

Open Air. Open Minds. Open Doors.



phoeby
BY MOORECO





MOORECO™

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BY MOORECO

A Transformative Journey with Indoor Comfort and Outdoor Freedom



Visit
moorecoinc.com/phoeby
to explore Phoeby soft
seating.

Transitional Outdoor Spaces + MooreCo's Thrive Philosophy

Embodying transformation and adaptation,
Phoebie was designed for all to Thrive.



**Designed with the principles guiding MooreCo's Thrive Philosophy,
Phoebie brings indoor/outdoor workspaces to a new level.**

Phoebie is a truly unique line of modular soft seating inspired by the remarkable adaptability of amphibians. Just as amphibians effortlessly move between aquatic and terrestrial environments, Phoebie Indoor and Phoebie Outdoor work together to create a cohesive, transitional space that blurs the boundaries between indoor comfort and outdoor freedom.

In nature, our senses ignite, our heart rates slow, and our constantly active and buzzing minds calm. Daily exposure to natural light impacts our circadian rhythms, affecting our quality of sleep and, in turn, our emotional, psychological, and physical health. Simply being present in nature for as little as ten minutes a day has been shown to positively impact cognitive function, increase attention spans and short-term memory retention, and improve creative problem solving.



THRIVE™

BY MOORECO



Intellectual

Time spent outside stimulates curiosity and activates multi-sensory learning, leading to enhanced cognitive processing.



Spiritual

A deep connection with the natural world fosters a sense of wonder and inspires introspection, resulting in a greater appreciation for one's place in the world.



Psychological

Spending time in nature reduces stress, promotes relaxation, and alleviates depression and anxiety, allowing the mind to recharge.



Physical

Exposure to fresh air and sunlight slows down the circulatory system, improves immune function and respiratory health, and calms the nervous system, enabling people to relax and focus.



Social-Emotional

Outdoor experiences have a calming, grounding effect on emotions, creating an ideal environment for connection, exploration, and self-discovery.



Moral

Regular exposure to the diversity found in nature promotes empathy, inclusivity, collaboration, and environmental stewardship.

Phoeby in K-5

Evolving learning environments with outdoor spaces provide a dynamic contrast to traditional classroom settings, offering experiential learning opportunities that engage the senses, promote physical activity, and improve the health and wellness of young learners. Spaces that can easily transition for, outdoor learning activities have the ability to accommodate a greater range of learning styles than traditional teaching methods.

Opportunities for physical movement and intellectual stimulation help students stay focused and they are less likely to engage in disruptive behavior. Children who spend structured or unstructured time outdoors, appear to have reduced ADHD symptoms.

Problem-solving skills and critical thinking skills are better addressed in outdoor learning activities, resulting in higher retention rates and better test scores.

Connecting with nature when curiosity and creativity are at their peak cultivates a life-long love of learning and an insatiable sense of wonder.

Benefits of Transitional Outdoor Learning Spaces



Researchers from Barcelona, Spain have shown that schools with canopied outdoor learning areas report increased cognitive development in children.



Children are overexposed to digital screens which can result in “nature deficit disorder,” shown to lead to possible physical, psychological, and academic issues.




Studies show as much as 54% more engagement from students inside the classroom after an outdoor lesson.



Being outdoors naturally releases endorphins and reduces stress hormones, leading to improved sleep and better overall health.





“We do not inherit
the earth from our
ancestors, we borrow it
from our children.”

- *Native American Proverb*

Phoeby in Adolescence

Adolescence is a critical period characterized by exploration, identity formation, and the development of autonomy. The ability to effortlessly move between thoughtfully designed indoor and outdoor spaces supports teenagers by fostering a sense of independence and responsibility.

Being outdoors releases endorphins and reduces stress hormone levels, resulting in less anxiety and a boost of positive energy. Studies show better retention rates and faster cognitive responses in students.

Both students and teachers report feeling happier and healthier, enjoying lessons more, and having better interactions with peers. The positive effect of shifting between indoor and outdoor learning environments is particularly impactful for schools in economically disadvantaged areas where students can experience a full range of benefits by connecting with nature.

Benefits of Transitional Outdoor Learning Spaces



Learning in nature results in faster cognitive responsiveness.



