

# The Office Planner

The official Newsletter of Office Planner Pte Ltd



**ITACA** happy office



**On 13th June 2008**, we launched "Happy Office – Itaca", a suite of office furniture which is designed to make the office a happy environment. We did an extensive study into what made the workplace a more inviting place for the employees as well as the employers. The results were not surprising. Many of the office staff regarded their colleagues as their extended families, naturally so as they spend the majority of their waking hours in the workplace. Many regarded their office as their "haven away from home" although many said that their haven was far from being that.

Looking at the office furniture available, we see lots of metallic greys and beige shades with the traditional metal office furniture. Fabric upholstered panels with "safe greys" and earthtone colours made up 80% of the office workplace. One would think that the palette only consisted of few colours.

When we designed the Itaca range of desking systems, we took several issues into consideration :

- 1) Wire Management : All cables are cleverly hidden below the worktop and can be access by its sliding top mechanism.
- 2) Minimum parts : Itaca entire leg structure is joined by a extendable trunking which can be adjusted when there are changes to the size of the workstation without having to buy new leg structures
- 3) Screen Design : Screen designs are not restricted to fabric but can be any graphic design which is very personalized and can be changed very easily.

The Happy Office - Itaca system has gotten great reviews and we are now collaborating with international design guru, Karim Rashid to roll out several very interesting designs for the Itaca range. First prototype will be out before the end of the year.

**Gavin Woo**  
Managing Director

## DESKING systems



Thema



Itaca



Circe



Elena



**Katrina Tan**  
Marketing Director

2007 came and went so fast that I hardly had the time to take it all in. We tried to get as much out of the year as possible with work related and non-work related events. I personally feel that we had a very balanced year. Several of our staff had newborns. Our franchise partners in Korea did very well with the securing of the distributorship rights to the Korean market for xO-Philippe Starck products. Our fund raising efforts together with Bridge Learning which coincided with our own OP family Day in December was successful.

All in all, after reviewing the past year, I am elated at the success of the entire team. We started the year strongly and finished off even stronger, managing a 40% growth over the previous year. We managed to secure several projects late last year which will be delivered and installed this year. SAP Asia, Rohde and Schwarz, Hill-Rom, AXA Insurance, Qimonda, Richzone, National University of Singapore (NUS), Regency Medical Centre (Malaysia) and Land Transport Authority (LTA)

We will be looking forward to more upcoming events which we will be organizing in 2008. These include :

- a) Launch of the new Itaca + desking systems
- b) Design competition entitled "Happy Office" in collaboration with final year students of NAFA + xO Design.
- c) Sydney Furniture Fair (AFFS 2008).
- d) Office Furniture Fair (Tokyo - Japan)
- e) Launch of Karim Rashid's latest 3 furniture designs
- f) Launch of new office system furniture (designed by Philippe Starck & Marc Berlier)



Korea2008



Milan2008



Japan2008

With the new year already here, I am more prepared as whilst I am finishing off this article, I already have my "running shoes" on so that I can hit the ground running as we sprint ahead with what 2008 has in store for us.

## She makes homes out of offices

**Katrina Tan, 43**  
Managing Director, Office Planner Pte. Ltd.

The first thing Katrina tells you is, "Many of us spend at least eight to 10 hours in the office. Also, we learnt through a survey last year that employees stay at their jobs mainly because of their colleagues. So it makes sense to ensure your office is a happy place to be in!"

Katrina's job is to make even the dreariest of workplaces remind you of home – and she does this through her company's new range of ITACA-Happy Office open-concept furniture.

Katrina, who started Office Planner Pte. Ltd. in 1997 with business partner Gavin Woo, says, "Gavin and I came up with modular office furniture with bright-coloured panels and cheerful motifs, such as butterflies and flowers, to 'de-formalise' the workplace. We also introduced the concept of having a closet in the office right next to your filing cabinets to store gym attire or outfits for after-work events. We also designed comfortable upholstered benches so colleagues can chat over a cup of tea."

Another clever idea she's invented to make the office remind you of home: Using your kids' pictures on the spines of ring files. "Take a photo of your child, divide it into parts and fit them into the spine of ring files. When all your files are in place, the picture is complete!"

"Gavin and I got this idea from seeing many workstations plastered with photos of loved ones. ITACA-Happy Office works on the same principle too – to remind you of the things that make you happy."

Advertising agencies and some homegrown companies have already bought into her ITACA-Happy Office concept. Her company had a \$10 million turnover last year.

Practicing what she preaches, this mother-of-three says, "I make sure I spend quality time with my family. However busy I am, Saturday mornings are reserved for my husband, Willie. We go on family holidays about twice a year."

"Having a happy family makes you more effective at work – which is the theory behind the ITACA-Happy Office concept."



