



**FRIANT**

**OUR MISSION IS  
TO MAKE HIGH-END  
DESIGNER WORKSPACES  
MORE ACCESSIBLE & AFFORDABLE  
BY BRINGING MODERN  
BUSINESS  
INNOVATION  
TO DESIGN**

[www.friant.com](http://www.friant.com)

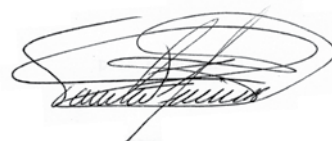


# WELCOME

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We set out to re-write the rules of furniture manufacturing, to make beautiful offices accessible to everyone. Our products span the full scope of office furnishings, with a custom woodshop right here in Oakland, California. We work hard to stay innovative and streamlined with our production so you never have to trade in quality for price.

Friant. It's smart business sense.

A stylized, handwritten signature in black ink, appearing to read 'Paul Friant', enclosed within a faint, circular, hand-drawn outline.

Paul Friant, President & CEO

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PASSIONATE.  
COMMITTED.  
INNOVATIVE.

**WHO WE ARE**

# DESIGN MEETS BUSINESS SENSE MEETS SENSE™

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Friant's entrepreneurial spirit and passion deliver on our mission with an uncompromising dedication to quality, value and service. We work hard to stay innovative and to go above and beyond for shared success with our customers and partners.

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## GREEN & CERTIFICATIONS

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Friant products are UL approved and meet or exceed the California (CARB) air quality emissions standards — the most stringent in the country — for composite wood products. With manufacturing in northern California and use of recycled materials, Friant products may qualify for LEED points. Ask us how.

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At Friant we are committed to minimizing our environmental impact. We are proud to lead the office furniture industry in environmental compliance with laminate products that exceed C.A.R.B regulations, meeting the more stringent European E1 emission standard. We have a LEED AP on staff in our Design department who can help you discern LEED points that may be available for your project. Many of our products contain recycled materials (wood, steel and fabric), water-based adhesives and finishes, and other environmentally friendly materials. For further environmental information, please contact us or visit [friant.com](http://friant.com).



## THE NEW CLASSIC

Bridging classic ideas with modern design elements, Novo is designer-friendly and offers easy installation.

Novo brings the functionality of multi-finish panels, including integrated whiteboard, perforated metal, fabric and glass segments. Shipping prebuilt with segments already on the panel, Novo is quick and easy to install. Create a fresh aesthetic with the value price point of a time-tested class system. Partial glazed panels also available, and powered or non-powered options.



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As the perfect integration of both classic and modern aesthetics and space planning needs, Novo will be the future of Friant.

— Paul Friant, President & CEO

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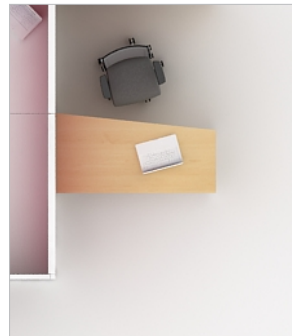
Multi-finish segments



New storage designs



Slim base cover  
(metal or plastic)



New worksurface shape



Updated P-leg design

SYSTEMS  
BENCHING

VERITY



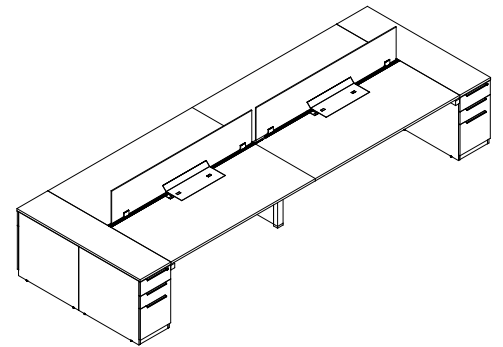
# CAPTURE THE MODERN WORKPLACE

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Connect and share with others while maintaining the valuable balance of privacy and openness.

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Verity is a complete benching system that creates beautiful, defined spaces to support various types of work and enhance interactions. Create visual privacy for focused attention with screens in fabric, glass, or markerboard and space dividing storage. Everyone loves a wire-free workspace, so Verity keeps everyone connected by running power and data discreetly under the bench for full connectivity and a seamless look.



#### **Power & Data Distribution Trough**

Enhance productivity with easy power and data access right at the spine, and wires hidden away from view under the bench.

#### **Modular Accessories**

Add-on privacy elements and other accessories at the spine as needed, including fabric tackboards, glass screens, markerboards, modesty panels, and more.

#### **Customize your Design**

With a variety of support options, a wide selection of finishes, and the option to build single or double-sided benching, Verity is a versatile benching solution made to support many work dynamics.





# INSPIRING DESIGN MIX-N-MATCH

This durable frame and tile system is a designer's dream with grade 'A' fit and finish and six material finishes to mix and match.

Available in a variety of interchangeable finishes — fabric, glass, perforated metal, rail, laminate and whiteboard — Tiles allows for the ultimate in design flexibility. Enjoy a superior sound experience with full acoustical tiles that are also tackable\*. Electrical allows for large cable lay-in capability with power and data available at beltline or baseline. Offered with a limited lifetime warranty.