Being outdoors leads to better information retention.



Natural sunlight provides a needed break for screen-weary eyes.



Outdoor learning naturally releases endorphins and reduces stress hormones.



Experiencing nature promotes feelings of health and happiness for better interpersonal interactions.





Phoeby in the Workplace

Establishing evolving, forward-thinking workspaces are rapidly becoming the preferred choice for enhancing productivity, motivation, and overall health. Employees working in multifunctional environments that transition seamlessly from indoor to outdoor experience greater job satisfaction, improved physical health, and better mental well-being. Like students in outdoor settings, staff benefit from reduced stress and anxiety, heightened creativity and focus, and better communication and collaboration. This leads to a positive work culture with lower turnover rates.

Time spent outside improves concentration, attention span, and memory. Creative work and conflict resolution thrive in natural settings. Problem-solving tasks see a 50% increase in success when employees unplug from technology and immerse themselves in nature. One case study alone has shown that productivity can rise by 12%, along with improved teamwork, reduced distractions, increased alertness, and an overall sense of calm can result from time spent outdoors.

Furthermore, outdoor workspaces contribute to multiple health benefits, including lower blood pressure, which can lead to reduced sick days.

Benefits of Transitional Outdoor Workspaces



Working outdoors for as little as 10 minutes naturally releases stress and anxiety.



Exposure to nature and the outdoors improves teamwork, alertness, and fosters a sense of calm to reduce distractions.



Being outdoors naturally releases endorphins and reduces stress hormones, leading to improved sleep and better overall health.



One case study showed that being allowed to work outdoors increased productivity by as much as 12%.



