BRAND BOOK



siamokamura.com

Siam Okamura International Co., Ltd.

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Fax +66-2-661-5261-2

CHONBURI BRUNCH

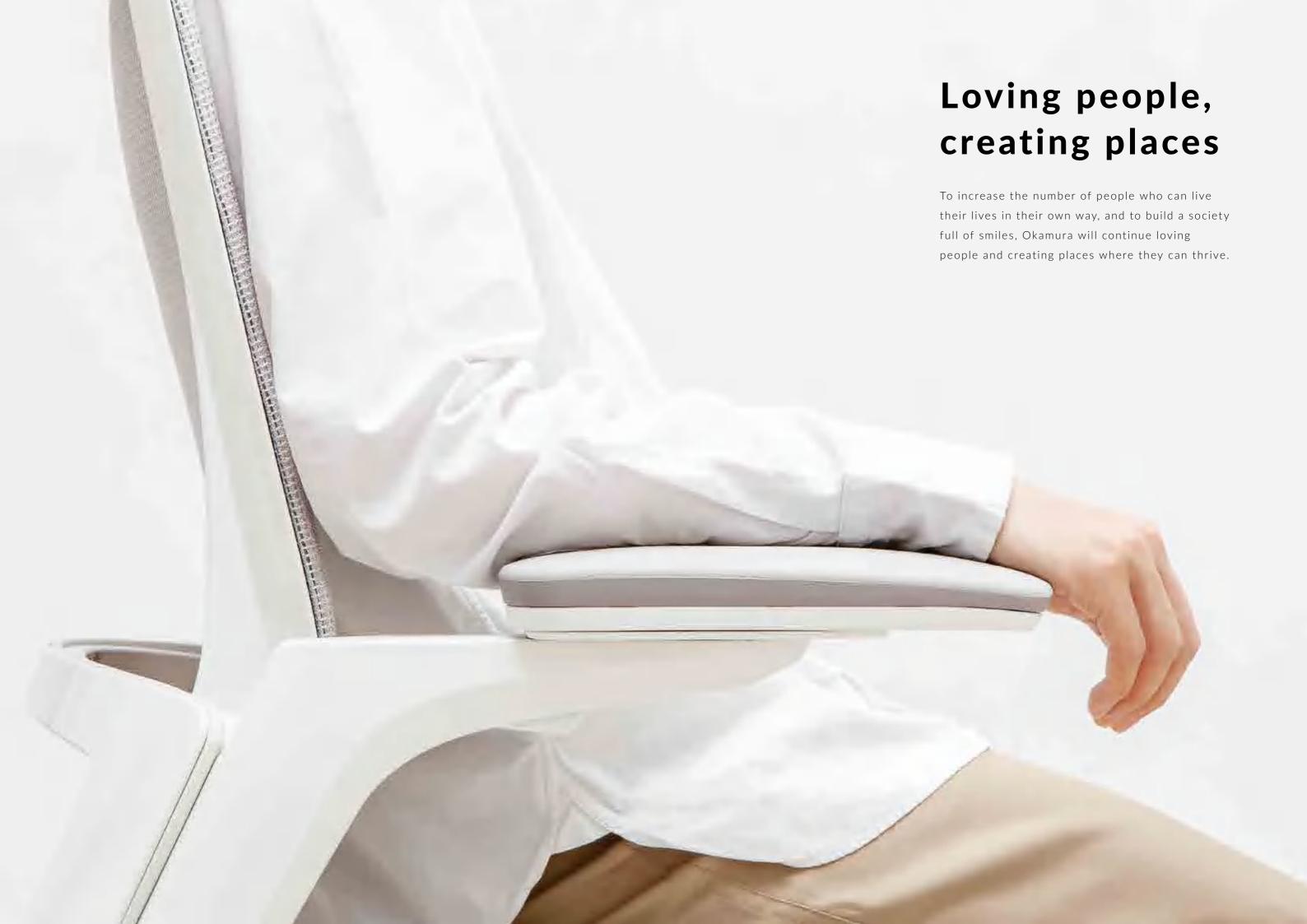
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OKAMURA CORPORATION

76 years

in business

employees

over

3,834 USD 2.4 bn

sales (consolidated)

group companies over

countries

distributed

690

design awards

HISTORY

Okamura founded in Yokohama City, taking the name of its location in Okamura Town.

Started manufacturing garden tables and chairs.

Began production of torque converters for trains, cars, and industrial vehicles.

Jointly developed Japan's first post-war aircraft, the N-52, with the University of Japan.

Began production of the Type-36 office desk, an early form of today's modern work station.

Developed Japan's first front-wheel-drive automatic, the Mikasa.

Oppama Plant established.

Junior desk and seating production and sales began.

Began sales of Japan's first colored desks and chairs, the Type-33 and the Type-21.

Export of Rotary Rack technology to the United States.

The spirit of manufacturing

passed down through generations.

D-10 office automation furniture introduced.

Launched Type-28, a chair made wholly from plastic.

