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TIME FOR NEW NORMS

FURNISH YOUR OFFICE WITH
A SUBSCRIPTION-BASED
CIRCULAR SERVICE





SHARED VALUES FOR A BETTER FUTURE OF WORK

B. Amsterdam is home to start-ups, scale-ups and corporate innovators. By combining all these different kinds of companies, a unique mix of people and business arises. An ecosystem where everybody works hard to pursue their goals and learns from one another. The B. offices radiate energy and inspire to innovate, create and connect. In your office with a great set-up furniture however when you're not there, engagement is stimulated through communal spaces and community events.

NORNORM works alongside companies to create a better future for work. What enables this on a foundational level is finding partners, collaborators and subscribers who share NORNORM's values and empower us to innovate further. In our collaboration, we not only find resonance and commonality in our shared ambition to create business models and ways of working that are inspiring to people and regenerative for the planet – but in our drive to do more.



DON'T BUY YOUR OFFICE FURNITURE, SUBSCRIBE.

GOOD FOR YOUR BUSINESS. GOOD FOR THE PLANET.

Just as you look after your business, it's important to look after mother nature. That's why NORNORM designed a circular office furniture subscription model.

NORNORM offers functional and attractive office furniture, based on a service that makes it easy to adapt your office to changing needs – whether your business is scaling-up, moving or switching functions around.

NORNORM aims to create a perfect closed loop for office furniture. By only using high quality furniture we can give them a longer life; offering flexible, affordable and inspiring work environments which promote the well-being of both employees, businesses and the planet.

In with circularity. Out with consumerism.
Welcome to NORNORM's way of thinking.

It's time for new norms.

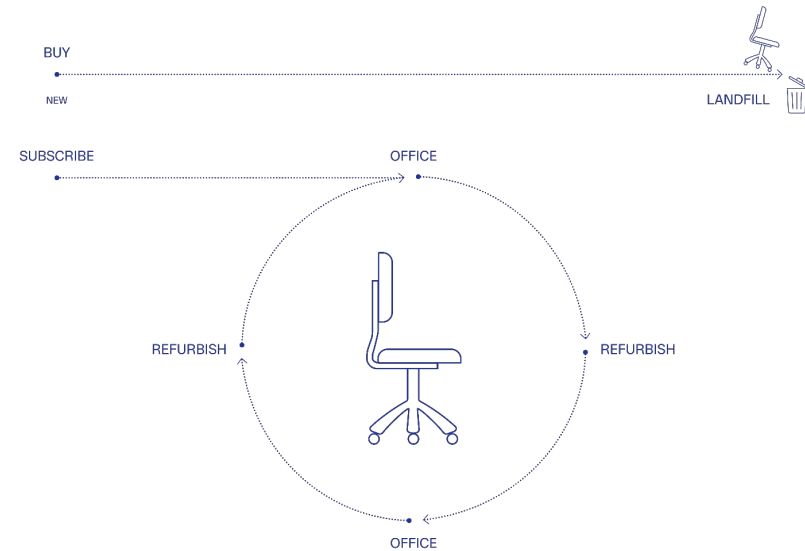
BUSINESS NEVER STAND STILL – AND NEITHER SHOULD YOUR OFFICE

NORNORM is on a mission to optimise workspaces – at corporate offices and co-working spaces – in a more circular, flexible and affordable way. The key is to use; and reuse; resources intelligently to create inspiring work environments that promote the well-being of both employees, businesses and the planet.



CIRCULARITY

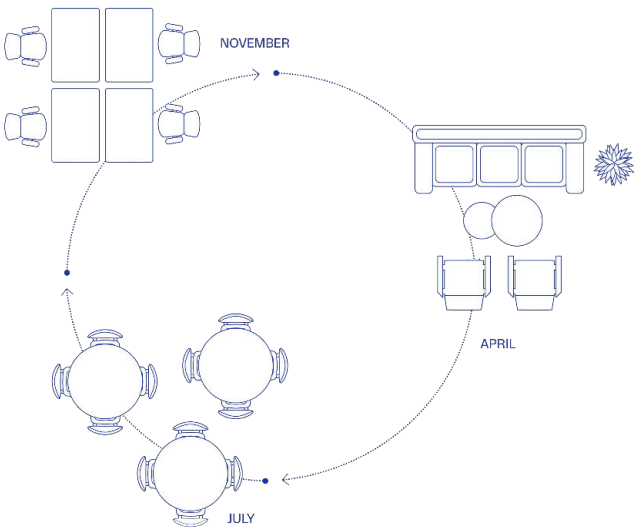
THE NEW NORM OF GOING ROUND IN CIRCLES



Tons of office furniture ends up in landfills every year. Perfectly usable pieces that with a little love and care could last for decades. But now we're running out of both resources and ways to dispose of waste. That's why we need to transform our linear way of thinking to a more circular approach.

