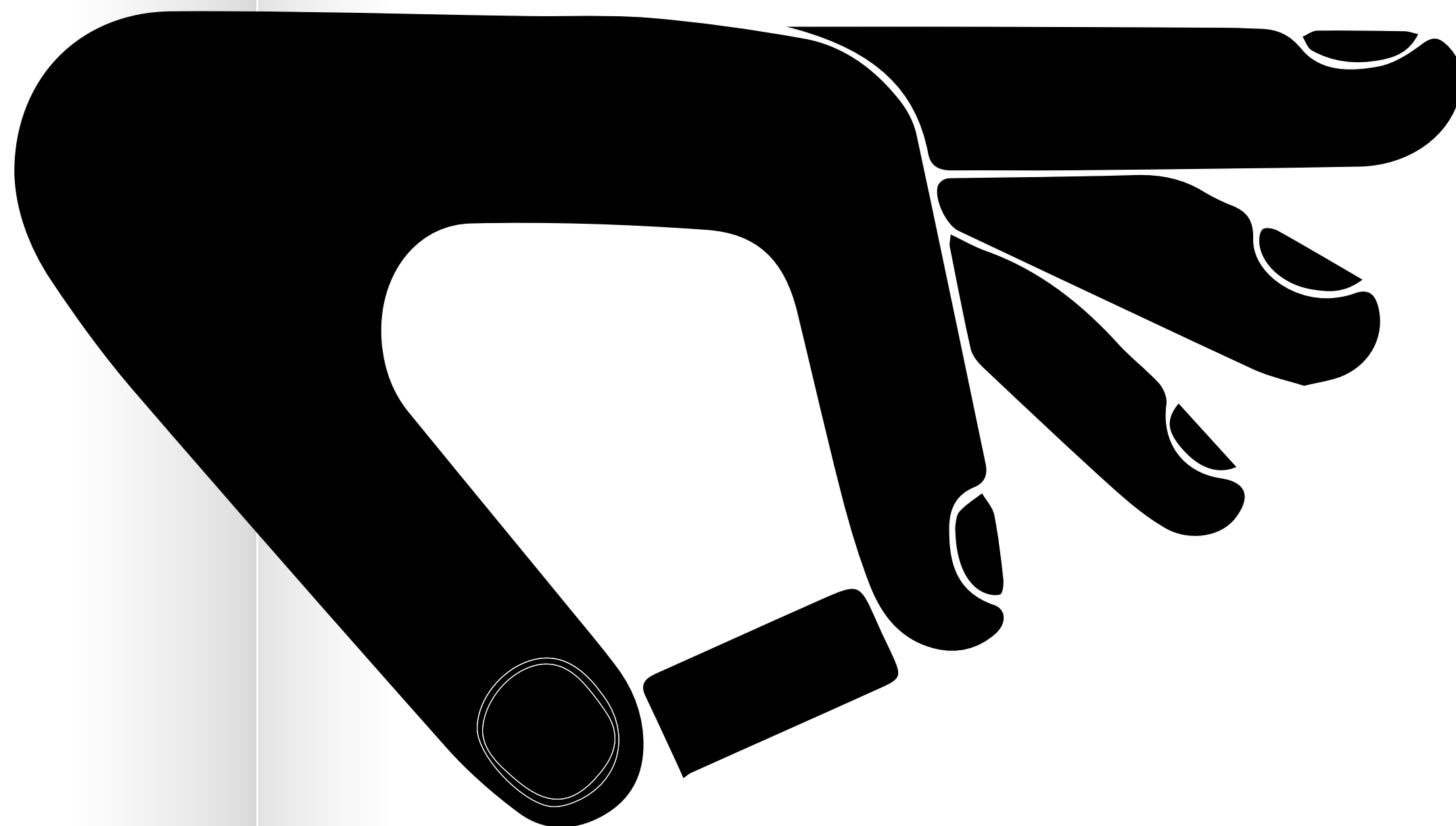








WHY RESTRICT YOURSELF TO ONE STYLE?



We're a design led business with one core purpose, to design furniture that improves the lives of our customers. This purpose means we design furniture we believe in. It's our objective, our benchmark. It ensures every piece of furniture we design, we care for, we question and we refine. We do all of this to ensure every piece stands the test of time.

WHY RESTRICT YOURSELF TO ONE STYLE?

