

WORKLAB

Office as an experience

Info Cavaletti

Year III - Issue 7 - November 2018

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A WORD FROM THE PRESIDENT



Dear friends,

Standing ahead with new ideas, products and services is one of the main dynamics nowadays, so to create a sustainable business model. It is also our mission to make people become happy while performing their duties. As a consequence, we attempt to provide our clients with solutions which may offer better experience in the working environment. This object moves us forward and gives us the true motivation to advance in the search for new conquests, always innovating in our processes and products.

The world of business changes quickly. We closely follow this revolution of behavior and technology always changing the way we see and work at our jobs. Adaptability, sophistication and especially simplification are concepts challenging us and making us think further away.

With this purpose, we have inaugurated Worklab in Sao Paulo. I invite you to take a look at it by reading our main article. It is a space designed and developed to offer alternatives to change the meaning of traditional work spaces in productive environments, where the flow of information, disposition and motivation get reflected in higher satisfaction, dedication and productivity of the contributors.

This is the Cavaletti we all wish to see, always re-inventing itself to follow the evolution of contemporary working forms, widening its efforts in behavior research, design and technology as applied to products. That constant search consolidates the trademark as one of the leaders in innovation in the field in Latin America, opening new international pathways for us.

Finally, we approaching the end of this year. We hope we can continue with our evolution next year and may God give us courage to win new challenges. May the year-end atmosphere impel us by projecting new goals to make us bigger and better, proudly closing the year 2018.

A big hug to everybody and have a nice year-end holiday!

Gilmar José Cavaletti
Director Presidente



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OFFICE HOUR

This is a Cavaletti S/A
Professional Seating.
Rua Dr. Hiram Sampaio, 550
Industrial District | Erechim | RS
Brasil | ZIP 99706-461
Tel (54) 3520.4100 | 2107.4100
www.cavaletti.com.br



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or suggestions for articles, please
send an e-mail to:
midias@cavaletti.com.br

Director President: Mr. Gilmar José Cavaletti | Vice-President: Mr. Mário Luiz Cavaletti | Industrial Director: Mr. Jair Antônio Cavaletti | Logistics Director: Mr. João Paulo Cavaletti | Financial Administration Director: Mrs. Maira Regina Cavaletti | Engineering and Innovation Director: Mr. Jairo Roque Benincá | Commercial Director/Market Relations: Mr. Loivo Luiz Bombana



WORKLAB: Office as an experience

In August, Cavaletti inaugurated Worklab, a unique and exclusive space, created to widen the possibilities of a traditional showroom. There, the Trademark invites Clients and Designers to explore the Office to induce well-being and productivity, presenting Products, Content and Services in a functional and curatorial show. Built on the 24th floor of the West Tower of the United Nations Center (CENU), the 510 m² space offers a wide exhibition of products, arranged from the perspective of users' behavior. That design attitude, translated into products, aims to provide clients with alternatives for redefining the meaning of their traditional working spaces, into productive environments, wherein the flow

of information, arrangement and motivation are reflected in an increase in contributors' satisfaction, dedication and, finally, productivity – meaning better results for everybody. With that purpose, the name Worklab is a statement about the mission of the place as an Experimenting and Exchange Laboratory, by presenting both established products and new products and prototypes, with the purpose to establish a constant, experimental and collaborative dialogue. The project, as translated by R4DESIGN, has been conceived from contemporary concepts of sustainability, wellness and well-being, including research on life quality and work performance.





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A contemporary office, reflecting the speed transforming living and production forms, needs to be in constant evolution. The generation of value, in the era of knowledge, happens on the go: every place may become a productive environment according to the requirements of each moment.

Recent studies on productivity indicate that collaboration – as well as focus – may be combined in various ratios through each working day: it is more and more common to alternate

concentration moments, when aspects such as silence and privacy are welcome, and interaction moments, when spontaneity and integration are ideal.

