

## Category Overview - Furniture and Ergonomics

Furniture and ergonomics is an established and steadily developing area within workplace supplies. Dealers have long supplied core items such as desks, chairs and storage, but the category has grown in importance as organisations place greater emphasis on employee comfort, hybrid working and the overall quality of the working environment. As workplaces continue to evolve, the need for well designed, flexible and ergonomic solutions remains consistent across almost every type of organisation.

In recent years, ergonomics has shifted from a specialist concept to a mainstream priority. Customers increasingly recognise that comfort, posture and workspace design have a direct impact on wellbeing, productivity and staff retention. As a result, furniture and ergonomics is no longer just about supplying physical products. It is about helping organisations create healthier, more supportive environments for their people.

This category spans a wide range of products, from everyday workstation essentials to meeting room furniture, breakout seating, collaborative spaces and specialist ergonomic accessories. These items are used in offices, education, healthcare, hospitality, manufacturing, public sector environments and shared workspaces. Because furniture plays a central role in how people work and feel at work, it has become an important and opportunity rich category for dealers.

### Why this category matters for dealers

Furniture and ergonomics is not just about supplying desks and chairs. It is a category that helps dealers support customers with the spaces where their people work every day. Dealers who invest in this area often benefit from:

- Opportunities to support customers with larger, higher value projects
- Strong links to wellbeing, productivity and hybrid working conversations
- The ability to offer a more complete workplace solution beyond consumables
- Repeat opportunities as teams grow, layouts change or spaces are refreshed
- Natural cross sell potential with ergonomic accessories and workspace essentials

Furniture and ergonomics complements a dealer's existing range because it supports the core environments where work happens. Customers who trust a dealer with their workspace needs are more likely to consolidate other categories with them too, strengthening long term relationships and increasing overall share of wallet.

### Why this category is more approachable than it seems

Furniture and ergonomics can feel complex at first, but many of the core principles are intuitive. Most people have experience of working at a desk, sitting in different types of chairs or using shared spaces, which makes the category easier to relate to. The fundamentals of comfort, posture and space planning are straightforward to understand, even for those new to workplace supplies.

Where deeper knowledge is required, such as understanding ergonomic adjustments, layout considerations or sector specific needs, manufacturers provide strong support through training, planning tools, visuals and product expertise. This combination of familiarity and accessible guidance helps new starters build confidence quickly and makes the category more approachable than it initially appears.

## Where furniture and ergonomics fits within workplace supplies

Furniture and ergonomics sits at the intersection of workplace wellbeing, productivity and space optimisation. It supports:

- Employee comfort and long term wellbeing
- Effective use of space in hybrid and flexible environments
- Consistent design and functionality across different areas of the workplace
- Sector specific requirements in education, healthcare, hospitality and corporate settings

Because these needs are universal, the category aligns naturally with other areas dealers already sell, such as ergonomic accessories, technology, workspace essentials and facilities products. It forms part of the broader workplace solution that customers rely on, making it a strong foundation for long term customer engagement and a natural extension of a dealer's core offering.

### Key takeaway

Furniture and ergonomics is a high value, relationship building category that helps dealers support the spaces where customers work every day. It offers strong opportunities across sectors, aligns closely with wellbeing and hybrid working trends and provides a clear pathway for both experienced teams and new starters to build confidence and deliver meaningful value to customers.