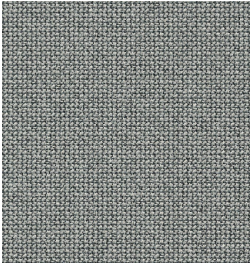
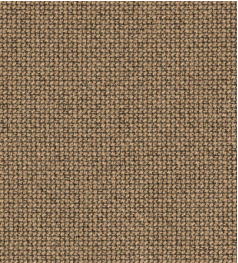
FLEXIBILITY

YOUR OFFICE WILL PROBABLY NEED TO CHANGE



Businesses never stand still – and neither should the office. A subscription without commitments allows for expansion, downsizing and alterations of functions – so that you can create an inspiring workplace adapted to your business needs today. And tomorrow.

NORDIC LIGHT – A TIMELESS EXPRESSION



NORDIC LIGHT – INSTALLED



PRODUCT SETS FOR THE PERFECT WORKPLACE

To meet your functional needs, we furnish with product sets that fulfill necessary workplace activities in your office. Curated by NORNORM interior specialists for B. Amsterdam, it offers aesthetical, functional, and sustainable workplaces.

HOW IT WORKS

WHAT ARE “PRODUCT SETS”?

We define a “product set” as a set of at least 2 products that serve a certain workplace activity, as well as create both an ergonomic and aesthetical workspace.

WHY FURNISH WITH PRODUCT SETS?

Furnishing with product sets enables furniture circularity and flexibility. As our units address the core functions rather than individual pieces of furniture, we are able to swap, add, and circulate to your changing needs with ease - better for the planet, work, and people.

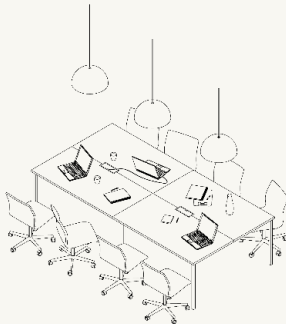
HOW DO WE FURNISH WITH PRODUCT SETS?

NORNORM sets for B.Amsterdam are curated for your studio size and your desired mix of functionalities. If your office needs to change, share your desired sets or workplace activities - our designers will create a perfect solution for you.



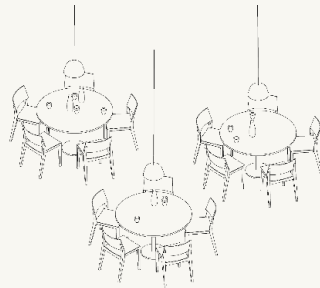
SOLO SET

The solo sets are workstations: areas for quiet, uninterrupted and more productive work in the modern workplace.



COLLABORATION SET

Collaboration sets are meeting desks and charis: facilitating creative and compelling dynamics needed in the workplace.

