



FOR IMMEDIATE RELEASE

HAT Collective to Debut New Seating Product, Iku, at NeoCon 2022

EASTON, Pa. – May 19, 2022 – HAT Collective (11th floor, space 11-122) is unveiling Iku, its first-ever original ergonomic seating product, at NeoCon 2022. With the addition of Iku to HAT Collective's robust suite of workplace solutions, workers are further empowered to work their way and can now create their own "360 workspace" – a comprehensive set of ergonomic products that complete a personalized and healthy workstation.

Japanese for "to go," Iku is an interactive, intuitive mid-back task chair that propels professionals into a healthy, productive workday. Like all HAT Collective products, Iku features innovative design, integrated ergonomics and easy user functionality. Expertly engineered to support the back and spine while providing high-end comfort, Iku comes with an intuitive synchro-control to promote natural body movement. Users can select multiple adjustments to ensure the chair is correctly positioned for optimal ergonomics and productivity. Adjustments include four different back positions, 11 incremental armrest positions and 2.3 inches of seat depth.

Versatile for today's modern workplace or home office, Iku features a modern mesh backrest in three different color choices along with a stylish black nylon or upscale polished aluminum base. Color options are available for the back frame, arm and seat upholstery. Easy glide casters provide fluid mobility on either hard or carpeted surfaces.

"We believe workers are more productive and happier when they are empowered to work their own way. With Iku, HAT Collective now offers workers every foundational element needed to create a tailored 360 workspace that supports the way they work best. This in turn can foster better health, productivity and happiness," said HAT Collective Chief Marketing Officer Libby Ferin.

Iku is joining HAT Collective's full suite of innovative workplace product solutions, which includes height-adjustable tables; articulating monitor arms; wire and power management systems; storage units; and accessories. Whether a user prefers sitting or standing, working individually or collaboratively, remaining stationary or being on the go, HAT Collective offers workers more ways to work their way.

HAT Collective will be introducing several other innovative workplace solutions during NeoCon 2022. This includes E2 Connex, a fully expandable, configurable and improved monitor arm designed to enhance interactions between users and their technology; and Pocket, a new mesh cable management sleeve that neatly addresses cord challenges with height adjustable and static desks.

Dealers and designers needing more information can visit www.hatcollective.com

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HAT COLLECTIVE™



About HAT Collective

HAT Collective specializes in design-forward, ergonomic, and highly customizable workspace solutions for the contract furniture market. Our sophisticated product lines showcase craftsmanship and design innovation, effectively improving wellness and increasing productivity. Whether you prefer mobile, adaptable or stationary solutions, HAT Collective empowers you to create your ideal workspace. We prioritize quick shipping, customer service, and exceptional levels of support. HAT Collective Healthcare, a division of HAT Collective, provides ergonomic solutions for better care. Its robust product portfolio is specifically designed to improve the point of care experience for both the caregiver and the patient. HAT Collective's parent company, Innovative Ergonomic Solutions (IES), maintains its headquarters in Easton, Pa., with manufacturing facilities in the United States, Denmark and Asia. The brand also operates six showrooms across the U.S. HAT Collective is one of several brands from IES. More information can be found at www.hatcollective.com.

Media Contact

Tiffany Fessler
Spaulding Communications
tiffanyf@spauldingcommunications.com
Cell: 770-605-3187

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