

Small book.  
Huge possibilities.

**SENATOR**

**We Are Senator**

# Why we exist

We harness the power of possibility through collaboration, learning, improving, supporting, sketching, designing, tweaking, making, engineering, manufacturing, ripping it up and starting again, crafting, storytelling, sharing, innovating, questioning, discovering, editing, testing, prototyping, testing, testing again, and by obsessing over the smallest details.

We create products that set the stage for people to do amazing things.

We are Senator.





We want to  
be the world's  
*first choice*  
for exceptional  
office furniture.

**Our mission is simple:**

We were a brand born from a simple question — can we make great furniture? We could, we did, and we do. Now we ask a slightly different question — can we keep improving every day?

We're here for those who don't want to put limits on what's possible. Those who don't want to compromise on what's important.

We're a global leader in quality, with the capability and capacity to meet large scale demand.

We are relentless in our approach, uncompromising in our manufacturing, and obsessive with our mission to be the world's first choice for exceptional office furniture.



# Purpose and possibility

Here at Senator we create products that set the stage for people to do amazing things. We inspire possibilities for people to change the world in a million different ways, big and small, local and global, every day.

## What we do:

We offer products for those who want to make their mark. On their own, together, in teams, or as organizations. Collaborators, innovators, and connectors.

## What we offer:

Products for working individually or collaboratively. Products for spontaneity and flexibility. Products for training and meeting. Products for focusing and privacy. And products for homeworking.







# Craft and innovation

**Quality and quantity. For us it's about both. We've always been a brand with big ambitions, and the bigger we get, the bigger our ambitions become. But quality will always be at the heart of those ambitions, which is why it's at the core of our decision making. Quality in design, in style, in performance, in impact. Quality in everything.**

## What we do:

We are a global manufacturer. We are industrious and ingenious. Constantly innovating and adapting to new trends, all tied together by masterful techniques, exceptional engineering, and expert craftsmanship.

## What we offer:

Unrivalled and uncompromising quality. Always.





Whiteboard content:

- Launch: [diagram]
- Website: [diagram]
- Product: [diagram]
- Marketing: [diagram]
- Operations: [diagram]
- Finance: [diagram]
- Legal: [diagram]
- HR: [diagram]

Handwritten notes:

- Launch: [text]
- Website: [text]
- Product: [text]
- Marketing: [text]
- Operations: [text]
- Finance: [text]
- Legal: [text]
- HR: [text]

Greyboard content:

- 1
- 2
- 3
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# Vision and detail

The more the world connects, the more we're able to learn from both the differences that define us and the similarities that bring us together. Our products support bodies, people, organizations and possibilities. Designed, engineered, and delivered to meet the needs and ambitions of those who want the chance to choose without compromise.

## What we do:

We're on a mission to inspire new possibilities for discerning customers, with office furniture that sets a new benchmark.

## What we offer:

Task Chairs / Multi-purpose Chairs / Executive and Conference Chairs / Desking and Tables / Workspaces and Storage



# Products for training and meeting



Behind every Senator product is a fusion of intelligent thinking and innovative engineering to create products that enhance users throughout their working day, whether it's focusing, collaborating, presenting, or conferencing, we offer unrivalled flexibility and adaptability. A vital characteristic in the ever changing and fast paced workplace.



# Products for working individually or collaboratively



We offer a range of products designed to facilitate flexibility and diversity demanded by modern working environments.

As the modern workplace evolves, there is a declining demand for the 'one size fits all' approach. Instead, workplaces require spaces that can be both flexible and collaborative, designed to suit every user and their preferred working style.



# Products for focusing and privacy



Advances in technology, changing work patterns and the trend towards open plan workspaces have resulted in an evolution of the modern workplace.

Our products can offer soft architectural solutions that can sit within open plan offices and provide visual and acoustic privacy and reduce proximity to others.



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