

POPPIN SIGNS LEASE FOR SAN FRANCISCO SHOWROOM

New York-Based Office Products and Furniture Company Expands to the West Coast

SAN FRANCISCO, CA – November 29, 2016 – [Poppin](#), a leading manufacturer of workspace furniture and accessories, has signed a three-year lease with Touchstone Commercial Partners for its first San Francisco showroom located at 560 Third Street, a central SoMa location across the street from South Park.

The newly-renovated space is approximately 4,200 square feet with street level access and a second floor with room for 35 employees. Poppin will use the showroom for appointments with facility and office managers, as well as members of the architecture and design community. The showroom will also be open to walk-ins. Similar to its showroom in New York City, Poppin will showcase its desktop products and customization services as well.

“We chose a new space in the heart of SoMa because it’s the epicenter of technological innovation,” says Randy Nicolau, Poppin’s CEO and co-founder. “Many of the country’s most forward-thinking companies building artificial intelligence, virtual reality, and FinTech platforms are all located there. Ultimately, we’re all about convenience so we want to be close to our customers. Poppin has also recently attracted the venture capitalist community. We’ve worked with numerous VCs and their portfolio companies, many of which are moving from Silicon Valley to the SoMa area.”

Originally founded in 2009, Poppin brings a design-centric, functional and affordable approach to the world of modern work-lifestyle products. Poppin has differentiated itself by serving as a one-stop solution for any workspace, whether it be a small home office, a budding startup, or a Fortune 500 company. From personalized space planning services, to customized desk accessories, to a growing line of office furniture, Poppin is reinventing the office products and furniture industry.

“Expanding into San Francisco is long-overdue for us,” says Nicolau. “The demand out of San Francisco has been strong since we launched. We know the high-touch service we provide in New York City will also resonate with San Francisco-based entrepreneurs. Our job is to make their lives easier so that they can focus on innovation and not furnishings.”

Poppin hopes the presence of its San Francisco showroom will encourage people walking to their office to pop in and get quick ideas or inspirations for their own offices. Having recently expanded to have a California-based distribution center, Poppin will be able to deliver its furniture and office accessories to West Coast companies the next day.

The showroom is expected to open January 2017.

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About Poppin

Poppin is a leading manufacturer of workplace furniture and accessories based in New York City. Believing that everyone, everywhere deserves to work happy, Poppin has elevated workspace design while simplifying the ordering process, minimizing costs, and dramatically reducing delivery times for offices of 20 to 2000. Every piece of the Poppin furniture collection is always in stock and ready to ship. 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 can be found at poppin.com, while fans and friends can follow the brand at facebook.com/poppin and twitter.com/poppin.