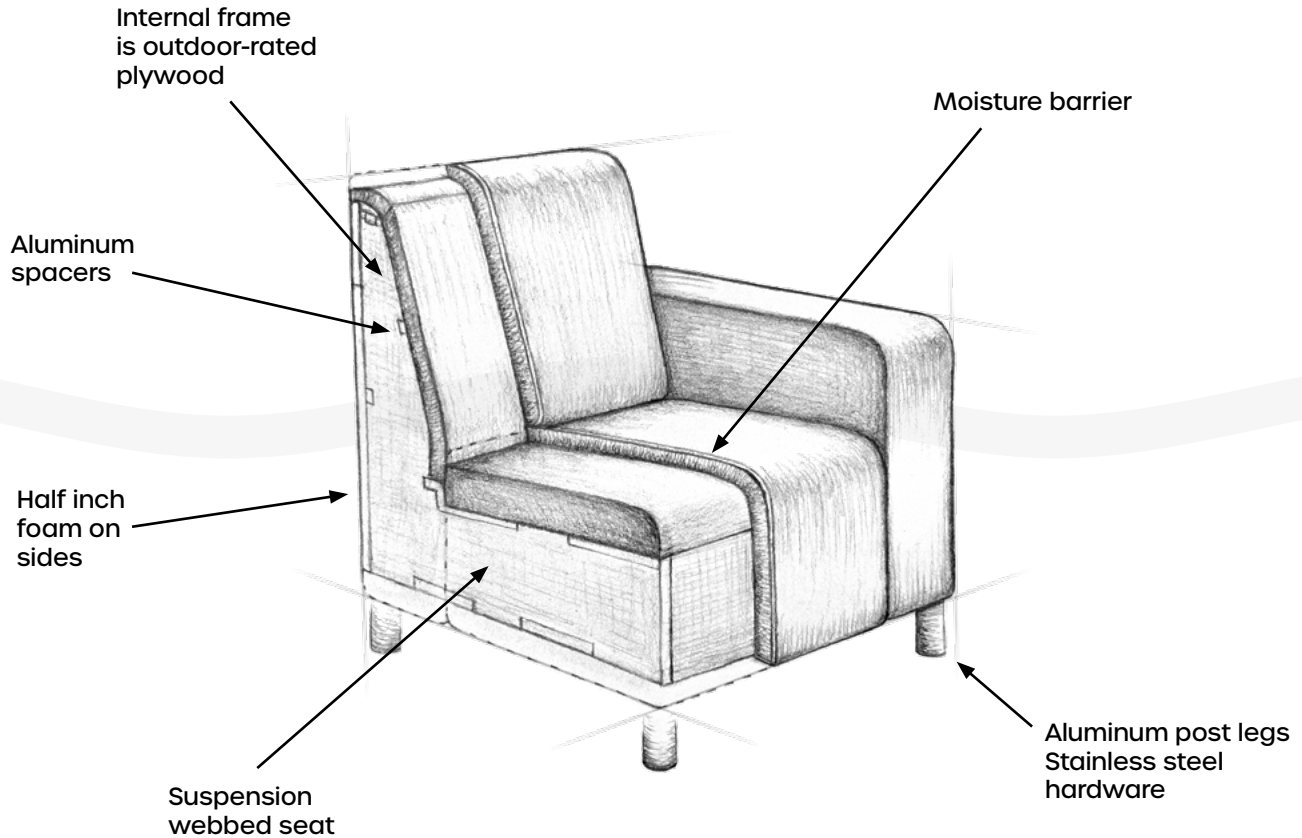


Phoeby Outdoor Construction:

Entirely weather-resistant, Phoeby's frame is constructed from outdoor-rated $\frac{3}{4}$ " plywood, contains full moisture barrier protection, Matrex Sytex™ III synthetic webbing suspension, and aluminum legs. All hardware, fasteners, staples, ganging, and tie down options are made of corrosion-resistant stainless steel. Dual-density foam is comfortable, supportive, and antimicrobial.

Phoeby Outdoor is available upholstered with durable outdoor-rated Spradling Silvertex and Sunfield fabrics. The continuous filament bonded polyester fabrics are water- and stain-repellent, are rated at 25,000+ double rubs for abrasion resistance, are mildew-resistant, and are 1500 hour UV-resistant.

Phoeby passes the UFAC-Fabric, and Class-1 flammability requirements.





Recycling:

- Scrap Styrofoam and polyurethane foam are processed for use as fill materials in our bean bag products.
- Excess polyurethane foam is baled and sold to be remanufactured into other foam products such as carpet padding and floor mats.
- Scrap cardboard from packaging materials are baled and sold for reprocessing into liner board for packaging materials.
- MooreCo TN donates excess fabric and wood materials to local schools and daycare centers for use in arts and crafts.
- MooreCo TN collects all paper, plastic, and aluminum waste for recycling through local services.



Materials:

- MooreCo TN uses solvent-free, GREENGUARD Gold Certified, Simalfa® water-based adhesives to bond our foam to the wood frames.
- All plywood used is E1 / EPA TSCA Title VI / CARB Phase 2 compliant.
- All hardwoods used are provided from reforested sources.
- All upholstery foams are highest quality, meet TB 117-2013 standards, and contain no added fire-retardant materials.
- All packaging materials contain at least 25% recycled content.



MooreCo's Sustainable Practices:

- At MooreCo, we take pride in our sustainable approach to manufacturing, material selection, and waste management. From recycling to community support, we ensure that 99% of our materials are either recycled or repurposed.
- Scrap Styrofoam and polyurethane foam are processed for use as fill materials in our bean bag products.
- Excess polyurethane foam is baled and sold to be remanufactured into products like carpet padding and floor mats.
- Scrap cardboard from packaging materials is baled and sold for reprocessing into liner board for packaging materials.
- We donate excess fabric and wood materials to local schools and daycare centers for arts and crafts projects.
- All paper, plastic, and aluminum waste is collected and recycled through local services.

Outdoor Product Line:

Chair – Armless
PBAONIL
35"H x 22"W x 31"D



Chair – Left Arm
PBAOLIL
35"H x 30"W x 31"D



Chair – Right Arm
PBAORIL
35"H x 30"W x 31"D



Chair – Both Arms
PBAOBIL
35"H x 38"W x 31"D



Loveseat – Armless
PBAINIL
35"H x 45"W x 31"D



Loveseat – Left Arm
PBA1LIL
35"H x 53"W x 31"D



Loveseat – Right Arm
PBA1RIL
35"H x 53"W x 31"D



Loveseat – Both Arms
PBA1BIL
35"H x 61"W x 31"D



Sofa – Armless
PBA2NIL
35"H x 60"W x 31"D



Sofa – Left Arm
PBA2LIL
35"H x 68"W x 31"D



Sofa – Right Arm
PBA2RIL
35"H x 68"W x 31"D



Sofa – Both Arms
PBA2BIL
35"H x 76"W x 31"D



Outside Curve Chair –
Armless
PBA3NIL
35”H × 33.8”W × 32”D



Outside Curve Chair –
Left Arm
PBA3LIL
35”H × 41.8”W × 33”D



Outside Curve Chair –
Right Arm
PBA3RIL
35”H × 41.8”W × 33”D



Outside Curve Chair –
Both Arms
PBA3BIL
35”H × 49.8”W × 34”D



Outside Curve Loveseat –
Armless
PBA4NIL
35”H × 46.5”W × 33”D



Outside Curve Loveseat –
Left Arm
PBA4LIL
35”H × 54.5”W × 35”D



Outside Curve Loveseat –
Right Arm
PBA4RIL
35”H × 54.5”W × 35”D



Outside Curve Loveseat –
Both Arms
PBA4BIL
35”H × 62.5”W × 31”D



Inside Curve Chair – Armless
PBA5NIL
35”H × 33.8”W × 32”D



Inside Curve Loveseat –
Armless
PBA4RIL
35”H × 46.5”W × 33”D



Ottoman – Small
PBA7NIL
18”H × 18”W × 18”D



Ottoman – Medium
PBA8NIL
18”H × 22”W × 31”D



Ottoman – Large
PBA9NIL
18”H × 45”W × 31”D





Indoor Product Line:

Chair – Armless
PBAONIL
35"H x 22"W x 31"D



Chair – Left Arm
PBAOLIL
35"H x 30"W x 31"D



Chair – Right Arm
PBAORIL
35"H x 30"W x 31"D



Chair – Both Arms
PBAOBIL
35"H x 38"W x 31"D



Loveseat – Armless
PBA1NIL
35"H x 45"W x 31"D



Loveseat – Left Arm
PBA1LIL
35"H x 53"W x 31"D



Loveseat – Right Arm
PBA1RIL
35"H x 53"W x 31"D



Loveseat – Both Arms
PBA1BIL
35"H x 61"W x 31"D



Sofa – Armless
PBA2NIL
35"H x 60"W x 31"D



Sofa – Left Arm
PBA2LIL
35"H x 68"W x 31"D



Sofa – Right Arm
PBA2RIL
35"H x 68"W x 31"D



Sofa – Both Arms
PBA2BIL
35"H x 76"W x 31"D



Outside Curve Chair –
Armless
PBA3NIL
35”H × 33.8”W × 32”D



Outside Curve Chair –
Left Arm
PBA3LIL
35”H × 41.8”W × 33”D



Outside Curve Chair –
Right Arm
PBA3RIL
35”H × 41.8”W × 33”D



Outside Curve Chair –
Both Arms
PBA3BIL
35”H × 49.8”W × 34”D



Outside Curve Loveseat –
Armless
PBA4NIL
35”H × 46.5”W × 33”D



Outside Curve Loveseat –
Left Arm
PBA4LIL
35”H × 54.5”W × 35”D



Outside Curve Loveseat –
Right Arm
PBA4RIL
35”H × 54.5”W × 35”D



Outside Curve Loveseat –
Both Arms
PBA4BIL
35”H × 62.5”W × 31”D



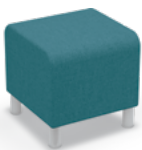
Inside Curve Chair – Armless
PBA5NIL
35”H × 33.8”W × 32”D



Inside Curve Loveseat –
Armless
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35”H × 46.5”W × 33”D



Ottoman – Small
PBA7NIL
18”H × 18”W × 18”D



Ottoman – Medium
PBA8NIL
18”H × 22”W × 31”D



Ottoman – Large
PBA9NIL
18”H × 45”W × 31”D



Outdoor-Rated Fabrics:

Silvertex



Sunfield



Indoor-Rated Fabrics:



For indoor fabric options, browse more than 250 standard options through our graded-in fabric program (COM available by approval).



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