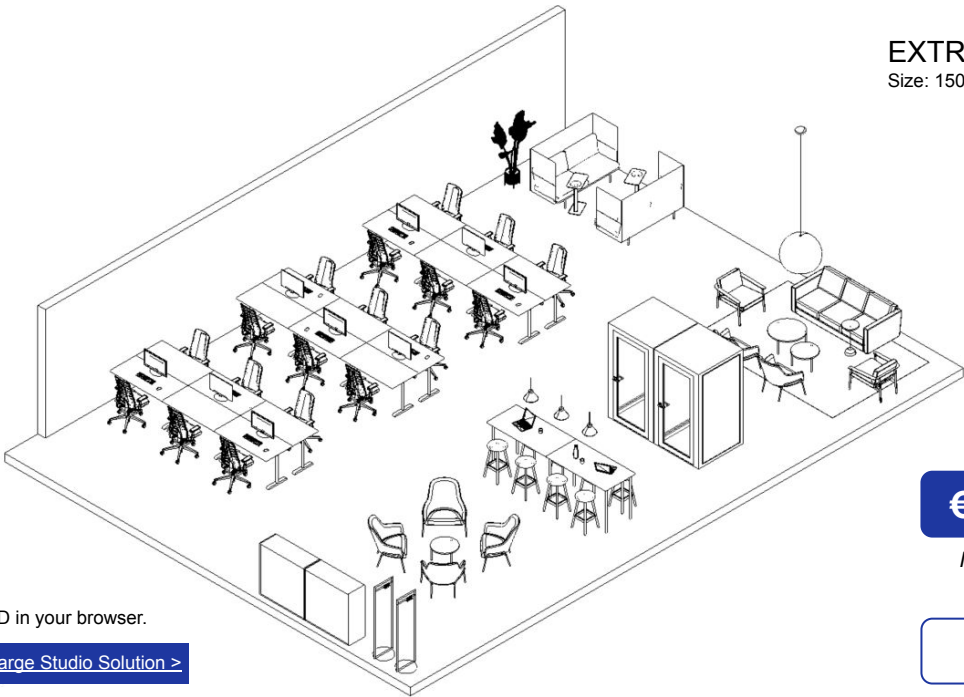


SOCIAL SET

Social sets are lounges and soft seatings: As workspaces slowly become community hubs, these help employees feeling “at home” and decompress.

PICKING THE RIGHT FURNISHING SOLUTION FOR YOUR OFFICE

To meet your functional needs, we have created an example studio furnishing solution for studios larger than 150 SQM.



EXTRA LARGE STUDIO

Size: 150 M² +

€ 3.30~ / SQM

Monthly Subscription Price

€ 18 / SQM

One-time Start-up Fee

Explore in 3D in your browser.

[Visit Extra Large Studio Solution >](#)

TOOL TIP! To explore in 3D click the button  in the left corner. And click  to see a 3D fly-through

BALANCED STUDIOS

BALANCED STUDIO

Most often a functional mix is the best solution. You need space for both head down work, as well as the possibility to sit down with the team to crack the best ideas, or just plan the way ahead.

NEED FOR A MORE CUSTOMIZED SOLUTION?

If the duration of your lease is minimum of 24 months, and you have 4 months or more until your lease begins, you have the option to make customized changes to the design. Customization includes the possibility to pick any of the alternative NORNORM styles – Nordic Dark or Nordic Black & White. And you are free to change functions by replacing furniture sets.

PHONE BOOTHS FOR THE HYBRID WORKPLACE

With a soundproof Phone Booth or Work Booth, you get the perfect space for conversations and meetings where you won't be disturbed – or disturb others. Select a model that best fits your business needs. Booths are offered at an affordable additional price.



SOUNDPROOF

Reduces speech noise by over 30 dB, earning it an A-Class ISO rating.



LIGHTING

6000K LED light in 6 brightness settings.



VENTILATION

Adjustable ventilation, circulating 1.2 m3 of fresh air per minute.



PHONE BOOTH

With a soundproof Phone Booth you get a perfect private space for conversations and meetings upto 90 minutes.

* Lead time on Phone Booths is 6-8 weeks.

[> discover specs and prices](#)



WORK BOOTH

The Work Booth is equipped with a workstation, complete with a sit-stand desk and a monitor stand. Fit for comfortable and private online meetings that last 60 minutes or more.

* Lead time on Work Booths is 12 weeks.

[> discover specs and prices](#)

DUO- & MEETING BOOTHS

Duo Booths and Meeting Booths offer flexible solutions for larger but private meetings. Select a model that best fits your business needs. Booths are offered at an affordable additional price.



SOUNDPROOF
Reduces speech noise by over 30 dB, earning it an A-Class ISO rating.



LIGHTING
6000K LED light in 6 brightness settings.



VENTILATION
Adjustable ventilation, circulating 1.2 m3 of fresh air per minute.



DUO BOOTH

A NORNORM two-person booth gives you the ideal space for teamwork, face-to-face meetings, or confidential discussions, for several hours. Designed for focus and collaboration, it offers privacy without distractions and fits seamlessly into any workspace.

* Lead time on Duo Booths is 12 weeks.
[> discover specs and prices](#)



MEETING BOOTH

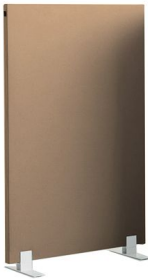
A NORNORM 4-6 person meeting booth gives you the ideal space for teamwork, face-to-face meetings, or confidential discussions, for several hours. Designed for focus and collaboration, it offers privacy without distractions and fits seamlessly into any workspace.

* Lead time on Meeting Booths is 12 weeks.
[> discover specs and prices](#)

FURNISHING ADD-ONS FOR PRIVACY OR COLLABORATION

To better enable peaceful focus and effective collaboration, we've added some special add-ons to make an office space that suits everyone's needs. Add-ons have an impact on your monthly fee once added to your subscription. Reach out to NORNORM for more details.

