

## CORPORATE

Haworth  
Holland, Michigan



## Carpet Contributes to Sustainable Design Goals at Haworth

- When Haworth, a global leader in the design and manufacture of adaptable workspaces, made the final carpet specifications for the renovation of their 300,000 square-foot headquarters in Holland, Michigan, the design team asked the carpet manufacturer to switch the standard fiber specification for the carpet style to Antron® carpet fiber. Because the new headquarters serves as a showroom for its clients, the facilities and design team wanted Antron® carpet fiber to ensure the carpet would stay newer looking longer.

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## CASE STUDY:

### Haworth Holland, Michigan



## Corporate

Clients who visit One Haworth Center walk away with more than an impressive presentation on Haworth's innovative products for the commercial interiors industry. They also see firsthand how a renovation and redesign can reflect a corporate image, achieve aggressive sustainability goals and improve a facility's performance.

The Perkins + Will / Eva Maddox Branded Environments™ team began the project by initiating a "Discovery Phase" to learn more about Haworth's design objectives. "Participating in the 'discovery phase' enabled us to achieve Dick Haworth's vision to not just build another building, but to build a usable space defining who we are and where we are going, all while focusing on sustainable building practices," said

Ken Brandsen, Haworth's manager of facilities design & management.

#### Going for LEED

The goal to achieve LEED-NC Gold certification went in tandem with the drive to demonstrate how interior renovations utilizing adaptable elements can suit the corporate needs of today, and enable businesses to evolve the space to meet future needs and work styles.

→ **Sustainability.** Antron® Lumena™ and Antron® Legacy™ fibers are the first carpet fibers to have earned the Environmentally Preferable Product (EPP) designation and the only carpet fibers to have been recertified multiple times. Environmentally Preferable Products are defined by U.S. Executive Order 13101 (replaced by EO13423) as products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. To be certified by SCS Global Services as environmentally preferable, the product must perform equal to or better in every category of potential environmental impact than other products serving the same function, with no environmental trade-offs.\*

To learn more, contact your local Antron® Fiber Consultant or visit [antron.net](http://antron.net).

\*According to SCS Global Services, December 2012.

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"Leading-edge sustainability initiatives were incorporated into just about every design

decision, from deconstruction to interior finish selections," said Brandsen. "Our success will be realized by an impressive facility performance statistic. Even though the total footprint of the facility increased by 20 percent, we are expecting a 10 percent reduction in energy use."

Haworth didn't just focus on collecting LEED points for their new construction - they also focused on responsible disposal and recycling of old building materials during the deconstruction. Under the LEED® certification system, they can earn up to 2 points for recycling or salvaging up to 75 percent of the construction waste generated. Haworth surpassed this goal by diverting 97 percent of the old materials from landfills. Because carpet comprises nearly four percent of all landfill waste in North America,

Haworth decided to divert all of its old carpet. They donated more than 58,240 pounds of usable carpet tiles to a local school, church and arts council and sent the rest to a carpet tile recycling company for either reuse or recycling.

#### The New Design

The new Haworth corporate headquarters incorporates many of the business and sustainability principles the company encourages its clients to adopt. By incorporating Haworth's organic workspace solutions throughout, the fully renovated facility will function as a living laboratory for innovation and workplace research

*"I knew how important it was to specify carpet with type 6,6 nylon fiber to meet our SUSTAINABILITY REQUIREMENTS and ensure long-term performance and durability."*

— Jackie Neerken,  
interior design manager

For Haworth, sustainability also begins with products and materials that last. "When it came to selecting carpet for the new facility, we wanted it all -- functionality, aesthetics, performance, sustainability and maintenance- these were all key considerations," said Jackie Neerken, interior design manager for Haworth. "We expect the traffic in our facility to increase, so we knew we needed a carpet that would perform well."

One of the modular carpet styles selected for the majority of the 250,000 square feet of raised flooring was light in color and manufactured with type 6 nylon fiber. "As a designer who specialized in education and healthcare projects for most of my career, I knew how important it was to specify carpet with type 6,6 nylon fiber to ensure long-term performance and durability. To meet these goals, I recommended changing the fiber specification to Antron® carpet fiber," said Neerken.

The end result is a collaborative environment that inspires creativity and productivity.

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