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BOF



Of Super Deductions and 'Poisson D'Avril'

Speed and Space—Clear Design Launches New Product Sensitive to Both

TO ENSURE BOOST PRO IS AT OR ABOVE QUALITY LEVELS OF OTHER KNOWN BRANDS, CLEAR DESIGN USES INDUSTRY-LEADING STEEL THICKNESSES IN ITS STEEL PRODUCTS. ITS POWER SYSTEMS ARE DEVELOPED AND MADE IN THE U.S.

by Emily Clingman

Building off the already successful BOOST height-adjustable workstation that has been on the market for many years, Clear Design has announced BOOST Pro Height-Adjustable Benching — providing additional configurations and efficiencies to an already strong product line.

“We feel passionately about being able to create a designer product with functionality that is far superior to its peers,” said Managing Director Luke Warrilow.

One of BOOST Pro’s key differentiators is its telescoping frame platform. While some may offer a partially telescoping solution, BOOST Pro has a truly scalable product in which even the components for power management and distribution have telescoping functionality. A telescoping chassis allows for many applications and possibilities, from very open-style setups to more private layouts with tall spine dividers, wing panels and more.





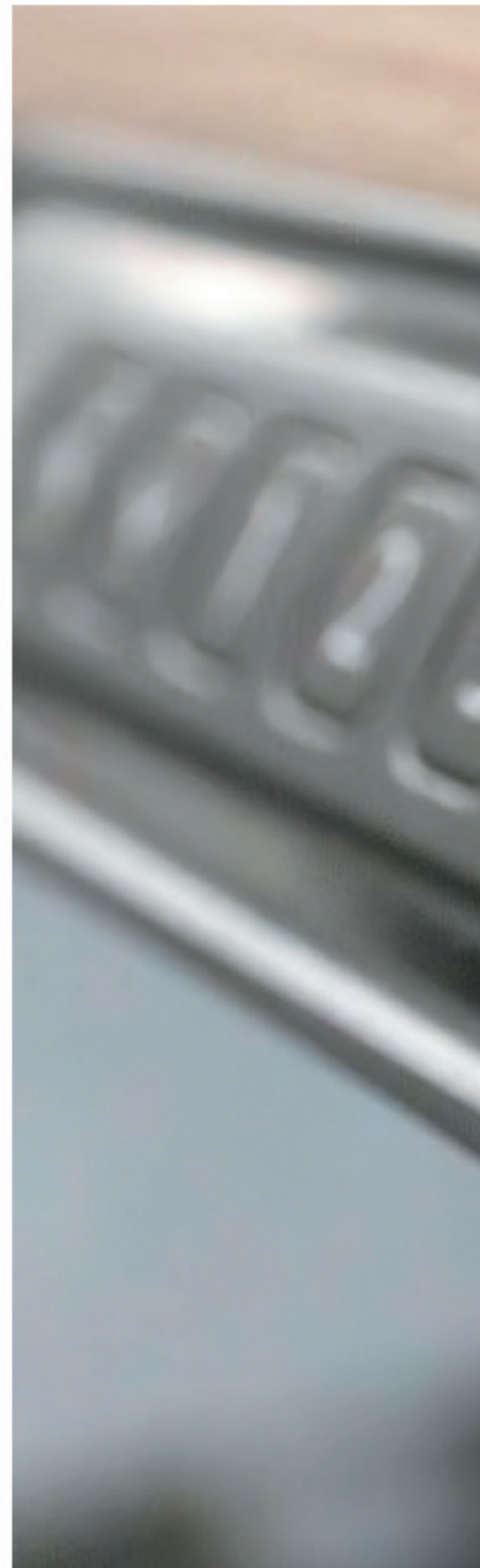


“We’re also answering the question that many companies, large and small, are facing today: Will the workplace and employee of the future need a larger workstation or smaller workstation?” Warrilow said. “With BOOST Pro, they can have both when the time is right. Startups will appreciate investing in a product with the quality of expensive brands without the excess ticket price, and the product will scale with them over time. Large corporations will use the product in many areas to give their employees flexibility.”

Another appealing factor about BOOST Pro is its three-day lead time. Providing an unprecedented lead time is twofold, according to Warrilow. First, Clear Design mass-produced the components — thousands at a time rather than made-to-order.

“This gives us not only a manufacturing advantage as it is more efficient and effective, but also a value advantage,” he said.

Secondly, the intelligent telescoping design of the product eliminates many component size needs. For example, a competitor will likely have to use different frame components for a 48-inch workstation system compared to a 60-inch. With BOOST Pro, it uses the same components all the way from 48- to 72-inch.













“It’s an incredibly versatile product,” Warrilow said. “We can manufacture 10,000 frames per run, and we don’t have to worry about needing a specific size for a particular project.”

To ensure BOOST Pro is at or above quality levels of other known brands, