














# SHOPPING CART

Product	Price	Quantity	Total	
 <b>Mid Hat Adjustable Base + Work Surface</b> Base Finish: White Surface Width: 30" x 60" Finish: Designer White	\$1,329.00	- 1 +	\$1,329.00	 
 <b>Envoy Articulating Single Monitor Arm</b> Finish: Silver Monitor Support: Single	\$252.00	- 1 +	\$252.00	 
 <b>Surface Mounted Power Module</b>	\$254.00	- 1 +	\$254.00	 
 <b>Senko Task Light</b> Finish: Silver	\$225.00	- 1 +	\$225.00	 
<div> <div>CONTINUE SHOPPING</div> <div>CLEAR SHOPPING CART</div> <div> UPDATE CART</div> </div>				

**DEALER  
CENTRIC**

HomeWork helps  
HAT Contract/SIS  
Ergo maintain and  
strengthen its  
relationships with  
its dealers.

## DEALER E-COMMERCE SOLUTIONS

CUSTOMER  
LOGO

# HAT Contract / SiS Ergo does its 'HomeWork'

**HomeWork** does more than simply **sell** the product through an e-commerce website. The products are **packaged** properly for home **delivery, installation** services are offered and marketing **support** is provided.

**W**ork from home, once a novelty reserved for the most open-minded companies, is now the norm as the pandemic closed offices and forced the trend to the forefront.

Yet tapping into the growing trend has been difficult for office

furniture dealers. Many manufacturers have expanded their work-from-home offerings, but dealers have, for the most part, have been cut out of the equation.

Enter HomeWork, a new program from HAT Contract/SiS Ergo that not only gives dealers a

Apply Discount Code

Estimate Shipping and Tax

Enter your destination to get a shipping estimate.

Country

United States

State/Province

Pennsylvania

Zip/Postal Code

18042

Flat Rate Ground

Ground Shipping \$130.00

Cart Total

Subtotal \$2,060.00

Shipping (Flat Rate Ground - Ground Shipping) \$130.00

Tax \$123.60

Order Total \$2,313.60

PROCEED TO CHECKOUT

CHECK OUT WITH MULTIPLE ADDRESSES

DEALER  
LOGOCUSTOMER  
LOGOWELCOME TO THE  
CUSTOMER NAME  
HomeWork™ PORTAL.

SHOP NOW →

HOME

PRODUCTS

ABOUT

FAQS

CONTACT



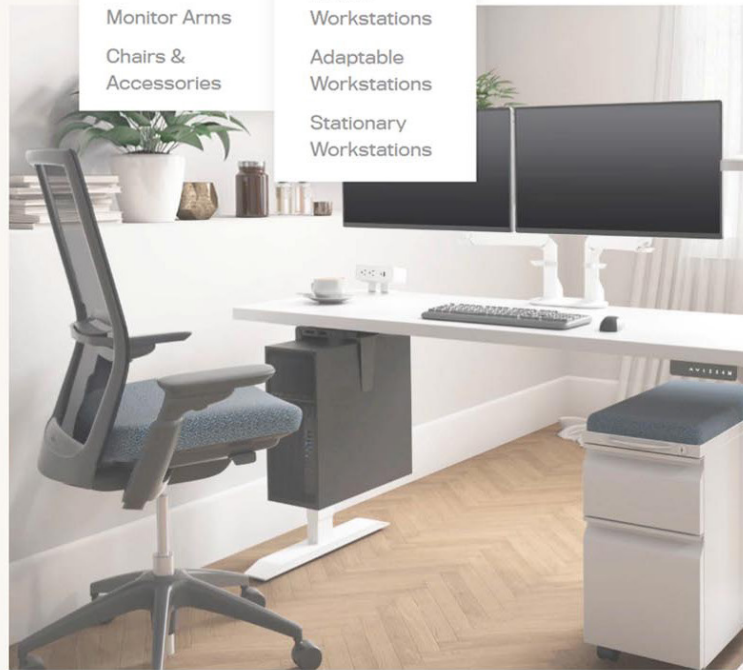
Workstations &gt;

Monitor Arms

Chairs &  
Accessories

Mobile

Workstations

Adaptable  
WorkstationsStationary  
Workstations

powerful new collection of work from home products, but also takes the difficulty out of the marketing, ordering and delivery. Instead of cutting the dealer community out of the mix, HomeWork makes the dealer the centerpiece of the transaction.

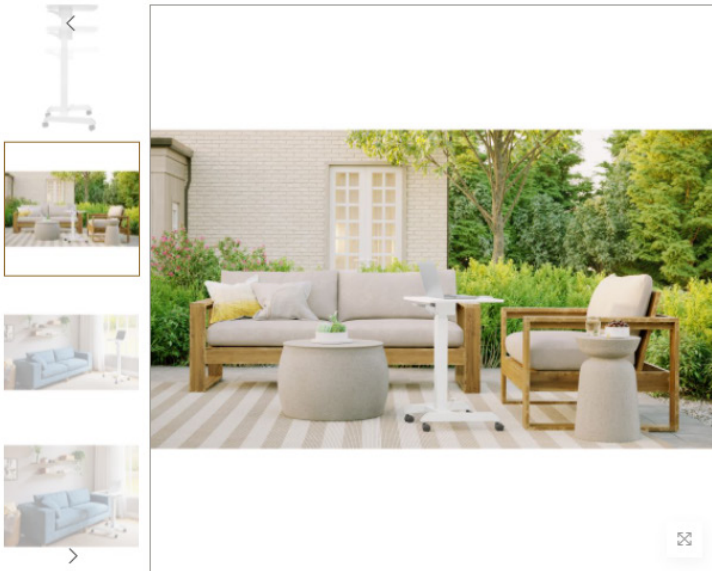
The idea was hatched soon after the pandemic began last March when workers everywhere were forced to go home and try to find a place to work. Workers quickly found their home offices were sorely lacking. Card tables, folding chairs, kitchen islands, sofas and dining room tables were used as workstations. Manufacturers responded, but some sidestepped the dealer network by selling directly through their own websites. HomeWork was designed to put the dealer front and center in the process, said Libby Ferin, vice president of marketing at Innovative, parent company to both HAT Contract and SiS Ergo.

“With COVID, there was a lot of stuff happening, and I think our dealers were scrambling and getting a lot of questions,” she said. “The dealers were calling and saying, ‘Hey, we just need one base and one top (sent) to someone’s home. Can you do that?’ And at that time, neither we nor a lot of our competitors could do that. The basics weren’t in place for our dealers to become what I would call like an e-commerce service shipping directly to a home. We didn’t have the packaging down, we didn’t have freight down, we didn’t have a lot of the things that would make it successful for us to service a one-off customer.”

Dealers were ill-equipped to handle work from home sales either. Few had — or have — a website designed for taking orders, especially for a single desk. Most dealers have no experience creating or managing an e-commerce platform.

## DEALER E-COMMERCE SOLUTIONS

## MOVEL



**\$389.00**

Move! means mobile. It's light-scale design, tiltable desktop and manual height-adjustability provides the ultimate solution for a nimble, space-saving work companion.

Qty: - 1 +

 **ADD TO CART**

♡ ADD TO WISHLIST

## DETAILS

## FEATURES

- **Seamless height adjustment:** Creates a smooth transition from sitting to standing
- **Tilting:** Desktop provides the optimal angle for writing or computing.
- **Safety:** Ledge stopper prevents items from slipping off desktop
- **Effortlessly:** Adjust your workstation to the desired height with the integrated foot pedal
- **Heavy-duty:** Casters offer smooth mobility allowing you to work anywhere you want.

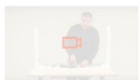
What if HAT Contract/SiS Ergo could help its dealers by creating individualized websites for them to help service home office sales? The question was the genesis for HomeWork. It is not only a collection of products for the home office, it is also a platform for dealers to manage the sales and marketing — a customized website and system for managing every aspect of the sale.

“We started asking how we could support our dealers,” Ferin said. “What if we created individualized sites for our dealer community, whether this was a dealer-specific website that could just service their own dealership or even (a website) to serve their customers. We were hearing a lot, especially on the West Coast and Silicon Valley — the Googles and

the LinkedIns of the world — that they were giving their employees stipends to stay home and to buy products. And what were they doing with that money? They were going to Amazon. That's where they are going to go unless you're directing them to go to a place (to buy contract-grade furniture)."