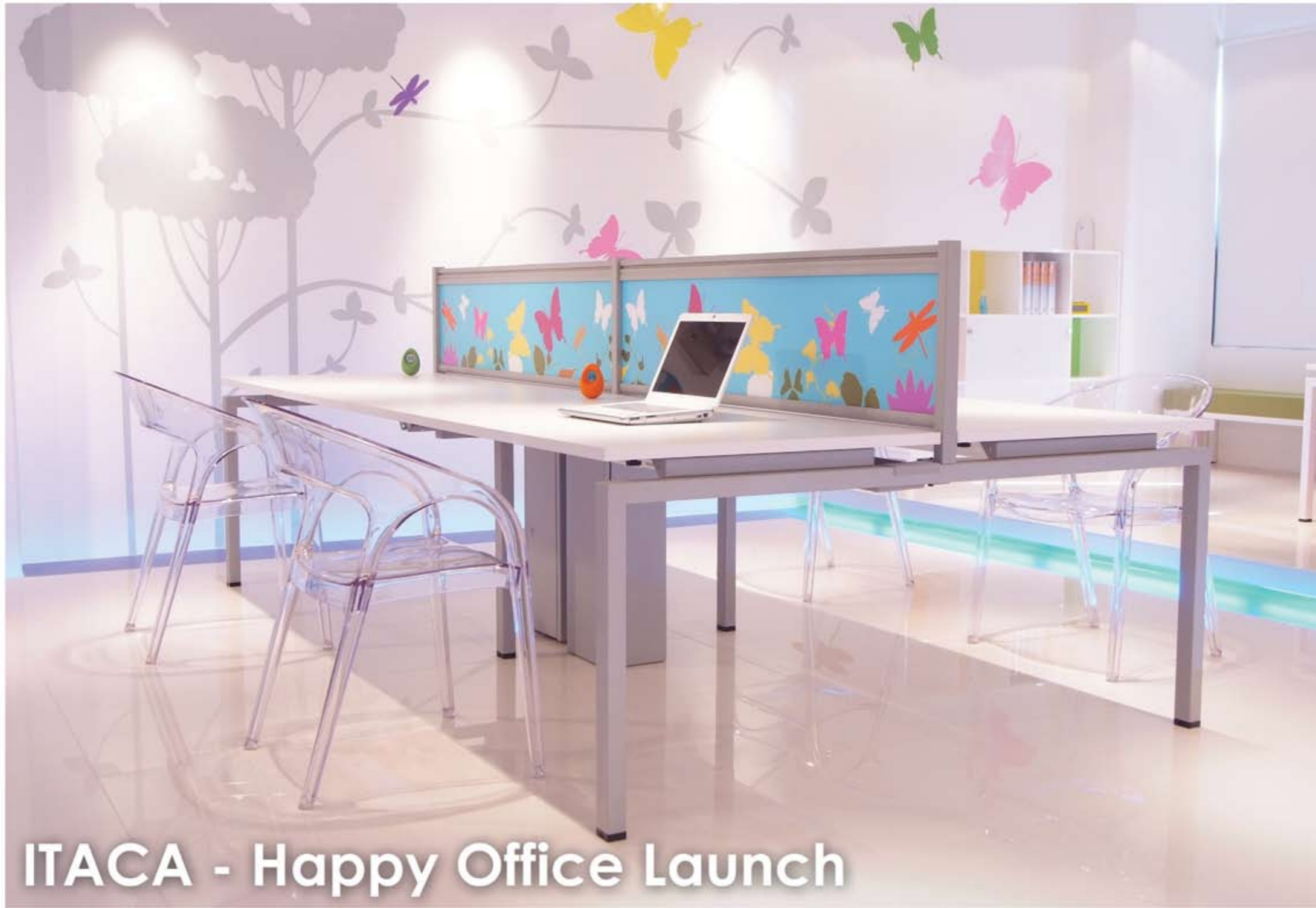
Anna Sui jersey dress and Elizabeth & James elastic belt from Tribeca / Heels from Aldo

# Project Highlights

Over the last 12 months, we have successfully secured several major projects ranging from health-care to school to MNCs. Every single project has been efficiently executed by our very experienced project team backed by our fully automated factory.



Qimonda / Gill Capital / Land Transport Authority  
Regency Hospital / Phillip Securities / ABS  
GE Money / Unilever / Rohde & Schwatz



# ITACA - Happy Office Launch



Sliding Worktop



Extendable Cable Channel



Easy Cable Management



Swing door cabinet



Lateral filing cabinet



Mobile Pedestal

"The Office workspace is constantly evolving. The office system of choice should be one that is an assembly of various interchangeable components. Itaca offers a wide variety of combinations, yet using minimum parts. Itaca will evolve together with your workplace."



In 2008 O-planner Pty Ltd has been granted the rights to distribute xO, one of the World's most famous brands of furniture and accessories designed by Philippe Starck. To launch the brand that has been long missed by Australians, we have chosen the Australian International Furniture Fair in February 2008, Sydney. The venue was well picked and presented by combined efforts from O-planner Pty Ltd and the xO team. During the fair we noticed a steep shift in the demand of decorative items. We have determined that along with simplicity, new customers desire different, more daring items. Suddenly there is wide brand awareness and a race for the statement items for the home and office. With xO entering Australia, I believe we can add variety and to satisfy such tendencies. We are here to provide inspirations for creativity by offering availability of products which has always been referred to as baroque minimalism and compact extravagance.

