



Poppin Reimagines Workspaces with Launch of Furniture Collection

Model Eliminates Cost and Complexity From Traditional Commercial Furniture Industry

New York, NY, March 30, 2015 – Poppin (www.poppin.com), the one-stop-shop for creating inspiring workspaces, today launched a complete collection of innovative office furniture. Poppin’s customer-first model streamlines the complex commercial furniture buying process. The Poppin Furniture Collection is a natural extension to Poppin’s wide range of reimagined office essentials, which includes everything from notebooks and pens to desk accessories and organizational products.

Stakes are higher than ever to create a workspace that attracts talent and fosters a great corporate culture. With millennials recently taking over as the largest generation in the U.S. workforce (45%), the definition of a “great workspace” has evolved.¹ Creating such an office environment historically required navigating a frustrating mix of furniture manufacturers who control timing, local dealers who control discounts and installation fees, and interior designers who have to source numerous destinations to “complete the look.” Poppin has simplified this process by designing an agile furniture line that is always in stock, assembles in seconds, and includes standardized volume discounts across its furniture and office accessories lines.

“Today’s workforce prefers open floor plans with flexible work zones for different uses such as informal meetings and connecting with co-workers,” explains Poppin CEO Randy Nicolau. “Companies vying for this dynamic workforce need new options for what and how they buy. The stagnant solutions and middleman-driven process perpetuated by today’s commercial furniture industry is not customer or employee-friendly.”

The Agile Office

The Poppin Furniture Collection was designed with the needs of the modern office in mind. “When we conceptualized the furniture collection, we prioritized embodying the spirit of unique corporate cultures,” said Poppin Head of Design Jeff Miller. “We considered this in terms of personal workspaces naturally interspersed with vital collaboration zones including conference rooms, lounges, and entertainment.”

The new Poppin Furniture Collection features:

The ***Series A Desk System*** is a classic benching system available in two finishes (White and Light Oak). Poppin’s patent pending Clever Lever locking mechanism allows these desks to be assembled in seconds and makes adding employees or reconfiguring designs a snap. See it in action www.poppin.com/how-to.

The ***Max Task Chair*** is available in three colors (Dark Gray, Pool Blue, and Orange) and offers five key ergonomic adjustments plus mid and high-back options to fit each employee’s preferences. The chair assembles in just two quick, tool-free steps.

The ***Stash Sliding Door Locker***, available in 3 colors (white, light gray, and pool blue), is perfect for storing purses, gym bags and other personal effects. It also doubles as a seat for impromptu meetings with the addition of the new Stash Pad. It is the perfect complement to Poppin’s best selling ***Stow File Cabinet***.

The ***Block Party Lounge Collection*** is made up of six modular pieces: a Seat Back + Base, a Sofa Back + Base, a Bench and an Ottoman. These pieces seamlessly interlock in endless combinations to fit spaces of all sizes. Additionally, Poppin is offering four expertly designed lounge “bundles” for easy one-click ordering.

¹ Data from Red Brick Research’s Work in the “millennial majority” world: Tech innovation, rapid responses, and hard skills reign.

A New, Customer-Friendly Approach to Commercial Furniture Buying

Poppin is introducing a customer-centric model that results in significant savings for its customers by eliminating the middlemen responsible for opaque pricing, long lead times, and costly assemble fees.

Affordable & Haggle-Free Pricing means companies won't break the bank when buying furniture. For example, Poppin's commercial-grade desk systems are priced up to 30% below competitive products and the Company offers additional, clearly stated volume discounts.

In Stock + Ready to Ship furniture means Poppin's customers get up and running on *their* schedule, not the solution provider's. While most made-to-order commercial furniture ships in weeks or months, Poppin's furniture is available to ship the same day.

No Tools Assembly is a key tenant of the Poppin Furniture Collection. The company's patent pending Clever Lever reduces the daunting task of desk assembly to something that can be done in minutes and saves customers thousands while giving them the ability to create and reconfigure workspaces in a snap.

Full Planning Services are available from Poppin's team of skilled Workstylists. From simple layouts to complete culture makeovers, Poppin has a team of in-house experts ready to help anyone tackling an office design project.

A One-Stop Shop for all workspace essentials means businesses can establish a single relationship to equip the entire office with coordinating and customized office accessories, furniture and more.

"Everything we design is intended to help companies effortlessly create inspiring workspaces," says Nicolau. "This collection is infused with an entrepreneurial spirit, and is intended to support quickly growing and evolving companies who value innovation and corporate culture. Our collection makes it easy for executives and managers to create the spaces that will attract top talent, foster great corporate culture, and inspire great results."

About Poppin

Poppin, Inc. is an innovative retailer offering a distinctive collection of modern work-lifestyle products. Founded with the unique mission to provide individuals and businesses with everything they need to work happy, Poppin is reinventing the office products and furniture industry. The company is privately held and financed by J. Christopher Burch, Shasta Ventures, First Round Capital, Trilogy Growth, Fifth Third Capital Holdings, West Capital Partners, Benvolio Group, and a group of angel investors including David Tisch.

All Poppin products and furniture can be found at poppin.com, while fans and friends can follow the brand at [facebook.com/poppin](https://www.facebook.com/poppin) and twitter.com/poppin.

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