Worklab has been organized from these different productivity modes, summarized in five specific working modes: Focus, Interaction, Co-Creation, Get-Together and Disruption. Differences between them refer to the profile of the activity to be performed, and how body and mind get prepared for each new situation.



FOCUS



INTERACTION



CO-CREATION



GET-TOGETHER



DISRUPTION

By meeting specific requirements of each working mode, it is possible to create what has been called a flow: the continuous and natural flow of information and ideas attracting, stimulating and motivating teams to develop around the object of the organizations to which they belong. At Worklab, we explore these

relations between furniture and behavior, by presenting them in 10 environments. In those, different connectivity, comfort and ergonomic levels are combined to generate an immersive experience, targeted at the user.

Embrace

A space for reception, contemplation, waiting or organization of ideas before and after meetings. Individual seats or linear sofas invite people to reply to messages or engage in conversations with casual comfort.



Connect

Raised position and height regulation facilitate and stimulate team meetings for on-site or virtual work by videoconferencing. For concentration moments, it offers reservation and privacy, as required for a focused debate.



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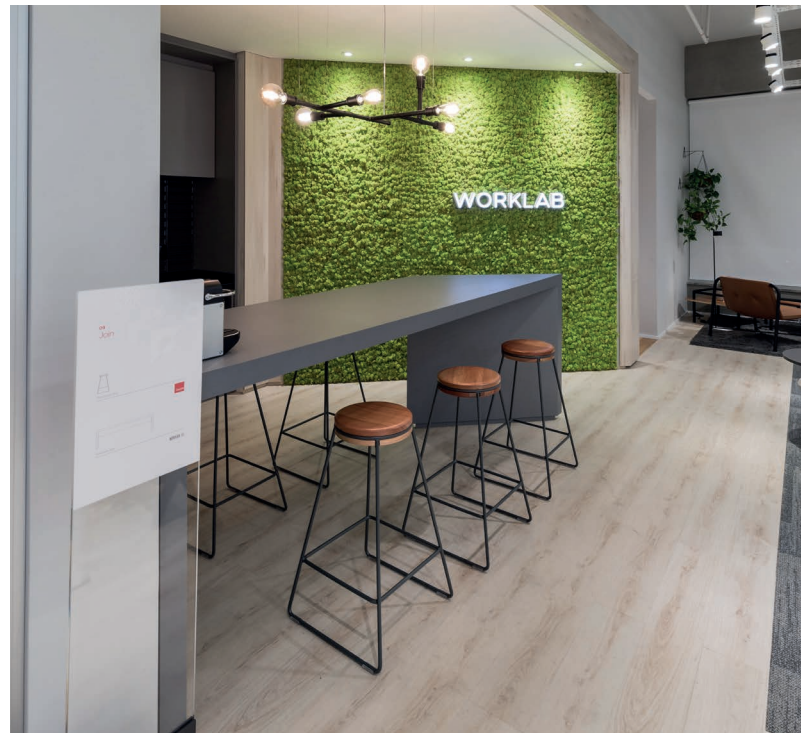
Lead & Mind

A place for concentration, processing of strategic matters and structured conversation par excellence. The acoustic solution creates an intimate environment enlarging the feeling of warmth and protection, increasing privacy and comfort, even in an open environment.



Join

A coffee place par excellence, where informal meetings are opportunities for social interaction which may evolve from an exchange of ideas to problem resolution. When combined with sofas and focal points, they offer the chance for reserved chats or a moment for a refreshing break.



Learn & Make

Learning and content. Chats and meetings with the organized sharing of information as an object. The environment is a highly flexible layout response with different arrangement possibilities, from more formal presentations with a focal point to co-creation workshops and dynamics.



Create

Dividing to conquer. Working surfaces with adjustable height and ergonomic seats allow to change posture and increase productivity. For a productive break, a small informal space facilitates breaks and quick chats.



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Process

Time to process and execute. A moment of the day when multidisciplinary teams form project teams with individual responsibilities, but common and interactional objectives. Parallel work and occasional interaction are a part of routine, allowing for quickly sharing ideas and information.



