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MEET
HUMAN ACTIVE
TECHNOLOGY:
A HAT COLLECTIVE
BRAND EVOLUTION

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HAT Collective Undergoes a Brand Evolution

CONTRACT FURNITURE MAKER EMBRACING HUMAN ACTIVE TECHNOLOGY (HAT) FOR ITS MISSION OF CREATING PRODUCT SOLUTIONS THAT DRIVE HEALTHIER INTERACTIONS BETWEEN PEOPLE AND TECHNOLOGY.

by Emily Clingman

HAT Collective, a contract furniture manufacturer which offers design-forward ergonomic solutions to revolutionize well-being and productivity in the workplace, is undergoing a brand evolution. The brand recently announced that its parent company, Innovative Ergonomic Solutions, was rebranding to the new name of Human Active Technology (HAT).

Now, HAT Collective is adopting and embracing that name. But more than that, HAT and HAT Collective are charting a new course to develop human-centered product solutions that create healthier, more productive interactions between people and technology.



*The HAT Collective brand is adopting and embracing the company's new name, **Human Active Technology**. Evolving from the HAT acronym of "Height Adjustable Tables" to Human Active Technology is more than just a name change. It's a guiding principle and an organizational culture shift, as the company focuses on developing human-centered product solutions that create healthier, more productive interactions between people and technology.*





An early manufacturing pioneer of monitor arms and height-adjustable tables, today, HAT has manufacturing facilities in Denmark and its global headquarters in Easton, Pennsylvania (pictured).

“Human Active Technology is more than just a new company name. It’s an inspirational and guiding principle for how we approach every facet of the business,” said HAT Chief Executive Officer Steven Bramson. “This singular vision — to create solutions that bridge the gap between people and technology for healthier, more productive experiences — is a catalyst for us in multiple ways. It unifies our culture and succinctly captures our overall mission, creating marketplace differentiation and driving greater recognition for all our sub-brands, HAT Collective included.”

Bramson explained that HAT was a legacy name that meant Height Adjustable Tables, which is a bit antiquated now because the company offers so much more than just height adjustable tables. From monitor arms to power solutions, seating to lighting, HAT Collective has become a comprehensive 360-Workspace solution for multiple environments.

“We saw an opportunity not only to evolve the meaning of HAT in HAT Collective’s name but extend that idea to the sub-brands,” Bramson said. “Human Active Technology represents the next evolution of our company, and it’s a unified vision for all our brands. Human Active Technology is about connecting people with technology in a healthy way — whether it’s in the office, in healthcare, in hospitality, in a convenience store, or at home — all our brands now have the common voice to provide that one goal: To provide intelligent products that intersect and support people with their devices.”



HAT Collective Healthcare, launched earlier this year, provides qualified office furniture dealers an additional revenue stream for their existing healthcare business. HAT Collective Healthcare’s suite of point-of-care products, like mobile medical carts, and flexible wall mounts that offer space saving solutions, give healthcare providers greater confidence, control and comfort.



HAT Collective's flexible product solutions provide space savings and the ability to create private, touch-down areas where workers have maximum control of their environment.

HAT Collective, introduced to the market in 2021 with the mantra, “Work Your Way,” has evolved with a new phrase this year: “More Ways to Work Your Way.” With a new ergonomic task chair added to the brand’s portfolio in 2022, workers can easily create their own 360 Workspace – a robust, holistic workstation that is flexible, adaptable and active, and empowers people to work how they want.



Research shows American workers spend about five to seven hours per day in front of a computer screen.

“As technology continues to proliferate, we want to help bridge that gap,” Bramson said.

Libby Ferin, Chief Marketing Officer at HAT, says the name — Human Active Technology — provides the HAT team with a stronger sense of purpose and empowerment to curate the right products to support well-being and positivity.

“We know that the intersection between people and technology will continue to grow; we are dependent on it,” Ferin said. “How we help facilitate that connection in an active, healthy, productive way is what we will work on every day at Human Active Technology.”

It also creates a stronger, cultural opportunity to unify all HAT’s sub-brands across all divisions.