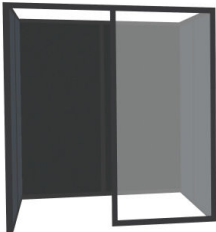
[Visit Add-On Library >](#)



DIVIDER SCREENS
Dividers can be very helpful in both big and small offices for creating privacy areas, or simply divide offices into areas with different functions.



PREMIUM SEATING
Upgrade to premium Herman Miller chairs in order to enhance your office environment. These chairs are known for their ergonomic design and durability. Lead time for this add-on is 8-12 weeks.



MODULAR WALLS
Modular walls replace expensive, permanent meeting and collaboration spaces with a flexible alternative, enhancing office acoustic performance.



PLANT BOXES
Plant boxes are a beautiful addition to your HIVE cabinets, practically combining biophilic elements with everyday design. Plants are available separately.



WHITEBOARD ON WHEELS
Collaboration is key. The whiteboard on wheels is a welcome addition to any office solution, and a welcome addition to any workshop session.



FLEX LOCK
A smart and practical addition to your cabinet, this RFID lock adds a personal lock function without disrupting its design. It installs invisibly inside the cabinet door, keeping the exterior sleek and modern.

FURNISHING ADD-ON ACCESSORIES

To help make soft seating areas more cozy, we also offer circular rugs in 3 sizes. As with other add-ons, these have an impact on your monthly fee once added to your subscription.

[Visit Add-On Library >](#)



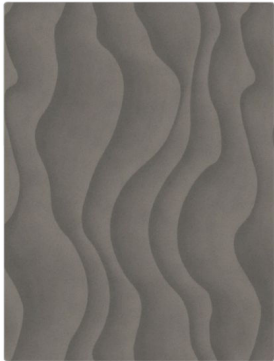
Pattern: Grass
Colour: Mole
Size: 170 x 240

+ €15/rug/month



Pattern: Grass
Colour: Mole
Size: 200 x 300

+ €15/rug/month



Pattern: Sand Dune
Colour: Mole
Size: 300 x 400

+ €30/rug/month

RUGS
Inspired by the rugged, untouched landscape of the Danish West Coast, the New Wave collection reflects natural textures, shapes, and captivating scenery.

It aims to evoke a tactile and sensory experience, allowing you to feel the patterns of the sand, the sharp lines of the grass dunes, and the rhythmic flow of the waves.

The rugs are designed to thrive within a circular ecosystem. They are easy to maintain, ensuring long-lasting durability, and are made from both recycled and recyclable materials.

HOW IT WORKS

Flexibility is at the core of our furnishing service. Whether you are moving into a new office or your functional requirements have changed, we have you covered!

MOVING INTO A NEW OFFICE

1. Explore your furniture solutions

Explore and find the best furniture solution for your team.

You can find example offices curated for B. Amsterdam on slide 9.

2. Share your choice

Send an email to your support@nornorm.com with the furniture solution of your choice, desired amount of seating and furnishing add-ons, under the title “B. Amsterdam new tenant - [*studio number*]”.

3. Confirmation

Within 48 hours, you will be contacted by a NORNORM representative with a design proposal. Confirm or iterate the solution, and receive your furniture delivery date as soon as 4 weeks from your final confirmation.

HOW IT WORKS

Flexibility is at the core of our furnishing service. Whether you are moving into a new office or your functional requirements have changed, we have you covered!

REQUESTING A CHANGE

You are free to request a change at any time. Installations will be carried out on a quarterly basis for a lower cost and carbon footprint. Inquire your B. Amsterdam representative for the next change date.

1. Share your new needs

Send an email to support@nornorm.com on your changing needs: share which product sets or workplace activities you need more, or do not need any longer.

2. Receive design and iterate

You will receive a 3D proposal within 48 hours. Request an iteration if needed, and confirm your design and cost.

2. Confirmation

Once confirmed, your NORNORM representative will inform you of when your optimized furniture solution will be installed.

A FULL CIRCLE FURNITURE SOLUTION. GOOD FOR PEOPLE, PLANET, AND BUSINESS

NORNORM IS A SUBSCRIPTION BASED CIRCULAR OFFICE FURNISHING SERVICE. The fast growing concept, launched at beginning of 2021, is currently established in Denmark, Sweden, Norway, Finland, Germany, the Netherlands, Belgium, Luxemburg, the UK, Austria, Poland and France. Our customers range from major, listed corporates to start-ups, from real estate companies to Managed Offices – all joined by a desire to make their operations more circular. Our ambition is to transform the entire office furniture industry, stopping the take-make-waste economy.

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