With only your imagination as the limit – Create a space that tells your story. We're a design led business with one core purpose, to design furniture that improves the lives of our customers. This purpose means we design furniture we believe in. It's our objective, our benchmark. It ensures every piece of furniture we design, we care for, we question and we refine. We do all of this to ensure every piece stands the test of time.



WE CALL THEM FINISHES BUT THIS IS WHERE IT ALL BEGINS.

A piece of furniture has the potential to have one thousand identities. Through colours, textures and varying environments, you are able to transform the personality of any product.

As workplace design becomes ever-more domesticated, it continues to shape how we work, share and interact with our surroundings. With this comes more emphasis on personalisation, collaboration and office cultures.

Although trends come and go, certain influences remain.

1

WELLBEING

Clean lines, natural textures and soft neutral palettes. Calming the senses and creating spaces for uninterrupted creativity.



2

VOGUE

From fashion to furniture. Colours, patterns, shapes and textiles have a natural progression that fluidly transcend into offices interiors.



3

ARCHIVE

From mid-century to industrial influences, past trends continue to resurface and establish a new presence within workplaces of today.



ATTENTION TO DETAIL

Your detail. Your furniture made for you. Our innovation and investment in product design and manufacturing means you do not have to compromise your solution.

We have the most extensive portfolio of furniture, with unrivalled choice of fabrics, including customer own materials.

We innovate differently with each client, and have the ability to tailor the furniture to your exact requirement. Customisation is available as standard, and if it's possible to make your request, we will.





05

MANUFACTURING IS OUR SECRET WEAPON.

Our desire to deliver better quality to our clients means we invest in unique digital manufacturing technology.

Laser technology bonds edges that improves board durability. Robotic gluing arms create a stronger bond between fabric and moulded foam seats. Large beam stitching allows a wider range of fabrics. Robotic lacquer spraying gives a precise and consistent colour wash finish.

Our innovative digital controlled machinery increases yield of materials and reduces environmental impact of the materials consumed in manufacture.

By investing in our own manufacturing, we create more cost effective furniture that we can produce in quicker lead times.



INNOVATION IS IN OUR DNA AND LIKE HUMAN DNA IT IDENTIFIES THE DISTINCT INNOVATIVE CHARACTERISTICS OF SENATOR.



Innovation is not only in our product, it is in our design, manufacture, services and we constantly look to enhance and improve, for a better customer experience.

Innovation comes from every one of our employees. Bright Ideas is our company-wide incentive ideas scheme, where everyone can contribute to the correct things that we should be doing, like wrapping the furniture in clear, rather than obscure plastic to encourage less transit damage.

In our factories we have over 20 employees working in continuous improvement and a further 15 employees working in our quality teams.



TO HELP RESPOND TO CUSTOMER NEEDS FASTER, WE HAVE RESOURCED WHERE A DEMAND HAS BEEN FOUND AND CREATED INNOVATIVE NEW TEAMS.

Quotes team
to provide accurate specifications and costings.

Tender team
to respond to contractual requirements.

Deliverance team
to project manage seamless client delivery.

And this is in addition to the established teams of CAD planning and logistics. We have the tools that allow our dealer partners to accurately interpret your furniture requirement, with a comprehensive sample stock, to demonstrate and sign off the furniture solution. When a project is of a large scale of high complexity we can manufacture specific furniture pilots, as proof of concept, thereby reducing risk and ensuring the correct furniture is specified.

LEAVING

THE

WORLD

THE

WAY

WE

FOUND

IT

**IT'S IN
OUR DNA**

Every one of our products is 99% recyclable, with many being 100%. And as we continue to expand, our responsibility to look after the planet for future generations grows. Examples of measures in place include recycling redundant furniture for clients, recycling packaging, and our remanufacturing service. Plus, in 2009 we launched our own recycling facility, Sustain™. This now successfully operates as a standalone business.

