

A4LE LearningSCAPES

2023 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?

The Virco C2M (Choose to Move) 4-Leg Chair introduces a new dimension in active seating. Designed with the idea that sometimes kids need to move and sometimes they don't, the C2M 4-Leg Chair offers the ultimate choice in flexible seating for teachers and students with its unique, patented mode selector.

Two Chairs in One: With the mode selector, you can choose between active or fixed seating. In active mode, the C2M 4-Leg Chair allows controlled 360-degree movement with its unique air coils that flex and compress as you move in all directions, from side-to-side or back-and-forth and in-between, letting students shift and adjust to their most comfortable sitting position. Whatever the student's movement, the chair follows suit. When conventional seating is more appropriate, a simple twist transforms the chair into an ergonomic, fixed position. In motion or not – it's your choice.

Healthy Movement in the Classroom: When it comes to the classroom, it's important to consider ergonomic furniture that's designed to flex and move with ease to help students find the position and space where they work best. The C2M 4-Leg Chair brings healthy movement into the classroom, allowing students to move in their seats, without leaving their seats, offering an outlet for excess energy that could otherwise get in the way of learning.

Integrated Classroom Solutions: C2M 4-Leg Chairs open up the classroom to new possibilities for educators and students alike. C2M 4-Leg Chairs provide an integrated seating solution that allows teachers to blend furniture for special needs into traditional classroom configurations. The C2M 4-Leg Chair includes three chair styles: ZUMA®, Sage™ and Analogy®, and available in two sizes, 15" and 18". With a similar look and feel to other Virco classroom chairs, the product ensures compatibility with the overall layout and design of the learning environment. With our comprehensive line of similarity styled furniture, no student stands out.

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.

For Virco, recycling is a key aspect of our commitment to sustainable business practices. Please see the list below for our eco-friendly certifications, licenses and compliance and local community outreach.

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 tons of unwanted furniture components, we remove the old furniture prior to installation of the new furniture. Working with the school district, we guide them to source a steel recycler so that steel components can be separated, and result in financial compensation back to the district. We disassemble and recycle other items, such as the plastic chair shells in the C2M 4-Leg Chair. The plastics and wood are ground up and incorporated into our Fortified Recycled Wood™ that is used to make seats, backrests and work surfaces for our sustainable ZUMAFrd™ furniture, adding a new life cycle to post-consumer goods.

American Quality & Durability: At Virco, we design, manufacture and assemble our products at two state-of-the-art U.S. facility locations: a 560,000 square-foot plant in Torrance, California and a multi-plant operation with 1,750,000 square feet of space in Conway, Arkansas. Built to last in tough environments, Virco C2M 4-Leg Chairs are built with the legendary durability that has made our products the classroom standard since 1950. Manufacturing durable furniture reduces the need to replace furniture frequently and keeps it out of the landfill.

Recycling & Resource Recovery Initiatives: Recycling is a key aspect of Virco's commitment to sustainable business practices. 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 435,000,000 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.

From an environmental perspective, the Virco C2M 4-Leg Chair promotes sustainability by offering a long-lasting solution for flexible classroom settings. Its durable design eliminates the need for frequent replacements, reducing waste and the environmental impact associated with furniture disposal.

In terms of social benefits, as stated above, the C2M 4-Leg Chair is designed to integrate seamlessly into a classroom setting, allowing teachers to blend furniture for special needs into traditional classroom configurations. The chair ensures a consistent look-and-feel throughout the learning environment by offering a design that closely resembles other 4-leg classroom chairs. This not only supports students' physical well-being throughout the day but also fosters a positive social environment where the needs of all learners are met without feeling singled out.

The C2M Chair is a smart and economical solution for flexible classroom settings. The C2M 4-Leg Chair operates as "two chairs in one" providing the ultimate choice to either have passive or active seating. Unlike a ball or wobble stool, the C2M Chair also features a flexible backrest and spacious seat with a gentle, waterfall front ensuring a comfortable seating experience. This versatility eliminates the need for additional or temporary seating options, reducing costs for educational institutions and maximizing the efficient use of classroom space.