\*8"H fabric tiles are magnetic, not tackable/acoustical





**“Tiles is a solid, design-savvy system that allows for a custom look without the added cost or lead time. Tiles creates beautiful and functional environments for the most discerning customers and complex space planning needs.”**

**Tami Scornaienchi**, Entrada Design



PANEL SYSTEMS  
MONOLITHIC

# SYSTEM 2



**LOOKS  
THAT LAST A  
LIFETIME**

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A classic system, System 2 delivers structural integrity, clean design aesthetic and ease of installation. Available on our Quickship program.

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System 2 is the ideal economical solution for many office environments, and our consistent best seller. This sturdy monolithic panel system features full-length steel and aluminum connectors that can be installed and reconfigured easily. Our honeycomb core construction meets or exceeds industry standards for strength and longevity, and we stand behind System 2 with a lifetime warranty to its original owner.



AVAILABLE ON OUR  
**5 DAY/10 DAY**  
**QUICKSHIP**  
PROGRAM







## THE ULTIMATE IN PLUG & PLAY CONFERENCING

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High tech, low cost. Beneath Mesa's beauty is an ingenious plug and play solution for multimedia presentations and conferencing.

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Meeting set up has never been simpler. Friant's innovative trough holds voice, data, and electrical outlets with raceways that keep cables organized and out of sight for an uncluttered surface conducive to focus and productivity. The Mesa trough has a brushed opening and the capacity for enough voice/data and electrical wiring to power everyone at the table. Additional space in bases for cables and wires.





The Mesa base can be customized with a variety of finish options, and offers additional storage space for wires and cables.



#### **Trough Intelligence**

Friant's innovative trough keeps all the voice, data, and electrical outlets organized, out of sight and easily accessible for fast and uncomplicated connectivity.

#### **Green with Envy**

Mesa is as environmentally sound as it is innovative, made with more than 60% recycled content.

#### **Customize your Design**

With three table shapes, a dozen edge finishes and multiple base finish options, each Mesa table can be designed as uniquely yours.



## CONTEMPORARY TURNKEY RECEPTIONS

Give visitors a professional welcome with our Willow reception line of stations, storage and tables. Willow's clean lines, glass transaction top, and array of wood finish options deliver a custom look without the cost.

Willow features a distinctive glass top and bow or straight front design with striking black reveals, toe kicks and pedestal pulls in black and satin finish. With more than a dozen wood veneers to choose from — plus laminate options — Willow can be easily customized to fit with any interior design décor.



Willow also includes coordinating storage, credenzas and tables to create a cohesive look for your reception areas.



CASEGOODS  
LAMINATES

**GITANA**



## VALUE CASEGOODS WITH STYLE

A casegoods solution that offers a distinctive look, affordability and shipping in only 48 hours. Gitana's design aesthetic brings class and cohesion to private offices, open plan, reception and conference spaces.



The Gitana collection includes a complete offering of worksurface shapes, mounted storage, freestanding cabinets, credenzas and complementary meeting tables. Available in four finishes — Maple, Cherry, Mahogany and Espresso — and four handle styles.



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**“Gitana is our go-to casegoods line for all private offices.  
It makes a beautiful office possible on any budget.”**

**Jayne Williams and Amy Settlemier, 8x8 Office Furniture**

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**Express your style.**

Gitana can be customized with 4 different handle designs:





CASEGOODS  
WHOLE OFFICE  
**CUSTOM**



## BUILT TO SPEC

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Complete all aspects of your project with integrated custom casegoods, manufactured in our northern California woodshop equipped with the latest CNC machinery and skilled craftsmen.

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When custom products are needed to complete your project, Friant can deliver both our standard systems and casegoods, as well as any type of furniture built to your specifications in a wide variety of materials — glass, marble and sustainable materials such as bamboo and FSC woods.



**“With Friant, there’s no compromising quality for budget — their products work with my most high end design projects.”**

**Nancy Callahan,**  
Callahan Design Group



#### **Design**

Your design team dreams up the custom cabinetry, conference table or reception unit of their dreams.

#### **Specify**

Submit your specs to Friant for pricing and to work with our internal engineers on final CAD drawings.

#### **Build**

Our Oakland, California woodshop will build to spec in any material – FSC woods and renewable materials, marble, glass, metals and more.

# SEATING

## ERGONOMICS MEETS ECONOMICS

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We offer a full selection of seating options for all your project needs. From task to guest, we've got your back (and your seat).

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Our seating collection offers a fair and fashionable array of options for task, executive and guest seating. Greenguard certified\*, with ergonomic adjustments, comfortable contoured foam seats and 5-year warranty.







Amenity



Droid



Axiom



Velocity



Madison



Celesse



Zone



\*Excluding ZONE

Xtreme lumbar support with Celesse Our signature chair is Celesse, which comes far forward to bring support to the popular position of sitting midway on the seat.



# STORAGE



Our storage collection comprises of four key design elements: capacity, durability, safety, and mobility. With a load capacity up to 120 lbs., all units meet or exceed ANSI-BIFMA standards. Easy assembly and access features include aluminum or brushed metal pulls, full extension suspension and a safety interlocking system.

