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HAT Collective Introducing Fiellø® at NeoCon 2023

Developed in Collaboration with Gensler, Height Adjustable Desk Combines Danish Aesthetics, Intuitive Design and Essential Technology for Enhanced User Experience

EASTON, Pa. – May 22, 2023 – HAT Collective (11th floor, space 11-122) is introducing Fiellø®, a groundbreaking height adjustable desk, at NeoCon 2023. Manufactured at HAT Collective's European headquarters in Denmark, and with Gensler as product design consultant, Fiellø beautifully combines Danish aesthetics, intuitive design and essential technology into an advanced desking solution tailored for today's dynamic workplace.

Fiellø's Danish roots inspire the elegance of its sleek and sophisticated fabrication. Its minimalist aesthetic expresses itself through clean lines, cylindrical legs and low-profile feet, all of which speak to the intent of the architectural experience. Added visual interest and warmth come from Fiellø's curved ribbon dividers, crafted from either natural wood veneer or recycled felted PET. Utilitarian elements, including a built-in drawer and bag hook, deliver an enhanced user experience.

"Fiellø represents a new era in design for HAT Collective," said HAT Collective CMO Libby Ferin. "Through our Danish manufacturing expertise and with Gensler's keen insights and guidance, Fiellø is an ideal solution for virtually any workplace. Users will love its warm resimercial feel and how it instinctively allows people to work their way."

"Gensler enjoys the opportunity to partner with manufacturers like HAT Collective to bring fresh workplace solutions to the market," said Scott Star, Director of Product Development at Gensler. "It was a rewarding experience to be a part of Fiellø's design. We look forward to watching this unique product make its mark with customers and across the industry."

All Fiellø base models come standard with the cylindrical leg design and an easily accessible drawer in either oak or walnut. Fiellø's all-steel PVC-free frame is available in three different powder coat options and can be easily matched with five different worksurface colors. Made from 100 percent pre-consumer recycled wood fiber, the worksurfaces are CARB II-compliant and come in two different size options: 60"W x 30"D or 72"W x 30"D. The recycled PET divider is available in six on-trend colors and the wood divider comes in an oak or walnut finish. Both the PET divider and the wood divider are 100 percent recyclable.

Fiellø can be electrically adjusted up or down via a digital switch to a user's desired height range. It also comes with a soft-stop feature and the latest gyroscopic collision detection technology to ensure safe vertical adjustability. Designed to meet today's dynamic workplaces and user needs, a personal health tracker option offers a visual sit-stand reminder and a Bluetooth® Control option allows users to save their favorite settings and set goals for sit-stand activity. Fiellø's technology can easily interface with other personal health tracker control devices, making it ideal for collaborative or flex office environments. Fiellø's construction meets ANSI/BIFMA standards.

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Fiellø is one of several innovative workplace solutions HAT Collective will be introducing during NeoCon 2023. Dealers and designers needing more information can visit www.hatcollective.com

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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, Human Active Technology (HAT), 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 HAT. More information can be found at www.hatcollective.com.

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