Share

A place of meeting and interaction. For more informal interaction, it provides short chats on various postures. It also allows sharing of knowledge in quick meetings and forums with small groups.



Meet

An environment for formal meetings, scheduled and intentional interactions. It offers support and easy access to connectivity and energy, besides adequate comfort levels for better accommodation.



Refresh

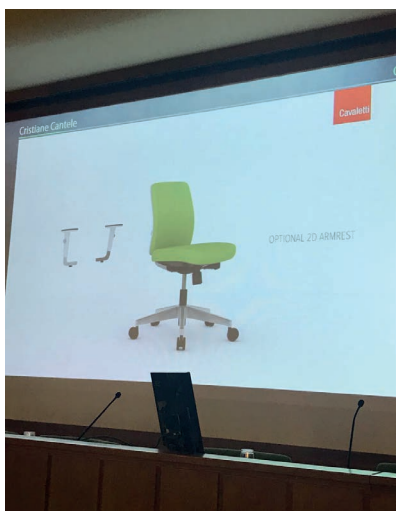
A space for disconnection and recharge. Lower and horizontal posture, stimulating individual contemplation and decompression moments between daily activities.



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Cavaletti at the International Congress of Ergonomics

Between August 26 and 30, 2018, Cavaletti S. A.'s ergonomist, Ms. Cristiane Cantele, attended the main world event on ergonomics, the 20th Congress of the International Ergonomic Association (International Congress of Ergonomics) in Florence (Italy), and presented two company cases. The first case presented the relationship between mental load and activities with high concentration rate, as well as the main factors affecting productivity. The second case presented concepts of ergonomics used for the conception, manufacturing and final use of the Ideal seat.



For Cristiane, *“it was a very important moment, when we could present our knowledge to the whole scientific community of world ergonomics, strengthening Cavaletti as a landmark company for knowledge and research in the area. It was an honor to be able to represent this Company”*. Cavaletti was the only Brazilian company of this field to attend the event and present technical cases.



From Erechim courts to the world

Atlântico Erechim is one of a select group of Brazilian clubs to reach conquests such as the Brazil Cup, the oldest futsal competition in the country, the Libertadores da América Cup, the Futsal World Cup of clubs and a bi-championship in Rio Grande do Sul – Golden Series, one of the strongest and most disputed tournaments in Brazil.



Foto: Edison Castro

Throughout its history in futsal, the club has a legacy of conquests, also outside the four lines of the court. Atlântico Erechim is currently the third most traditional club in Brazil playing the National Futsal League, the most important competition of Brazilian futsal, and the second oldest one in activity in the Golden Series of the Championship of Rio Grande do Sul. For the club's Marketing Manager, Mr. Cladir Dariva, *“it is an honor to have Cavaletti as a partner for so many years. This support shows the company's commitment to the community of Erechim and the nearby region, and allows us to present the town in the national and international sport scenery”*.

Cavaletti has supported the Atlântico club's futsal team since 2003 and believes it is possible to share value and reinforce its social contribution to generate prosperity for the society, by supporting such initiatives.



Foto: Ricardo Arifon/CBFS

The Home-Grown (Prata da Casa) Program

Aiming to value the potential of its contributors, Cavaletti has the Home-Grown (Prata da Casa) Program, created to recognize the talent of its contributors who, by means of a Selection and Recruiting process, may apply for new positions.



“The Home-Grown Program serves as an incentive to reach our goals. My participation in the Program brought me personal and professional growth, since I have the daily opportunity to improve my knowledge related to the performance of my job, and thus to contribute to the development of the company”.

Flávia F. Nascimento, started in the Sewing sector in 2011 and today works for the Controller/Accounting department.



“I have always tried to improve so to be prepared for opportunities. The program is a form to make us feel valued and motivated to do more.”

Rafael L. Amrginski, started as a Young Apprentice from the National Industrial Learning Service SENAI in 2008 and now works for the Engineering sector.



