

ADVERTISING FEATURE

Commercial furniture manufacturing



Chief executive Tom Clark, above, says Workspace Commercial Furniture specialises in mass customisation.

Helping both comfort and productivity

Office furniture was one sector that suffered an initial decline in sales but rebounded strongly during the pandemic due to the importance of people being and working together.

With so many people forced to work from home, suddenly many realised that they didn't have an appropriate desk and/or chair.

But it was not just homes that needed refurbishment. Many offices, hospitality settings, medical facilities, aged care homes and educational institutions were also forced to re-evaluate their workspaces and undertake an evaluation of what furniture and equipment they needed now and in the future.

"Working across Australia and in every commercial environment, the mix of product, the need for mass customisation and the provision of project solutions changes daily," says Tom Clark, Workspace Commercial Furniture chief executive.

"An order for hundreds of black task chairs can be set aside in an afternoon for custom lounges with 50 different fabric selections. The best part is seeing the furniture being used – it achieves its purpose.

"Being able to mass customise is a great advantage and also opens us up to some unique requests," he adds.

"A recent allied health client requested 46 different and custom chairs heights for the 46 repeat patients that they service. Being able to capture the patient data and pair this with a chair that has sufficient height to modify, provided the client with the ideal solution. Rather than a one-size-fits-all, we were able to provide a truly unique seating solution for the patient."

Formed in 1911, Workspace has been a leader in Australian manufacturing and designing ever since. The company specialises in designing project-based solutions for commercial, educational, hospitality, health and aged care accommodation. It offers an end-to-end service, from product design right through to planning, manufacturing, despatch, freight and installation.

The company has showrooms in Sydney, Melbourne, Adelaide, Canberra and Brisbane, and employs over 150 loyal and committed staff.

"It's not uncommon for staff to be serving 20, 30, 40 years," Clark says. "We have many examples where team have left to pursue something else and returned.

"They have real experience in what they do, the processes, the products, and an in-depth knowledge of ensuring a quality product and service is delivered to our customers.

"Our commitment to investing in in house design, research and development, manufacturing and end-to-end solutions is the other major difference to our competitors.

"Workspace wants to actively maintain and invest in our team's training, our own product development and working collaboratively with customers nationally to develop the ranges they need now and into the future."

Workspace is also Australia's largest diversified commercial furniture manufacturer. It is not only Australian Made-certified but is also proudly Australian owned.

It has an extensive apprenticeship program that aims to engage people for the long term within the business.

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Tom Clark

"Our annual apprenticeship program really underpins our approach to recruitment," Clark says. "It ensures that we can provide a pathway for a career. We always seek to employ apprentices with diverse backgrounds.

"We actively search for male, female, Indigenous, people with disabilities and diverse skill sets to bring a new approach to the business. A diverse background, and a great work ethic fit with our value statements and our culture.

"The apprenticeship program has led dozens of our team to long term qualified careers in manufacturing, or branching out into planning, production administration, sales and management," he adds.

"Our chairman was an apprentice chair maker and achieved 50 years with the business in January this year."

Workspace takes great pride in the diversity of its work, which always enables original thought and problem solving as it encompasses so many different challenges from the sectors it services.

"Our involvement in schools and education projects – small and large – is always memorable," Clark says. "I think we can see the value of providing kids, youth and those studying with a great learning environment.

"Conversely, our involvement in aged care projects across the country provides a sense of satisfaction that residents in independent living, residential and aged care have quality furniture to enjoy and use in those important settings.

"Government, defence and security projects are always interesting and rewarding."

With the business world returning to a new form of normal, Workspace Commercial Furniture has embarked on new and exciting projects.

"We have extensive experience in hospitality, hotels and accommodation projects," Clark says.

"Many operators are seizing the opportunity to bring their environments up to a higher level as they come out of COVID.

"As guests return to domestic and internationally travel, we are presently delivering a number of projects across Australia with well-known and new brands," he says.

"Some of these are significant projects and, when complete, will be market-leading accommodation offerings."

The importance of great spaces has never been so significant as companies find ways to bring connection, innovation and productivity back as we work our way out of the pandemic.

workspace
commercial furniture

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