Introduced the F Series total design package for desks, chairs, storage and partitions.

Exhibited for the first time at ORGATEC 2002, Europe's largest office furniture show.

Chicago Showroom opened. Participated in NeoCon 2008.

Okamura Museum opened.

Okamura Future Studio = KiZUKi LABO opened.

Okamura International Vietnam Co., Ltd. established.

THAILAND OFFICE Siam Okamura International Co., Ltd. **BANGKOK OFFICE & SHOWROOM** LONDON **CHONBURI BRUNCH** 700/2 Moo 1 Klong Tamru, Amphur Muang, Chonburi, 20000, Thailand VIETNAM SINGAPORE **JAKARTA KUALA LUMPUR** ISHIKAWA We strive to improve the quality of our products and services through close

06 ABOUT OKAMURA 07

KANAGAWA

collaboration with domestic and overseas

partners and affiliates by forming

technology alliance.

CREATIVITY & QUALITY

DESIGN AWARDS



























BIFMA

DESIGN POLICY

Since the founding of Okamura, we have worked to create optimized human environments using our knowledge of hardware and software. Through the three tenets of our design policy, we create attractive spaces for the next generation. In the pursuit of manufacturing that benefits all people, Okamura's high-quality designs employ both functionality and safety.



WARRANTY PERIOD

The following cases are excluded from the warranty;

- · Due to wear and tear caused by normal use
- $\boldsymbol{\cdot}$ Damage to cloth, mesh, etc. due to human factors
- Products customized or modified locally

*The warranty period for Vietnamese products is one year.



FRAMES | SHELLS BASES | LEGS ADJUSTABLE ARMS



GAS CYLINDER | CUSHIONS
COATING FINISH | MESH
FABRIC & CLOTH
ARM-PADS | CASTERS

08

OKAMURA



ITALDESIGN

A statement of style and identity.

Introducing Finora: dreamed by Italdesign, a company that excels in mastering the complexity of automotive design, and engineered by Okamura. Precision meets soul in graceful symmetries and clean contours, creating a chair that brings the beauty of lightness with full features for any workplace.





The Industrial Design Division of Italdesign, headquartered in Moncalieri, Torino - Italy, was established in 1981 and today is one of the most renowned and leading organizations in the industrial and transportation design fields on a worldwide level. Acclaimed for its proclivity in allround functional design, Italdesign's projects range from automobiles to pieces of furniture, from tires to watches and home appliances.



Contessa

Baron

Luce

Sabrina

Contessa II

Finora













OKAMURA × KAWASHIMA SELKON TEXTILES

Okamura's mesh by Kawashima Selkon Textiles, rooted in Nishijin-ori - a traditional type of weaving unique to Kyoto, Japan, has evolved in various ways design wise. Naturally, everything from material procurement, to mesh construction and chair assembly takes place in Japan. It's this 'Made in Japan' quality that makes our mesh seating so special.





kvadrat

Kvadrat is Europe's leading manufacturer of design textiles. We create high quality contemporary textiles and textile-related products for private and public spaces.

Kvadrat' designs reflect our dedication to pushing the aesthetic, technological and artistic boundaries of our field and are characterised by: simplicity, colour and innovation.



OKAMURA **KVADRAT**

Okamura and Kvadrat were united by a shared quest to create the highest quality and beautiful designs. Together we will continue to make work environments more creative and pleasing, by elevating the seating to the level of an exquisite, yet hardworking piece of art.



GUIDE TO WORK STYLES

WHAT IS YOUR WORKING STYLE?

As a global company, Okamura has studied best practices through history and from around the world to understand how office spaces are evolving. With more choices than ever, we are creating furniture that supports how people work best.

Designated Desk Workspace

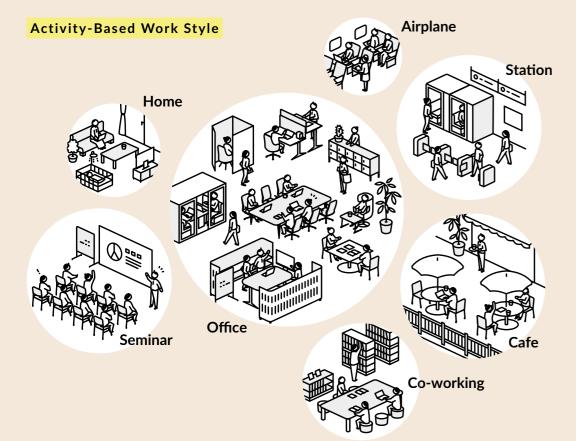


Whether corner offices, cubicles, or "owned" desks, each employee had their own dedicated place to work. It works great for professionals who work with confidential documents or those who work most efficiently in the same location.

