



Knoll Press Release

Generation by Knoll™ Showcased at NYSE Capital Markets Partnership Meeting; SMaRT© Platinum Rated Work Chair Reflects Knoll Commitment to Sustainable Design

EAST GREENVILLE, PA, August 18, 2009—Knoll, Inc. has announced that the Capital Markets Partnership (CMP) has showcased the SMaRT© Sustainable Platinum rated Generation by Knoll work chair at its August 18 Conference at the New York Stock Exchange. The CMP Conference focuses on sustainable investment, highlighting Wall Street due diligence documenting that green buildings and SMaRT Certified Products are more profitable, less risky, and preferred by investors.

The Generation by Knoll chair, which reflects the Knoll commitment to sustainable design, can contribute to achieving LEED® points under U.S. Green Building Council guidelines. It earned a Sustainable Platinum rating under the SMaRT® Consensus Sustainable Product Standard, an industry first. The Institute for Market Transformation to Sustainability, an affiliate of CMP, pioneered the SMaRT© standard, *the deepest shade of green*, which mandates a life cycle assessment.

Generation by Knoll™, is the first work chair that allows you to sit and work the way you want. Designed by Formway Design, Generation by Knoll takes elastic design—where a product rearranges itself in response to its user—to a new level. The Generation Flex Back, Flex Top and Flex Seat, combined with the unique Dynamic Suspension control, facilitate comfort and a range of postures, including side sitting, throughout the work day.

Other SMaRT© certified Knoll office products include the Life® and Chadwick™ work chairs (Gold); Moment side chair (Gold); Calibre Files and Storage (Gold); and the Template™ Storage System (Gold).

Generation by Knoll and Sustainable Design

The Generation chair's innovation is distinguished by a high performance elastomer that has been used in a range of consumer and industrial applications and gives Generation its spring and flexibility. Further, this advanced material meets *Knoll Design for the Environment Guidelines*, which dictate that design for durability requires the minimal use of materials, which must be non-toxic, recyclable and/or rapidly renewable materials.

Generation by Knoll can help contribute to achieving the following LEED® credits: Recycled Content (2 points); Low-Emitting Materials (1 point) with its GREENGUARD Children & Schools certification; Innovation in Design (1 point) with its SMaRT© certification. A point for Regional Materials (1 point) may also apply, depending on project location.

Generation by Knoll won a Gold award in the Best of NeoCon® 2009 competition of contract furnishing products. NeoCon, which was held June 15-17 in Chicago, is the industry's annual trade exposition.

A new website, sithowyouwant.com, introduces Generation by Knoll. It allows visitors to learn about the Generation chair idea and concept, build a chair and view videos that explain the chair's features. The site also includes an interactive flip book that visitors can send to colleagues and friends. Sithowyouwant.com can also be accessed from the knoll.com homepage.

About Capital Markets Partnership

Capital Markets Partnership is a nonprofit led by Hon. Gavin Newsom, Mayor, City & County of San Francisco representing the US Conference of Mayors, JPMorgan Chase, Citi and Bank of America. Created by Market Transformation to Sustainabilty (MTS), it consists of 70 investors, investment banks, NGOs, governments and countries.

About Best of NeoCon®

The Best of NeoCon® jury is comprised of 42 corporate, government and institutional facilities management executives, interior designers and architects who are responsible for selecting and buying furniture and furnishings for their specific organizations or clients.

About Knoll

Since 1938, Knoll has been recognized internationally for creating workplace and residential furnishings that inspire, evolve and endure. Today, our commitment to modern design, our understanding of the workplace and our dedication to sustainable design has yielded a unique portfolio of products that respond and adapt to changing needs. Knoll is aligned with the U.S. Green Building Council and can help companies, healthcare organizations and educational institutions achieve Leadership in Energy and Environmental Design (LEED®) workplace certification. Knoll is the contract furniture industry's first member of the Chicago Climate Exchange (CCX®) and is the founding sponsor of the World Monuments Fund Modernism at Risk program.

Knoll [More](#)

Contact:

David E. Bright
Knoll, Inc.
212 343-4135
dbright@knoll.com