The company saw an opportunity to create a series of online hubs for individuals or corporate customers to buy good furniture at a good price that would go through the dealer, which keeps its relationships strong with both the company and the individuals sent home to work. To do that, HAT Contract/SiS Ergo created individual websites for its dealers that host a breadth of product needed for home offices.

## MID HAT ADJUSTABLE BASE + WORK SURFACE



**\$1,277.00**

This two-legged, height-adjustable base is the ultimate in workspace transformation. The exclusive Folding HAT frame design allows for easy assembly, quickly fitting into any corner or rectangular station. The quiet electric motor system is eco-friendly and makes movement simple.

Options marked with an \* are required

Base Finish: \* ☐ ☐ ☐

Surface Width: \*

Finish: \* ☐ ☐

Qty: - 1 +

ADD TO CART

ADD TO WISHLIST

HomeWork does more than simply sell the product through an e-commerce website. The products are packaged properly for home delivery, installation services are offered and marketing support is provided.

Creating HomeWork wasn't easy. Contract furniture makers are designed to ship dock to dock, not dock to porch. The company had to redesign some packaging to make it delivery proof. It also had to create websites that are dealer-centric, not focused on the manufacturer.

The HomeWork program is also good for corporate customers. Dealers can help set up programs for them that allow companies to specify the types of products they think their workers should be using, as opposed to handing them a check for home office products that might or might not be spent on improving the remote workplace. Dealers control the billing, pricing and profit margin.

"That mid-level dealer, that smaller dealer, you know, they don't have the marketing dollars necessarily," to do something like this on their own, Ferin said. "They don't have the resources. And marketing is sometimes the first thing to go. We are helping by coming in as the marketing team, as a trusted partner with them — for them. It's not our website. This is your website. This is your branding. You can be the hero. Send this out to your clients, send us out to your community and make some money. Yeah, of course we benefit from it, but it's also to help keep our dealers afloat during this time. That's one of the things I feel best about. This program is about us all working together to get through it, to make it work."

Not every worker working from home has the same needs. So not every product is available, but there are many options to cover every home office. The HomeWork program includes mobile,



## DEALER E-COMMERCE SOLUTIONS

HomeWork is a simple way for customers to purchase their ideal home office set-up online. With secure checkout and personalized product selection, employers can rest assured that their team is well looked after, both in the office and while working from home.



### HOW IT WORKS



#### REVIEW THE AVAILABLE PRODUCTS

Browse the hand-selected list of home office solutions and choose the configuration that best meets your individual needs.



#### BUILD YOUR CUSTOM HOME OFFICE PACKAGE

Use our easy, secure checkout to order your new home office.



#### YOUR NEW OFFICE IS DELIVERED TO YOUR DOOR

Order and install your new workspace without ever leaving the house!

adaptable and fixed workstations. That means, if the worker is living in a 600-square-foot apartment, a mobile solution that can be stowed away would probably be the best option. If a home office is in place, the worker might choose a fixed-height or adjustable desk. The company also can create packages of products specific to its dealers' customers.

Dealers can add non-HAT/SiS Ergo products to the websites. For example, a dealer might want to offer a 9to5 Seating, Herman Miller or other task chair. With the HomeWork program, they can, although in that case, the seating manufacturer handles billing and delivery. Still, the entire order is handled through a single purchase order.

Selling work from home products isn't going to fill all the financial gaps caused by the pandemic,

but it does help. "This is not going to turn them from red to black in regards to their P&L statement," Ferin said. "But what it is going to do is keep them in front of their clients. It's going to show their clients that they care."

HomeWork also helps HAT Contract/SiS Ergo maintain and strengthen its relationships with its dealers. The company knows it's not one of the big three manufacturers, but feels it can help by being very dealer centric.

"It's something that can be incorporated into their way of doing business," Ferin said of their dealer partners. "A different type of channel necessarily is not a bad thing to offer. If it's a turnkey situation where it's really no cost to them, it's just to their benefit. We continue to be that partner." **MP**