Hot Desk Workspace



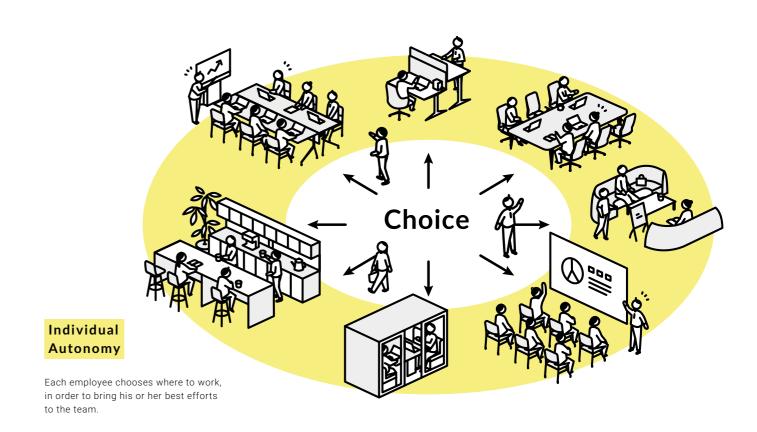
"Hot desks" and hoteling means that everyone shares all desks, and are free to work anywhere in the open-plan office. It maximizes the use of real estate, encourages collaboration, and reduces isolation.

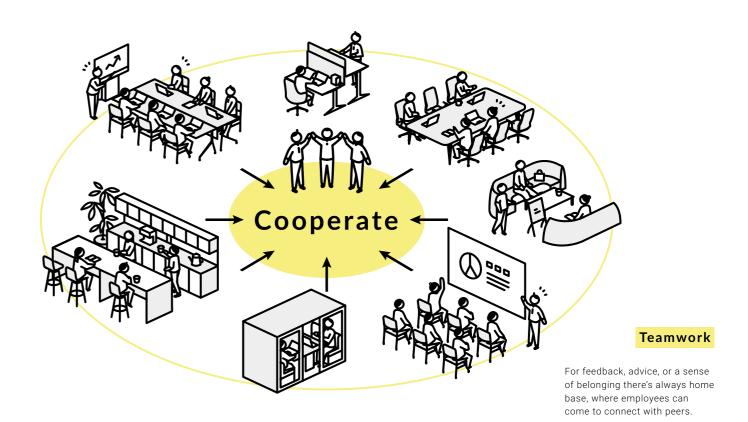


Any place can be a workspace. Not only is the entire office floor shared workspace — from desks to cafés, seminar rooms to pods for team working — but places outside of the office such as coworking spaces and living rooms can also be workplaces. Employees work in the area best-suited to their current work activity.

THE NEXT OBVIOUS EVOLUTION

Drawing upon Designated Desk Workspaces, Hot Desking, and Activity-Based Work Style employees today are more accountable for how they accomplish individual work more than ever before. But most work projects are team work — individual efforts, woven together.