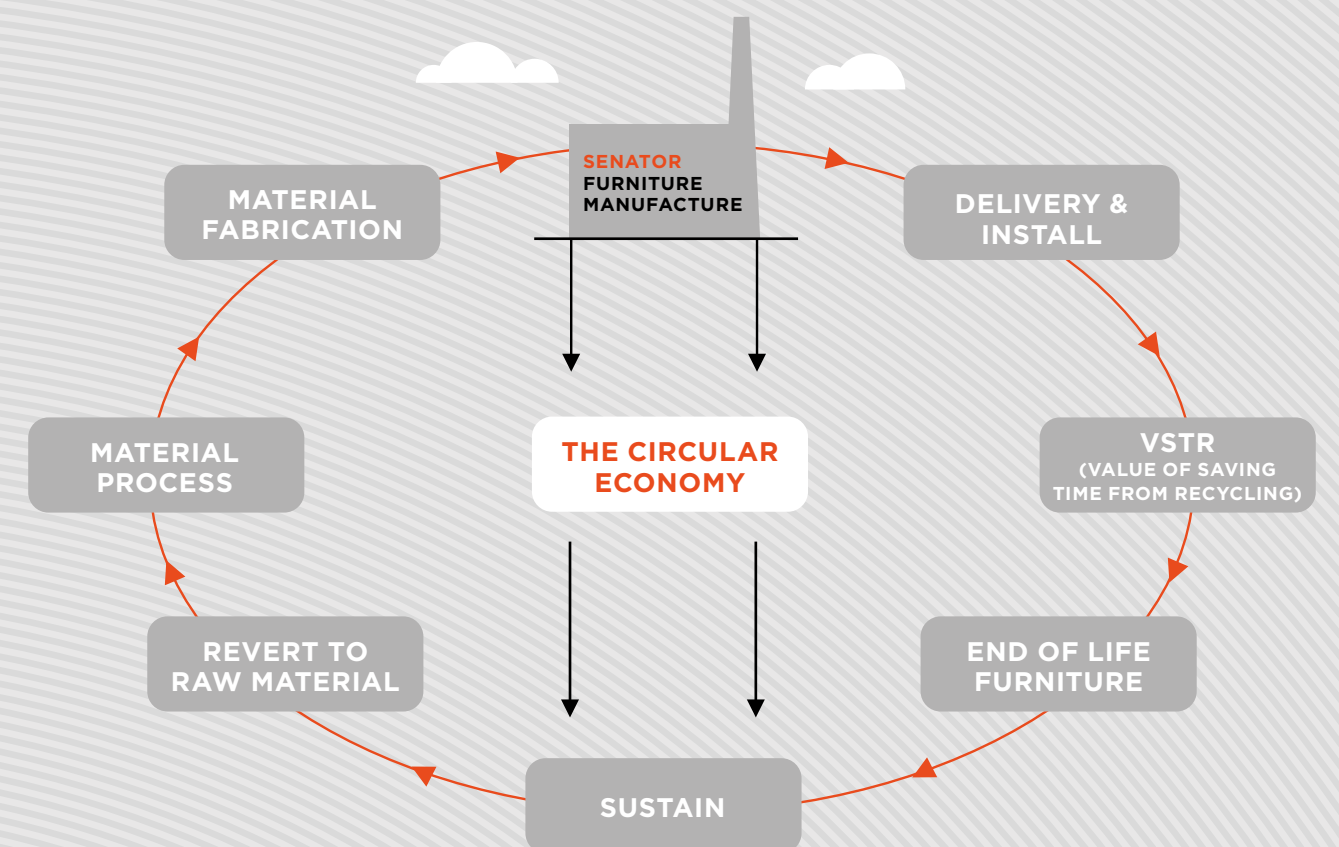


WE PREFER NOT TO RECYCLE

Sustain™ is our turnkey recycling service that looks at the waste created by furniture manufacture, delivery and existing furniture at its end of life and works out innovative ways of recycling so that the materials can have future use.

Annually we recycle over 10,000 Sustain multibags of packaging waste, mostly returned to our recycling centre on our own vehicles that deliver the new furniture. We remove the air from the equivalent of 44 articulated truckloads of polystyrene to make it transportable and recycle 60-70,000 items of furniture.

Senator has taken this approach for decades. We have been heating our own manufacture sites with waste material for over 15 years, our rooftop solar array farm produces electricity equivalent to 500 homes, and we have had zero waste to landfill for 7 years.



ONE SEAMLESS CUSTOMER-CENTRIC EXPERIENCE

How about this for innovation: no answer phone or voicemail, you speak to a person, always a voice and a person with a smile. In a digital world it is better to have the reassurance of speaking with a trained professional about your furniture.