“We’ve introduced an internal mantra: ‘One Company. One Voice.’ We want to fully leverage all the people-power and talent we have across our sub-brands and the entire enterprise to bring more value to our customers and stakeholders,” she said.



M Series Freestanding Rectilinear White Base White Worksurface

Human Active Technology creates marketplace differentiation, Ferin explains.

“In the contract office furniture industry, companies are known for various things. One could be known for design heritage, and another for research, etcetera. We have an opportunity with Human Active Technology – with HAT Collective – to own this idea of well-being and healthy interactions between that person and the products in their environment,” she said. “HAT Collective is absolutely still about ‘Work Your Way’ — empowering workers with the choice and control to work effectively. Our goal is to provide those smart and simple solutions that make people feel better and work better every day.”

In addition to HAT Collective, HAT has three other sub-brands: HAT Collective Healthcare, HAT Design Works (formerly Innovative Design Works) and HAT e-Commerce. HAT Design Works designs, engineers and manufactures products for point-of-sale, as well as serves as an OEM for leading and nationally recognized partners in the healthcare, hospitality, retail and financial industries. HAT e-Commerce sells products for B2C primarily through Amazon.



HAT Collective's Enhanced Design Solutions (EDS) division enables customers to easily modify, reconfigure or completely reimagine products suited for their individual needs.





From design-forward height-adjustable tables and articulating monitor arms that provide better posturing throughout the day, HAT Collective offers a full spectrum of product solutions. Power, storage, lighting and other accessories complete the 360 Workstation.

Each sub-brand logo now includes the same identifying mark as the company's new mark. The mark's circular design signifies active movement, and the global, holistic solutions HAT provides its customers. The term HAT is expressed in a creative way; magnified intersecting lines represent the company's ethos for zooming in with curiosity, while also conveying the connectivity between people and technology.

HAT's diversified, global portfolio of sub-brands serve a broad range of customers across several markets, including corporate and home office, healthcare, government, hospitality, retail, and point-of-sale. Product solutions range from instinctive height-adjustable tables and workstations to ergonomic mobile medical carts, user-designed wall mounts, tablet mounts and point-of-sale systems.

"Previously, we were a house of brands. Now, we're evolving to a branded house," Ferin said.

With a house of brands, each brand has its own identity, and they typically function independently from each other, she explains. With a branded house, all brands share one common experience driven off the parent brand. The sub-brands cross-pollinate with each other, and the parent brand acts as the catalyst for the sub-brands.

"We are now poised to move forward as One Company, with One Voice — all of us rowing in the same direction. This brings power and simplicity to everything we do," Ferin said.



Moving forward

With so many changes in the past few years — a global pandemic, technology advancements, and sustainability a growing concern — Human Active Technology has adapted and pivoted along the way.

“In many ways, COVID was a kick-starter for companies to evaluate and rethink their business. When we launched HAT Collective, we communicated ‘Work Your Way’ and continued to reinforce this message of empowerment, and what works best for the worker,” Ferin said. “We know that when workers have the tools they need, they are happier and more productive.”

CEO Steven Bramson adds to this idea. Flexibility is key to staying relevant and successful in an industry and world that has undergone a significant transformation. Employers who offer multiple workplace solutions, for the office or at home — collaborative or individual spaces — provide a variety of considerate choices that resonate well with workers and how they want to work today.

“This can lead to stronger employee retention, better team morale, fewer work-related health issues and increased employee satisfaction,” he said.

“As the workplace continues to evolve, flexibility and well-being is essential,” Bramson said. “We are developing solutions that are adaptable and provide choice to both employers and employees. We’re talking about purposefully focusing on the intersection between people and technology and creating healthier, more productive experiences. This leads us to our evolution of Human Active Technology.”

To learn more about HAT and the HAT Collective brand evolution, [watch this video](#). **BoF**



HAT employs more than 250 people – including designers, engineers, customer support and other support staff – across its locations in Easton, Pa., Santa Clara, Calif., Louisville, Ky., and in Denmark.