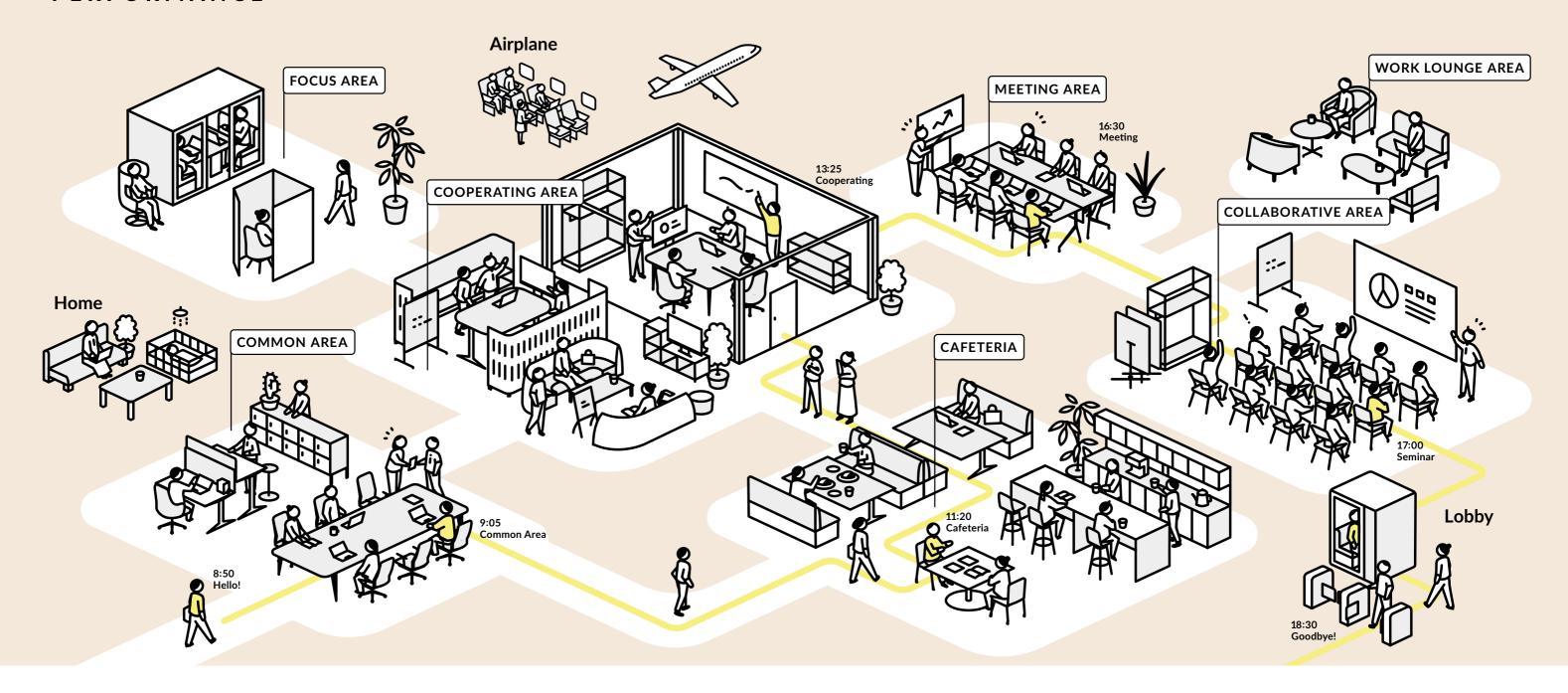




GUIDE TO WORK STYLES 15

OFFICE SPACE FOR HIGH PERFORMANCE In today's offices, there is no one-size-fits all solution. Modern work styles are tailored to the individual, team, and activity — giving employees the freedom to find the space that makes them most productive.

In a world where business happens anywhere/anytime, Okamura has solutions to shape work styles that work.



COMMON AREA



FOCUS AREA



CAFETERIA



COLLABORATIVE AREA



16

brimming with the creative spirit. Even the smallest details push the boundaries of conventional design, so we create something entirely new and wholly unique, again and again All with the end goal to evolve the workplace, creating more productive, more creative, and happier environments.

INNOVATION FOR A BETTER WORKPLACE

PREMIER MODEL

- LEGENDER
- CONTESSAII
- SABRINA
- FINORA
- BARON
- CHORAL
- SHIBUSA
- PLIMODE

HIGH-STANDARD MODEL

- SYLPHY
- LIVES
- CYNARA
- MARCA
- LUCE
- CG-M
- RUNA
- REPIROUE

STANDARD MODEL

- PORTONE SMART
- RIN

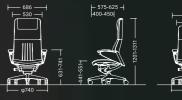




LINE UP



DIMENSIONS







High Back

FUNCTIONS



Multiple Density Cushion











Seat Depth Adjustment

COLORS









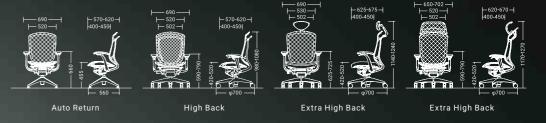


Contessa II seconda Since debuting on the world stage in 2002,

LINE UP



DIMENSIONS



FUNCTIONS



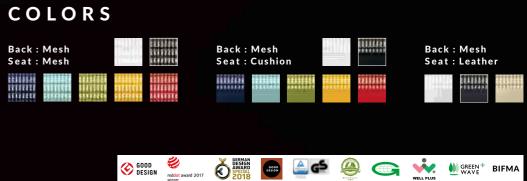




One-Piece Ring Structure

Adjust The Seat Height

Lumbar Support (Option)



Sabrina

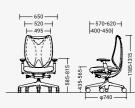
You can see this iconic ring structure not just in back view but from front view through permeable mesh back for which you have ample color variation to choose from.

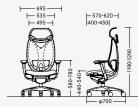
Welcome to the Sabrina world of the beautiful marriage between state-of-the-art technology and a world-renowned design.





DIMENSIONS





High Back

Extra High Back

FUNCTIONS

Setting the standard for comfort. Sabrina Standard's Synchro reclining mechanism moves in sync with you when you move in the chair, the backrest and seat move backwards or forwards accordingly - supporting to your body at all times.

An upgrade of the standard. Intuitive armrest controls and an Ankle-Tilt Reclining mechanism which naturally distributes body weight make for allday wellbeing and comfort.



Multiple Density Cushion



Multiple Density Cushion



Synchro Reclining



Smart Operation







Quick Slide Operation

COLORS

Back : Mesh | Seat : Fabric





































Finora

Elevate your work in the uncompromised beauty of lightness.

Finora was designed to encapsulate beauty with streamlined thinness and lightness. By applying the design philosophy that is distinctive to the automotive industry, Finora provides the modern worker with a high level of functionality for the ultimate

level in comfort in an office chair without sacrificing the esthetic design.



