



BusinessWeek



TOOL: A LAB OF ONE'S OWN

Material ConneXion, a New York-based resource center with a library of 4,500 samples of high-performance and sustainable materials, now offers customized “innovation labs” aimed at making it easier for engineers and designers to develop new products. Previously, representatives from companies like Whirlpool and Procter & Gamble had to travel to Manhattan to view the firm’s offerings. The first client to purchase its own on-site lab, a selection of plastics and recycled matter displayed on moveable walls, is office furniture maker Haworth of Holland, Mich. Haworth installed the display prominently in its new headquarters to show its commitment to earth-friendly manufacturing.