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MODERN DESIGN AND “OLD SCHOOL” CRAFTSMANSHIP CHANGES LANDSCAPE OF READY TO ASSEMBLE FURNITURE MARKET

*Designer launches boutique industrial Soapbox-brand furniture system:
100% sourced and manufactured in USA*

Asbury Park, NJ. May 1, 2012 – Soapbox has launched its initial line of furniture, offering customers a uniquely designed, ready to assemble, no tools required furniture system with a modern aesthetic. Wood and steel create 32 possible furniture configurations. Designed to be what you need, where you need it.

“Our design philosophy is simple - simple can be spectacular,” said Rob Feinstein, Design Director of Studio One Architects and co-founder of Soapbox. “Less detail can offer something original with maximum impact if executed with quality materials. For Soapbox, that means a fine piece of furniture that can grow with the user.”

The Soapbox furniture system is made of two materials – wood panels and metal hardware. Customers choose from a selection of Grade “A” veneer plywood – no foils or laminates – as well as galvanized or powder coated steel. The wood panels slide into Soapbox’s patent-pending joints, ultimately creating endless possibilities-- cocktail tables, side tables, wall storage—whatever the customer wants. Nothing else is needed – no nails, glue or even tools. Soapboxhome.com guides the customer with selections, as well as with the seven-step assemblage.

“I love using design to solve problems and make people’s lives easier,” said Feinstein. “Thinking architecturally, I design by seeing the end result. The result here is versatile furniture with a modern aesthetic that does not need tools, a foreign language dictionary or three friends to put together.”

About Soapbox:

Soapbox is a decades-long dream realized for its designer, Rob Feinstein and his co-founder and wife Anne Feinstein. The ready-to-assemble, boutique industrial furniture line is 100% sourced and manufactured in the USA. Limited edition series made of 200 year old wood also available. Visit www.soapboxhome.com for more information. Images available upon request.

Soapbox wood panels are available in maple, cherry and walnut. Steel hardware is available in black, white, blue, green, orange and galvanized finishes. Prices range from \$90 to \$460.



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SOAPBOX launches its' latest innovation- the Double Hook.



Asbury Park, NJ. January 21, 2013

SOAPBOX has added a new piece of hardware to its ready to assemble, no tools required furniture line. The brand new Double Hook, designed to work with Soapbox's Wall Mount line, is inspired by vestibules, mud rooms and entry halls everywhere.

"The Double Hook idea took shape when my sister-in-law paid a substantial amount of money to customize coat & shoe storage for her 3 kids." said designer & co-founder Rob Feinstein. "I realized that SOAPBOX was one piece away from having the solution. The next week I had my first hook prototype in the works. Now, we have a real, economical, durable, clean lined alternative to custom built-ins that the customer can set up in a very short time—keeping with our goal to make people's lives easier."

Like all of SOAPBOX's patent pending steel hardware, the Double Hook is available in a variety of finishes, allowing you, (or the kids), to personalize your own design.

The Double Hook is available in black, white, blue, green, orange and galvanized. Price is \$19.