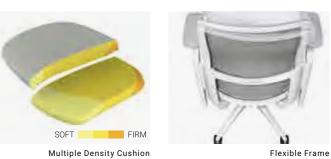
LINE UP



DIMENSIONS



FUNCTIONS







Ankle Tilt Reclining, Adjustable Seat Depth and Height

Smart-Operation Lever

COLORS















Baron

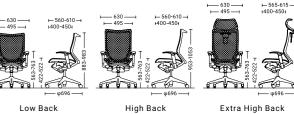


LINE UP

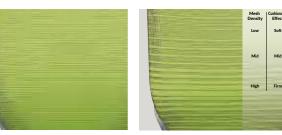


Experience the pleasure of sitting in a chair of the most advanced ergonomic design. Complement and invigorate any office arrangement with a chair design of extraordinary simplicity. Embellish your workspace with a choice of 12 mesh fabric colors. The team of the Italian design firm Giugiaro Design and Okamura Corporation has created a completely new kind of mesh chair. Baron series uses the world's most advanced seating technology to create office chairs to meet the needs especially for today's cutting edge work spaces.

DIMENSIONS



FUNCTIONS



Standard Mesh **Gradation Support Mesh**







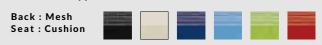
Ankle Tilt Reclining

COLORS

- Standatd Mesh



- Gradation Support Mesh

















Choral's name symbolizes the concept of a "perfectly tuned chair" - ergonomically tuned to your body and aesthetically tuned to the office. This simple approach has achieved a timeless Choral design and dynamic beauty that is harmonized to complement a multitude of office environments.

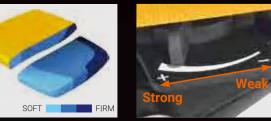
LINE UP



DIMENSIONS



FUNCTIONS



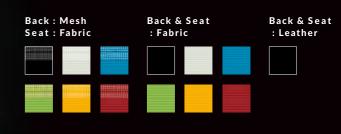
Multiple Density Cushion Quick Slide Operation





Seat Height Adjustment

COLORS





SHIBUSA



LINE UP



FRAME TYPES





DIMENSIONS





FUNCTIONS





COLORS

Back & Seat : Herringbone



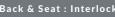
























Back Panel









plimode Plimode helps you maintain optimal posture, leaving you refreshed and invigorated. Admire the attention to quality in every stitch and detail, from the chair's fit to the final finish. Plimode

is imbued with 70 years of Okamura

craftsmanship and design.

LINE UP



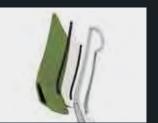
DIMENSIONS





FUNCTIONS





Multiple Density Cushion





Ankle Tilt Reclining

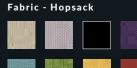
Tension Adjustment Slider & Seat Height Adjustment Lever

COLORS

Fabric - Herringbone







Fabric - Interlock

Fabric - Plain











Sylphy

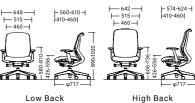
Okamura understands that people's backs are all shaped differently. To accommodate these differences, Sylphy provides superior comfort - as if the backrest were custommade for you. Sylphy fits every member of your office.

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LINE UP



DIMENSIONS



with Headrest

OPTIONS



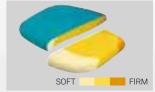
Fixed Headrest



Adjustable Hanger

Lumbar Support (For Mesh Type Only)

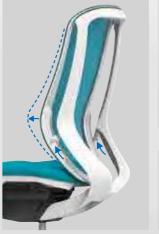
FUNCTIONS



Multiple Density Cushion



Synchro-Tilt Reclining



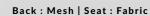




Body Curve Adjustment

Adjustable Depth

COLORS

























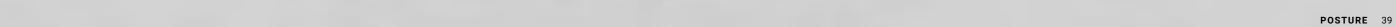












Lives

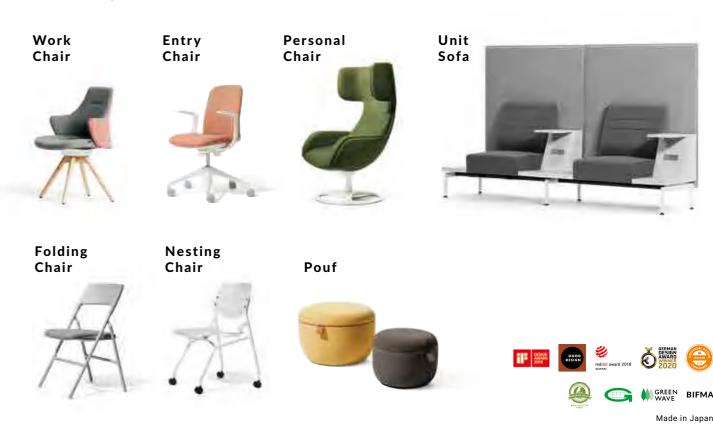


Today's office chairs demand more than functionality. Relaxed, residential-feel spaces create work environments where workers express themselves and thrive.

Lives Chairs bring a casual look to the office and are equipped with the state of the art features that employees have come to expect.



LINE UP



CYNARA

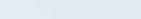


Weightless beauty. Effortless support.

Experience the impossible lightness and effortless support of Cynara, a task chair that integrates intuitive, responsive functionality with a clean-cut, refined aesthetic to complete any work setting.

