

A4LE LearningSCAPES

2025 INDUSTRY PARTNER AWARD PRODUCT SUBMISSION



For additional questions, contact:

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INNOVATION/USAGE

Please describe how this product brings innovation to the market place. What characteristics or techniques are improved upon or new to the market? Describe how the product incorporates the use of new technologies (i.e. emerging technologies within the past few years or a new technology developed)? Elaborate on how the product is used to provide an advantage to the learning environment?

Today's classroom is an active, dynamic place where students are often given room to move – empowering them with choices of where to sit, how to sit and even when to sit. Depending on the task, sitting low to the ground may be what's needed to create a comfortable, safe and effective learning environment. We've taken this idea and created a versatile complement to the classroom that meets students on their level.

Virco Floor Rockers features a one-piece polypropylene seat atop a sturdy, one-piece rocking base. Its non-marring, BPA-free pad allows for smooth, quiet movement while the subtle back-and-forth motion encourages healthy sitting and offers the same ergonomic benefits as a rocking chair.

Additional key features and benefits of Virco Floor Rockers include:

- Patented low-profile design that combines ergonomic support with controlled rocking motion, allowing users to rock while seated on the floor
- One-piece polypropylene shell includes flexible ribs that support the back and lumbar areas for comfort while rocking
- Available in three seating styles, ZUMA[®], Sage[™] or Analogy[®], each at varying price points, that feature a wide, spacious seat for long-lasting use
- Available in two sizes: Kindergarten – 4th Grade and 5th Grade – Adult, with an optional upholstered seat
- Convenient hand hold makes the Virco Floor Rocker easy to reposition as needed to create dynamic learning spaces helping students find the position and space where they work best
- Works great for group interaction, as well as individual reading and study
- American-made and built to last in tough environments, Virco Floor Rockers are manufactured with the legendary durability that has made our products a classroom standard since 1950.

3 Styles and 2 Sizes to Choose From

ZUMA[®]



ZFLROCK15
K - 4th Grade

ZFLROCK18
5th Grade - Adult

Sage[™]



SGFLROCK15
K - 4th Grade

SGFLROCK18P
5th Grade - Adult

Analogy[®]



ANFLROCK15
K - 4th Grade

ANFLROCK18
5th Grade - Adult

ENVIRONMENTALLY-FRIENDLY MANUFACTURING AND SAFETY

Describe the use of recycled materials that are used in either the manufacturing or operation or describe how the product may be recycled at the end of life.

From new product introductions to industry-leading recycling efforts, Virco Stewardship encompasses a vast array of endeavors. Since we began in 1950, Virco has been committed to recycling, reducing waste and overall sustainability.

- **Virco Take-Back Program:** Virco offers a program to recycle furniture that has served its useful purpose through our Take-Back Program. Recognizing that the refurbishment of a single classroom can generate unwanted furniture components, we remove the old furniture prior to the installation of the new furniture. Working with the customer, we guide them in disassembling work surfaces, chair shells and hard plastic components that would otherwise go to a landfill. These recyclable materials are then ground up and incorporated into our Fortified Recycled Wood™ that is used to make our sustainable ZUMAFrd™ furniture, adding a new life cycle to post-consumer goods.
- **Recycling & Resource Recovery Initiatives:** Virco started its recycling program in 1989 with four material categories: scrap, metal, office paper and hydraulic oil. Today, we have more than 40 categories and have processed over 450,000,000 pounds of recyclables.
- **EPA Waste Wise:** We're proud that the U.S. Environmental Protection Agency recognized our recycling leadership by choosing Virco as a charter member of their WasteWise Hall of Fame in 2003 and as a WasteWise winner for reducing waste in 2019.
- **Cash For Cardboard:** Established in 1993, Virco's "Cash for Cardboard" Program helps 35 schools near our Conway facility reap the benefits of recycling cardboard. Virco builds recycling bins for these schools, collects their cardboard and transports it to a recycling vendor, then returns the proceeds to the schools. To date, the Cash for Cardboard Program has enabled these schools to earn over \$310,000.

Explain the level of sustainability of the product as it relates to the environmental, social or economic benefits of the learning environment.

The Virco Floor Rocker is built on the premise that sitting still does not equal paying attention. The Floor Rocker combines gentle movement to help students channel excess energy into classroom endeavors.

It fosters collaboration and empowers student autonomy by offering a unique seating choice. The lightweight portable design makes it easy for students to move and arrange the Virco Floor Rocker to gather in small groups for discussion, storytelling and teamwork or to work independently.

The Virco Floor Rocker was built to withstand daily classroom use. Its durable design eliminates the need for frequent replacements, reducing waste and the environmental impact associated with furniture disposal. Its compact floor-level footprint also helps schools make the most of limited space. With the use of our three popular seating styles, it allows for an integrated seating solutions where teachers and designers can blend like-styled furniture into classroom layouts.

Explain how the product promotes safety. This can be physical safety of a product or overall safety performance (i.e. student physical safety, building safety, etc.).

Virco Floor Rockers are thoughtfully designed to prioritize safety including:

Sturdy Rocking Base: Floor Rockers have a one-piece injection-molded polypropylene base. The base is angled so that a rocking motion can be initiated when a student or teacher moves forward and backward in the chair and reduces the risk of tipping. The base also features a flat at-rest angle which is meant to emulate zero-gravity chairs to help the user reach their natural posture while providing maximum, full body support. Its low-profile design also keeps students close to the ground, reducing the risk of falling.