Cavaletti holds a mental health seminar

Who has never heard the statement “healthy mind in a healthy body”? The statement reminds the idea that, to be really healthy, both mental and physical health should be considered. So to bring information to its contributors, Cavaletti promoted a Mental Health seminar on September 12, 2018, with the psychiatrist Dr. Anderson Madalozzo. According to Dr. Madalozzo, the balance between body and mind is essential for a happy life, and the adoption of healthy habits significantly contributes to life quality. “Physical exercise, talking, good laugh and interaction are very good actions to relieve stress and even to improve self-esteem”, the psychiatrist says.



LIVE CAVALETTI



Students visit Cavaletti's factory

Cavaletti constantly promotes technical visits from students, showing company facilities and thus providing exchange of experience so to help for better education of the professionals who will soon be in the job market.



Getúlio Vargas Foundation FGV Passo Fundo – Corporate Management



National Industrial Learning Service SENAI Logistics



Getting to know the departments: Polishing

The polishing sector, with 10 contributors, is responsible for granting finishing to the parts which will later go through painting or plating proceedings. Polishing performs a key role in the productive chain by taking care of details such as edges and surface leveling, by taking out excessive materials from the soldering, cutting, laser and stamping processes.

So to offer better comfort to contributors, added to environmental concerns, the sector is receiving a new exhaustion booth, lightening and layout adapted to the purpose to offer products with excellent finishing.



Marciano Trevisan Abreu, Érico Ribeiro Galvão, Lídio Antônio Hences, Ednilson João Bolzan, Patrick Jonatan Pereira, Cristian Anderson Mandibur, Everson da Silva, Luciano Lima dos Santos, Eleberson Tomazelli and Antonio dos Santos.

Cavaletti Group: TW Transportes

GrupoCavaletti®

To become a large company, sometimes it is necessary to focus just on one segment and try to be a reference in that field. But there are situations where diversification may bring even better results. This is the case of the Cavaletti Group, who has been consolidating itself in the industry and service fields for more than four decades.

Currently, the Cavaletti Group is formed by the following companies: Cavaletti S. A. Cadeiras Profissionais, Fermatec, Injemax, Belasul, Transportes Precisa and the TW Transportes' agency in Erechim.

TW Transportes in Erechim currently has 20 contributors and is under the management of Ms. Hedi Cavaletti. It offers transport services for packages, fractioned cargo, heavy cargo and chemicals. It is recognized by its strength and notable activities in the State of Rio Grande do Sul, and also contemplates activities in the States of Santa Catarina, Parana and Sao Paulo.



A WORD FROM THE MANAGER

Dear friends,

There is a proverb in Brazil that says, “in a heart where gratitude lives, happiness will always live too”. I must start by expressing my gratitude to everyone working daily to defend the Cavaletti trademark, since the effort by each one propels us and makes us advance year after year, be it in Brazil or internationally.

The last quarter of 2018 brings great expectation, since figures indicate the maintenance of the growth as built so far, surpassing the 35% level. Various factors are responsible for this result: the visionary ability of our founders, the commitment by the Cavaletti team, our product reliability, its prized design, representatives, logistics and finally, the effort and dedication by re-sellers and their sales, assembly and delivery team. However, consumers are in the center of our work. We should honor them and dedicate our gratitude and respect.

Looking at the consumers, important questions come to mind and are daily discussed at Cavaletti. Technology, mobility and multidisciplinary are engines for a change in behavior at working environments. The answer to the question: “how to create more productive working spaces?” is the master guide for the development of Cavaletti solutions.

We believe that well-being and life quality are reflected in productivity and results, and thus we have presented Worklab – Office as an Experience. The space is the result of various years of research and continued investment to generate value to the Customers, by meeting specific requirements for each individual, not forgetting collective needs.

I take this space to wish you all an excellent holiday season and a 2019 full of health, peace, perspectives and wisdom.



Loivo Luiz Bombana
Commercial/Market Relations Director

Cavaletti

PROFESSIONAL SEATING