LINE UP





CASTER TYPES





FUNCTIONS



Smart Ankle Tilt Reclining





Free recline or upright lock

COLORS

Back & Seat : Mesh





























Marca

Sharp frame, supple sitting comfort, excellent storage capacity. Marca, the highquality and delicate design along with human-friendly functions provides new value to the meeting scene.

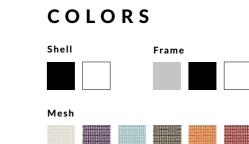




FUNCTIONS





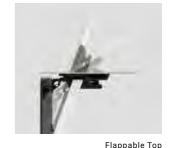




DESK



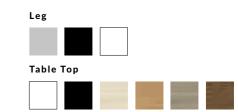
DESK FUNCTIONS





Flappable Top

DESK COLORS







Luce

LINE UP



COLORS

Seat : Fabric Cushion

FUNCTIONS















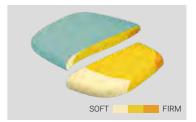


CG-M

LINE UP



FUNCTIONS









Adjustable Armrest (Option)

Adjustable Hanger (Option)

COLORS















Runa

LINE UP



FUNCTIONS



COLORS

























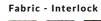
Made in Japan

repiroue

BASE COLORS



COLORS

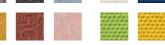
















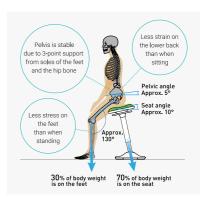








FUNCTIONS



Perching posture does not apply extra pressure on the gluteal muscles and minimizes the stress placed on the intervertebral discs. repiroue distributes body weight between the feet and the buttocks so that the legs are released from $% \left\{ 1,2,\ldots ,n\right\}$ solely sustaining the weight.



The supporting column can tilt in all





You can press the ring with all-around directions with your body allowing you to access underneath the seat, making height sit at comfortable angle and move freely. adjustment quick and easy.

Made in Japan



Portone Smart



COLORS

Rack · Mesh | Seat · Cushion





BIFMA Made in China

FUNCTIONS



Automatic Weight Sensitive Mechanism



LOCKABLE IN TOUR POSITIONS



Height Adjustable Lumbar Support

4D Adjustable Armrests

Rin

LINE UP



- High Back - Without Armrest - Black Nylon Base

- High Back - 1D/3D Adjustable Armrest - Polished Aluminum

COLORS

Back : Mesh | Seat : Cushio





BIFMA

Made in Thailand

FUNCTIONS





eclining Mechanism 1D/3D Adjustable Armres







Seat Height Adjustment Seat Depth Ad





Lumbar Support

Backrest Handle

- TRAVERSE
- TRAVERSE SATELLITE
- OREE
- ALT PIAZZA
- SWIFT
- RISEFITIII
- SOLISTE
- MANIFOLD A
- VD-A DESK
- FLAPTOR-A
- DN MOBILE DRAWER



traverse

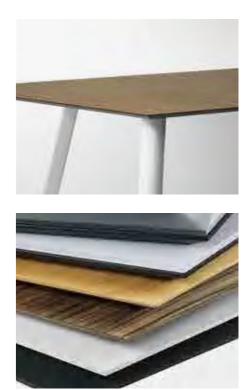
Impossibly thin, Beautifully strong.

In today's workplace, conference rooms are challenged with shrinking size as well as the need to adapt to evolving technologies. Traverse is a collection of two conference tables defined by narrow contours that broaden office space, bringing people together beautifully.







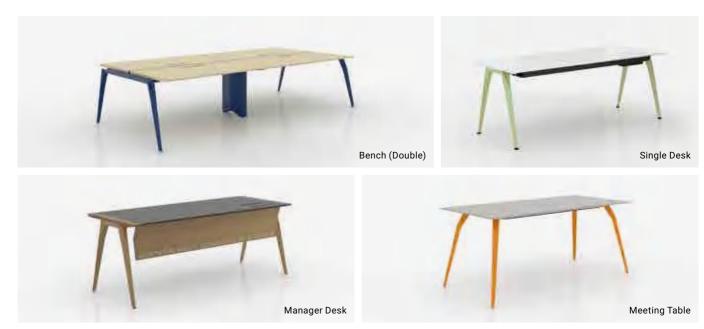


OREE Out side joint -





LINE UP



OPTIONS



COLORS





Alt Piazza

Counter Type Table Type 1 Span Counter 2 Span Counter Cafe Table [Round] Cafe Table [Square] Counter Counter Counter Counter & Table Top Leg & Base Counter & Table Top Leg & Base Made in Japan