The launch of the xO range in our new showroom in Perth was just as fun. We unveiled the newest and the classic collections to Perth's prominent designers and retailers who attended the event. To date, O-planner Pty Ltd is the second boutique in the World to have the latest L'Oreille Qui Voit Mirrors and Teak Brouette on display.

Our new range of "Happy Office System", the open plan bench workstation has been revealed. The clean, the green and by far the coolest, and it arrived along with our "Candy" chairs to brighten up the day.

The new chapter in O-planner's life has begun and we have no prospects of slowing down. We are going further and aiming wider by introducing the newest and greatest creations in furniture's high fashion and financially sound corporate furniture and sitting elements. After all we understand the needs of the office, because we are the Happy office people...

## ANNA SEMENOVA

Director  
O-Planner Pty Ltd



australian  
international  
furniture fair



It has been a significant year for my company and myself. Our parent company is one of the largest furniture retailers in Seoul with more than 20 retail shops. We have done a detailed market research in the office/commercial sector and realized that there was a void which needed to be filled. As such, we launched our newly-born business part of distributing office products, a start-up company's common phenomenon such as struggling to develop and gather proper products, was occurring with us. It was our earnest desire to find the right partner to penetrate the Korean market.

Partnership with Gavin and Katrina of Office Planner & xO-Celsus provided us with technical know-how as well as its aesthetically pleasing range of office systems. Office Planner has facilitated my entrance into an office furniture market that represents a rapidly growing sector with a lot of opportunities. My company and myself have concluded that it is only a matter of time; Office Planner's competitive solutions and products start to earn market share in this region of South Korea. Long-standing as one of the market leaders in Korea's home furnishing market, we are more than pleased to be in part of Office Planner's overseas expansion through our vast and countrywide sales network. Office Planner is our ideal partner in our pursuit of becoming the market-leading group in the office furniture industry.

**LEE, HYUNG WOO**  
 Director &  
 Major Shareholder



# Xsit

mesh collection



Xsit was designed to take its place among other modern objects yet remain a classic in today's office workplace. It embraces precision of language technology, comfort and ergonomics.

Voted as one of the best looking chair in the modern office, it is much more than just aesthetics which has won its popularity. It is packed with features which make it a truly complete chair.

Features:

- . Sliding seat pan mechanism
- . Synchro mechanism
- . Tension adjustment lever
- . Height adjustable armrest
- . Aerodynamic chrome base

Axis was designed to take its place among other modern objects yet remain a classic in today's office workplace. It embraces precision of language technology, comfort and ergonomics. Upholstered in vinyl leather finish, its seat is well padded to ensure maximum support and comfort.

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# Axis

vinyl leather collection

# Tiper

executive collection



Tiper executive seating collection comes in 2 versions: ribbed parallel lines version and a soft padded version. Its seat and backrest is available in leather and vinyl upholstery. Suspended between two structural upright elements, the armrests and base are in die-cast aluminium chrome finish.

Tiper is the versatile chair for today's modern office. Its aluminium details, refined upholstery makes this collection an elegant range that can compliment any office environment, adapting itself from the task office to the professional one and to the executive office.

Monami seating collection consists of 2 versions, an operative and an executive style. Upholstered in a wide range of colours, its ABS backshell provides easy maintenance.

Backrest and seat use a PU injection moulded foam which holds its shape whilst a bottom seat cover conceals its push-button height adjustment.

Its 5-prong base comes in a chrome finish with soft dual castors. Monami is an ergonomic seating collection which boasts both aesthetics as well as comfort for long hours of sitting.



# Monami

fabric collection



# Mobilink

Ergonomics is clearly what this configuration is all about. Equipped with an open shelf and a swing door cabinet, storage is only an arms length away. The ergonomical curve worktop allows the user to move in close to the computer screen. Working space to the left and right are ample.



## Island

Ergonomics is clearly what this configuration is all about. Equipped with an open shelf and a swing door cabinet, storage is only an arms length away. The ergonomical curve worktop allows the user to move in close to the computer screen. Working space to the left and right are ample.



## BENCH Workstations

The **workbench** consists of components that can be easily configured and reconfigured. This makes it ideal for large-scale layouts and continuous expansion in the workplace. The panel height in this configuration is 900mm and has the raceway conveniently located at the top.

## Executive

Having your own personal space within the office is priceless. With sufficient storage capacity, you are self-contained in this **executive workstation** using 1.6m high panels to carve out that much envied personal space.



## Sharing

This **cluster of 4 workstations** has a light weight feel because the bottom tile pads are finished in perforated metal sheet and with a semi-transparent polycarbonate screen above the table top. A splash of **orange colour** is introduced along the spine which where all cabling works are managed.



# BRIDGE LEARNING CARNIVAL

Office Planner team organizes fund raising carnival with Bridge Learning. Both teams had loads of fun whilst coming up with innovative ideas for the "kampung games" as well as displaying superb culinary prowess in the food department.



# MOBILINK

## Open Plan Panel System



ASNI/BIFMA X5.6 - 2003  
"Panel System - Tests"

[www.o-planner.com](http://www.o-planner.com)