We don't seek to overcomplicate, and offer an easy to deal with service that retains the one-to-one personal touch as we advise, order, check and arrange the 1200 orders that are placed each week. While we never know whether an order will be a single chair or a whole building, every order receives the same personable service, and is treated with equal importance.



IT'S ALL ABOUT FEET ON THE GROUND, LOCALLY

Senator are local to where you are and we seek to understand you. We look holistically at your requirement and have a problem-solving design approach so that you do not have to compromise your furniture solution.

UK

Global Headquarters - Lancashire
Birmingham Showroom
London - Senator
London - Allermuir

UNITED STATES

Corporate Headquarters N.a
Chicago Showroom
New York Showroom
San Francisco Showroom

INDIA

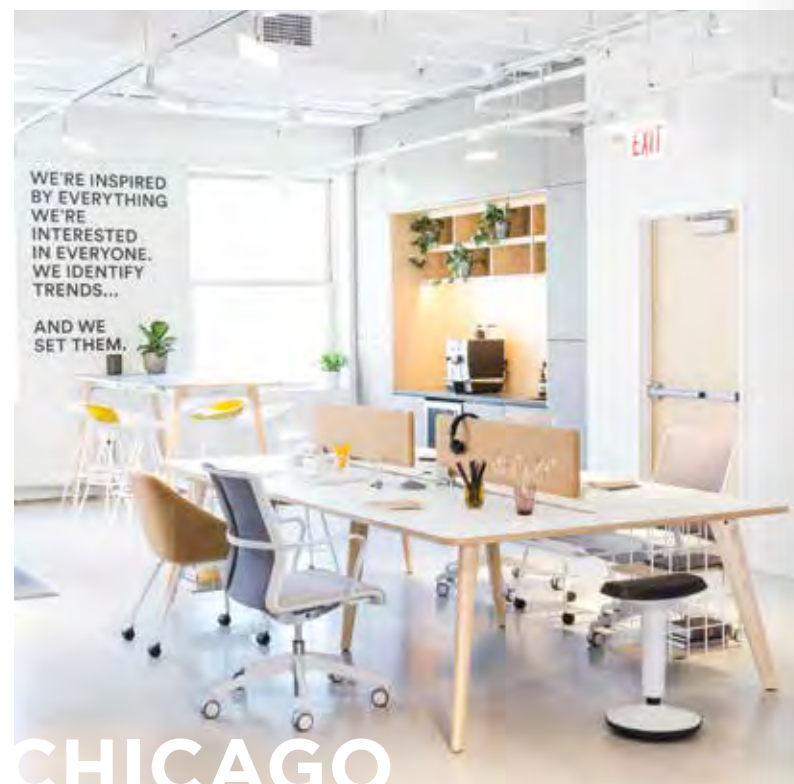
India Showroom

SINGAPORE

Singapore Showroom

CHINA

Hong Kong Showroom



CHICAGO



NEW YORK

OUR STANDARD FURNITURE RANGES SATISFY THE MAJORITY OF ANY REQUIREMENT.



BIRMINGHAM

WE CAN BESPOKE SMALL AMOUNTS OF FURNITURE TO COMPETE THAT UNIQUE REQUIREMENT.