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.).

The chair promotes safety in multiple ways. These include:

Physical Safety:

- **Durable Steel-Frame Structure:** The C2M 4-Leg Chair features a durable, supportive steel-frame structure of a 4-leg chair. The frame's legs are formed from 1" diameter x 17-gauge tubular steel and are joined by an 11-gauge steel bracket with a continuous weld at all four connection areas. It provides a foundation and contributes to the physical safety of students using the chair.

- **Stability:** The stability of the chair is ensured by its 4-leg frame. The design of the chair promotes movement, eliminate the common habit of tilting back on chairs that can lead to the risk of tipping over or wobbling.

Compliance with Safety Standards:

- **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. Virco's product evaluation program includes applicable performance testing for strength, durability and stability as established by the Business and Institutional Furniture Manufacturers Association (BIFMA) and accepted by the American National Standards Institute (ANSI).

- **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 of formaldehyde emissions from composite wood. All applicable Virco products are tested by a third-party laboratory and certified to comply.

Building Safety:

- **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 the C2M 4-Leg Chair, have earned this and GREENGUARD® Gold certification, which also helps contribute for credit of LEED v4 EQ Credit Low-Emitting Materials.

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.

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. facility locations. 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 manufacture domestically has proven advantageous for us, as the increase in the overseas price/cube threshold has made domestic manufacturers more competitive, especially after the COVID-19 pandemic. By keeping our production at home in the US, it helps reduce the energy and pollution associated with long-distance overseas shipping and transportation.

Effective supply chain management further contributes to energy savings. Virco works with a variety of nationwide suppliers who provide us with everything from raw materials such as steel, plastic resins, wood, laminate and other important materials that produce a wide array of products, including the C2M 4-Leg Chair. Additionally, our machinery, packaging materials and shipping are also provided by nationwide suppliers, helping to keep US dollars at home to strengthen our economy. By eliminating the need of extended, overseas supply chains, we are able to reduce energy waste that would otherwise occur during lengthy procurement processes.

Describe the product's stated direct cost savings to operations, maintenance, and other areas.

When Virco first opened for business in Southern California back in 1950, we had one customer on our books. Our goal was – and still is – to provide reliable, high-value furniture and courteous, efficient service.

One key factor contributing to cost savings is Virco's commitment to U.S. manufacturing. When many other companies moved their operations overseas or decided to purchase foreign components instead of making them here, Virco decided to keep its operations in the US. This allows us to control the manufacturing process, ensuring the quality and consistency of our products. It also enables Virco to be nimble in its response to changes in customer and industry needs.

Virco's manufacturing capabilities, particularly in tubular steel components and injection molding, provide the company with distinct advantages in terms of cost savings and quality control. By fabricating our own tubing, instead of relying on intermediaries, Virco gives our customers a quality control advantage, and a pricing advantage, that competitors who out-source their tubing simply cannot match.

Virco's fully integrated manufacturing operations also 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 22 injection molding machines, these machines produce the polypropylene shells for our C2M 4-Leg Chairs. The chair includes three chair styles, ZUMA®, Sage™ and Analogy®, and two sizes, 15" and 18". These chair shells can be used across multiple frame base styles like our standard 4-leg chairs, task chairs, lab stools, floor rockers, rocking chairs and cantilever chairs. Robotic technology enhances the speed and accuracy of our injection-molding operations.

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.

The C2M 4-Leg Chair introduces attributes that elevate its use in a learning environment.

When it comes to an educational setting, product decisions are typically influenced by adults, budgets, or standardization requirements, often leaving little room for student input. However, the C2M 4-Leg Chair breaks away from this norm, prioritizing choice and empowerment for students.

With this idea of choice, the C2M 4-Leg Chair grants students and teachers the freedom to control their learning experience. They have the autonomy to choose what seating option suits them best. This individualized choice over movement goes beyond mere comfort, as it instills a sense of ownership in their education. Its unique attributes create a learning environment that is more engaging, personalized and student-centric.

In motion or not – it's your choice.