SW





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Risefit III

LINE UP



 ${\tt COLORS}$ Table Top





SOLISTE











Modesty Panel

Tray Option

COLORS













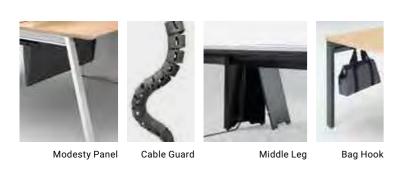
Manifold A

END LEG TYPES

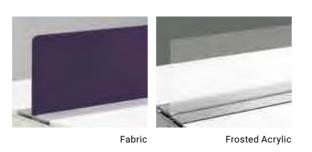


OPTIONS

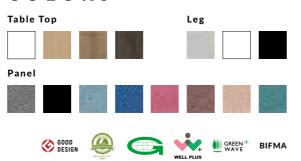
62



PANEL SELECTIONS



COLORS



VD - A Desk

LINE UP



FUNCTIONS



Fliptop Bag Holder (Optior





Desktop Panel (Option) Central Drawer (Option)

COLORS





WORK SPACE 63





FLAPTOR-A



FUNCTIONS





Motion Flip-Up

COLORS









DN Mobile Drawer

LINE UP









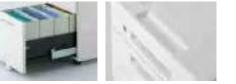


3 Drawers Front-Handle

FUNCTIONS



Key for Every Drawer Storage Potential



Safety Rollers

Unit Handgrip

BIFMA

COLORS





WORK SPACE 65

- MUFFLE
- DRAPE
- NAGARE
- POSIT-A
- GO-DO





Muffle

With such diverse personalities and workstyle preferences in the office, we believe work environments need to be adaptable. Muffle creates spaces within open offices that promote varying levels of concentration and collaboration.

Muffle enhances both individual and group work by providing a discrete space with visual boundaries and acoustic management, supplemented with integrated tech support.

LINE UP

Box Meeting Unit



Sofa Unit









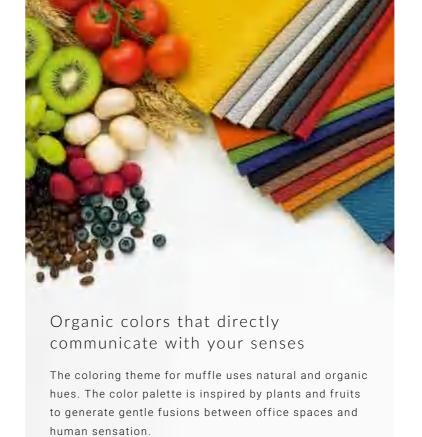


Panel



Personal Booth Unit





COLORS

Upholstery Monotone : Panel | Seat



- Interlock





- Urethane Leather



 ${\bf Upholstery\ White\ Combination: Panel\ |\ Seat}$













drape

THE PERFECT **GET-AWAY SPACE**

The highly effective sound-absorbing panels reduce noise in open offices, giving you a quiet environment you need to focus on your task. The panels also prevent inside sounds from leaking.



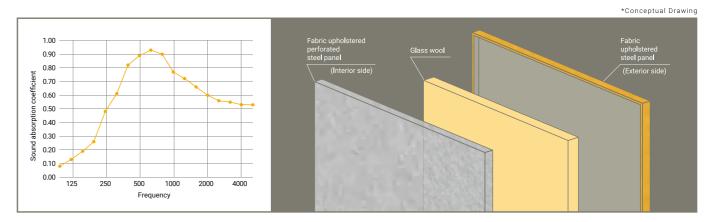
CREATIVE GEOMETRIC CONFIGURATIONS

"Tri" is the standard configuration consisting of three panels, perpendicular to each to make a U-shape. "Tetra" and "Penta" have an additional short panel that sits at a 120 degree angle at the entrance for an added level of privacy. A myriad of configurations are possible with your creativity.

LINE UP



FUNCTIONS



Distraction-blocking panels to enhance workers' focus

The slim profile panels are only 30mm thick. The core of these panels have glass wool insulation for excellent sound absorption. The clean and straightforward design creates mini-environments for focus throughout the office while also adding aesthetic interest points and color to the workplace.

Performance

NRC Value - 0.70 *Noise Reduction Coefficient

SAA Value - 0.68 *Sound Absorption Average

Note: Results are of the Felt applied panel. Value varies according to cover fabric.

The measurement results comprise materials evaluations for panel units, and do not

guarantee actual sound absorption effects.

Fire test: ASTM E84 - Class A

Note: Results are of the Felt applied panel and Interlock applied panel.

OPTIONS



Power Accessory



Wall Light

COLORS



The inside fabric comes with gray or beige, and the outer side is available with 18 beautiful contrasting colors. A single color fabric option is also available upon request.





Made in Japan & Thailand

NAGARE



Nagare, which means 'flow' in Japanese, is a new collection of furniture that responds to the way we work today.

This collection of seating and tables, inspired by nature, brings a gentle sense of movement and creates a place of repose within the information storm of our times. Nagare provides the opportunity for mindfulness and introspection, as if you are sitting on the bank of a brook.





LINE UP

Lounge Type



Occasional Table (Option)

Platform Type



Personal Table (Option)

ACCESSORIES



Multi-Purpose Cushion Power Outlet





LOUNGE 73

Posit-A

GO-DO | WORKPLACE PRODUCTS





Posit is a partition system that features beautifully streamlined 40mm width panels that are available in a variation of sizes and colors, which can be easily configured to create an enclosed space in the office.