Non-Marring, BPA Free Pad: The bottom of the molded base is covered in a non-marring 4 lb. density EVA foam. The foam is BPA-free and allows for smooth, quiet movement when the seat is rocking. The soft material prevents fingers and toes from being pinched and even provides a gentle pressure that can simulate calming sensory input, similar to pressure therapy.

Ergonomic Seat: Floor Rockers are available in three seating styles ZUMA[®], Sage[™] or Analogy[®]. These seats feature a one-piece injection-molded polypropylene plastic shell with a waterfall front edge to help promote good circulation and a wide, spacious seat for long-lasting comfort. The seats include contoured wrap-around flexible ribs, which are dynamically tuned to allow the upper back to flex more easily than the lower sections, a key to providing back and lumbar support while rocking.

Meets or Exceeds the safety standards set forth by BIFMA: Virco is a member of BIFMA, the trade association for business and institutional furniture manufacturers. As a service to our customers and to assure superior levels of quality control, Virco tests and evaluates our products according to rigorous standards.

CPSIA Compliance: Virco proudly complies with all laws and governmental regulations affecting our products, including the federal Consumer Product Safety Improvement Act of 2008 (CPSIA) and the California Air Resources Board (CARB) regulation for formaldehyde emissions from composite wood. All applicable Virco products are tested by a third-party laboratory and certified to comply.

GREENGUARD[®]: In 2005, Virco's ZUMA[®] and ZUMAFrd[™] became the first classroom furniture lines from any manufacturer to earn GREENGUARD indoor air quality certification through the GREENGUARD for Children and Schools Program. Today, hundreds of Virco classroom furniture, including Virco Floor Rockers, have earned this and GREENGUARD[®] Gold certification, which also helps contribute to LEED v4 EQ Credit for Low-Emitting Materials.



The ergonomic ZUMA[®], Sage[™] or Analogy[®] seats offer a flexible backrest and a wide, spacious seat for long-lasting comfort.



With subtle back-and-forth motion, Floor Rockers encourage healthy sitting and offer the ergonomic benefits of our standard rockers while providing a better floor seating option.



Non-marring, BPA-free pad allows for smooth and quiet movement.

ENERGY USAGE/SAVINGS ECONOMIC PERFORMANCE

Assess the contribution to energy savings either through production of the product, usage of the product, outcome of the product that will impact energy usage, and or a combination of all of these traits. Describe the product's stated direct cost savings to operations, maintenance, and other areas.

Virco's commitment to energy efficiency begins with our design, manufacturing and assembly processes, which takes place at our two state-of-the-art U.S. facilities. With a 560,000 square-foot plant in Torrance, California, and a multi-plant operation spanning 1,750,000 square feet in Conway, Arkansas, we optimize our production facilities to minimize energy consumption.

The decision to continue to manufacture domestically has proven advantageous for us. By keeping our production at home in the U.S., it helps reduce the energy and pollution associated with long-distance overseas shipping and transportation. It also enables a streamlined, factory-to-site delivery system that minimizes energy use by eliminating excessive handling and transportation.

Effective supply chain management further contributes to energy savings. Virco works with a variety of nationwide suppliers who provide us with raw materials such as steel, plastic resins, wood, laminate and other important materials that produce a wide array of products, including the Virco Floor Rockers. Additionally, our machinery, packaging materials and shipping are also provided by nationwide suppliers, helping to keep U.S. dollars at home to strengthen our economy.

Virco's manufacturing capabilities provide the company with distinct advantages in terms of cost savings and quality control. Virco's fully integrated manufacturing operations include extensive injection-molding capabilities at our Conway factories. Virco's ability to mold a complete range of soft plastic chair shells for our diverse seating lines gives us a cost and quality control advantage over competitors who rely on vendors for injection-molded components. With 24 injection molding machines, these machines produce the polypropylene shells and bases for our Virco Floor Rockers.

In addition to manufacturing efficiencies, Virco's direct sales model and support services contribute to cost savings for customers. By maintaining a nationwide direct sales team, a customer service department and an inside sales team, Virco eliminates the need for intermediaries and unnecessary markups, providing customers with competitive pricing for high-quality furniture.

OVERALL PERFORMANCE ESSAY

Communicate attributes about the product not addressed in the above sections which makes the implementation or use of the product in a learning environment distinctive, extraordinary or high performing as it relates to student or long-term environmental performance outcomes.

Historically, students were expected to sit still. Being quiet was the expectation and collaboration between students was considered disruptive. Today's pedagogy is a shift to student engagement and an understanding that not all students learn in the same way.

The Virco Floor Rocker gives students the freedom to rock, wiggle and sit where they work best. Its lightweight, portable design allows for easy reconfiguration of learning spaces, giving students more choice and control in how and where they sit.

Virco's commitment to healthy movement in the classroom is at the core of the Floor Rocker's design. It fills a gap in classroom seating by offering a safe, ergonomic alternative to traditional floor seating without back support. Its gentle rocking motion supports controlled, self-regulated movement, helping students stay engaged, focused and calm. Its design encourages campfire-style group interaction, making learning environments feel more fun and relaxed.

We invite educators to give their students a little Room to Move®!