## COORDINATED STORAGE SOLUTIONS

Your office storage strategy is critical, and Friant offers all the pedestals, laterals and towers to support work flow and company growth.



Our laterals and pedestals offer double-duty functionality when topped with a comfortable cushion, available in COM or our own line of upholstery fabrics.

### **Style meets function**

Sleek metal pulls offer a modern update to our storage style.



# SHIPPING & ORDERS

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Friant is the ONLY manufacturer to offer LOWER pricing for faster product.  
We offer two shipping programs with varying finish options & lead times.

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## QUICKSHIP

Our Quickship program for System 2 is available on both 5 and 10 day options. The 5 Day Program offers a lower cost structure, while more finishes are available on the 10 Day Program.

See our Quickship price book for products and pricing.

## STANDARD

Our Standard shipping program varies by product line, within a range of 48 hours (Gitana, seating) to 4-6 weeks for Tiles, and 6-8 weeks for casegoods.

Please refer to our Dealer Handbook or Shipping page online for our shipping chart of lead times.

## ORDERING & INFORMATION

### Customer Service

Phone: 510.535.5113  
Fax: 510.535.6895  
[friant.com/contact](http://friant.com/contact)

### Design Support

Phone: 510.535.5113 x22  
Email: [spec@friant.com](mailto:spec@friant.com)  
Forms: [friant.com/spec](http://friant.com/spec)

### Orders

[orders@friant.com](mailto:orders@friant.com)



### Design Support

Our Design Department is available to help you learn to specify Friant products. In addition to WebEx trainings and spec checks, our Design team can also help you create typicals for budget creation and offer LEED support. Download forms at [friant.com/spec](http://friant.com/spec).

### Freight Programs

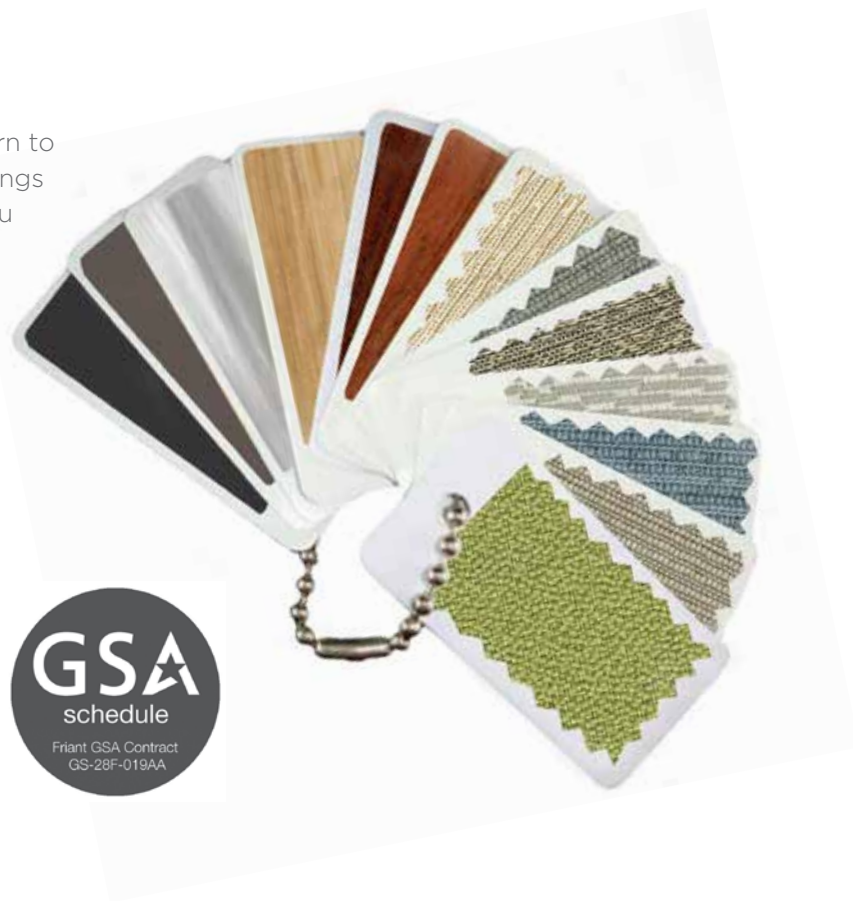
Freight varies per product line; please contact us or visit [friant.com](http://friant.com) for more details.

### Fabrics & Finishes

Friant offers a range of wood veneers, laminate, paint and fabric options in addition to a COM (Customers Own Materials) program. To view our fabrics and finishes online or order material samples and fabric cards, visit [friant.com](http://friant.com).

### GSA

Friant's System 2 is on the GSA schedule.





# ADVANTAGE™

The Friant Advantage program is for our partner dealers, and allows exclusive access to our Interra panel and Dash desking systems and select seating. To become an Advantage Dealer or to find an Advantage Dealer near you, contact [advantage@friant.com](mailto:advantage@friant.com).



**FRÍANT**

**DESIGN  
SENSE  
BUSINESS  
MEETS SENSE™**

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