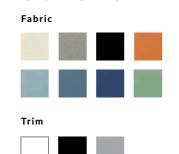
The flexibility of panel layout enable to create various

FUNCTIONS



Available in four height and four widths.

COLORS



Made in Thailand

BIFMA

ACOUSTIC PANEL SERIES

The new line-up features felt-made acoustic panels for echo and noise absorption. Improve acoustic environment by covering the entire wall or a small area according to room size and needs.

NRC* Value

0.75 SAA** Value 0.76

Note: Results are of the Flat panel. Value varies according to panel design. The measurement results comprise materials evaluations for panel units, and do not guarantee actual sound absorption effects.

- * Noise Reduction Coefficient
- ** Sound Absorption Average



COLORS



LOUNGE 75 74

BRINGING CREATIVITY AND NEW VALUE TO INTERIOR SPACES

Expectations regarding interior spaces have changed in step with evolving lifestyles and work styles.

Okamura anticipates these changes and conceptualizes optimal interior spaces that meet the needs of every user. Through ideal interior spaces, we create new

CASE STUDY





In offices where workers carry out diverse tasks, it is best if individuals can freely choose the environment optimally suited to their particular needs.

Okamura offers proposals that create spaces accommodating of each individual's characteristics and circumstances to maximize their capabilities.





DOLE ASIA HOLDINGS PTE. LTD.

Scope of Work : Design and Build Office Furniture Supply

Industry: Food Industry Location : Singapore Area: 930 m² Completion Year: 2017

About the Company:

The office was designed to recreate the feeling of a tropical fruit plantation, with imitation banana trees, a blue sky, and OSB finish to complete the idea. The tagline for the office was "Our office is a farm/firm with fertile soil."

Products:













78 CASE STUDY 79





GOJEK SINGAPORE

Scope of Work : Office Furniture Supply

Industry: Transportation Location : Singapore Area: 946 m²

Completion Year: 2018

About the Company:

Gojek is a transportation network company and logistics startup company based in Jakarta, Indonesia. It is the first unicorn company, and also the only company in Southeast Asia that is included in Fortune's 50 Companies That Changed the World in 2017. Gojek operates in Indonesia, Vietnam, Singapore, and Thailand and will soon operate in the Philippines and Malaysia.

Products:









ASTRA

Scope of Work: Office Furniture Supply

Industry: Real Estate Location: Jakarta, Indonesia

Area: 510 m² Completion Year: 2018

About the Company:

Pt. Menara Astra is a property management company which was initiated in 2013 by the property division of Astra International, which subsequently establishes several subsidiaries to manage several projects such as integrated office, apartment complex, and township.

Products:















CASE STUDY 81





Scope of Work : Design and Build Office Furniture Supply

Industry: Manufacturing

Location: Samutsakorn, Thailand Area: 1,000 m²

About the Company:

Completion Year: 2018

When Shinko Asia built a new office next to the factory, the company furnished it with many high-end Japanese products, many of which are introduced to Thailand for the first time, in an attempt of boosting the company's brand appeal.

Products:

















Scope of Work : Office Furniture Supply

Industry: Real Estate Location : Hefei, China Area: 5,000 m² Completion Year: 2018

About the Company:

Hefei Baowen Property Co., Ltd. provides property development and management services. The Company offers its services to clients in the East Central area of China.

Products:



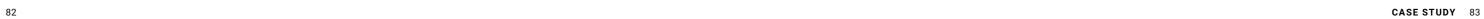












SUSTAINABILITY

Okamura Group aims to be a global company trusted and appreciated by society and fulfill its of the Sustainable Development Goals (SDGS), international goals set by the United Nations for the goals through our business and social contribution activities.

"We serve society by creating environments for dynamic interaction through innovative ideas and proven quality."

We serve society by creating environments for dynamic interaction through innovative ideas and proven quality.



MANAGEMENT POLICY

CSR POLICY

<management orientation>

BEHAVIORAL GUIDELINES

CODE OF CONDUCT

MANAGEMENT POLICY

Founding Spirit

Company Creed

Motto

Basic Policy

CSR POLICY

- Promotion of Compliance
 Pursuit of Quality
 Environmental Friendliness
 Disclosure of Information
 Workplace Improvements
 Respect for Human Rights
 Harmony with Society
- < Management Orientation > Individual Policies Influencing Our Corporate Activities

BEHAVIORAL GUIDELINES

For the happiness of everyone around us.

Shine

More

magine

Link

Expert

CODE OF CONDUCT

- Respect for human rights
 Ethical behavior as members of society
 Maintenance of free competition and honest business
- 4. Provision of safe and high-quality products and services
- 6. Environmental protect on and contribution to society7. Cooperation with the international community8. Maintenance of sound relationship with government

- 9. Dissociation with antisocial forces
- **10.** Cultivation of vibrant work environments