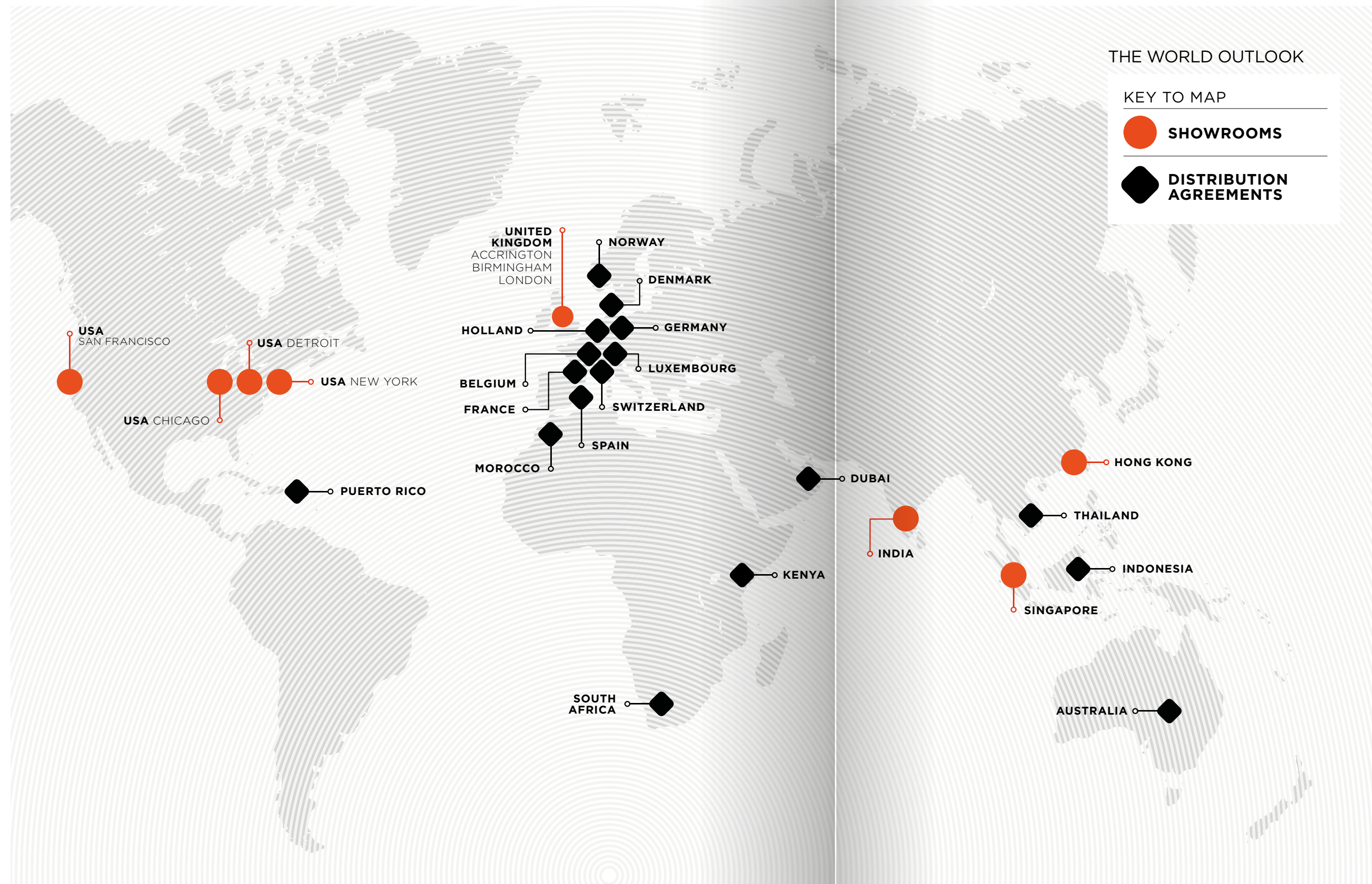


WE MODIFY SOME FURNITURE TO SUIT SPECIAL REQUIREMENTS.



LONDON

WHEREVER YOU GO IN THE WORLD, YOU ALWAYS LIVE LOCALLY



Senator has a global reach. We have a network of showrooms and manufacturing sites strategically located around the world to service multisited organisations. Senator has in-country support to engage with clients locally and are serviced by our handpicked dealer community. We have locally-nuanced product design for geographical regions and seek to address local cultural and technical issues, ensuring each individual feels engaged and supported in their workplace.



WORKING WITH US

All of our innovation in thought, design, products, manufacturing and servicing is to make it as easy as possible for you to deal with Senator.

Your furniture requirement is unique to you which is why we seek to understand you and your individual requirement, so that we can manufacture your unique piece of furniture for you. Innovation is common sense to Senator.

What might you discover when you look inside Senator?



**DESIGNERS
ACCOUNTANTS
DEALERS
TEACHERS
TREND ANALYSTS
CHEFS
FACILITIES
MANAGERS
CEOS
HOTEL OWNERS
ZOOLOGISTS**



Allermuir

Perfectly aligned to Senator is our sister brand, Allermuir. Designers and creators of contemporary soft seating and dining furniture for reception spaces, breakout areas, hotels, restaurants and cafes. Their creative influence can be seen in thousands of public spaces all over the world, and their frequent collaborations with world class designers ensures Allermuir continuously innovates and never compromises creative flair.

NOTES



[THESENATORGROUP.COM](https://thesenatorgroup.com)



SENATOR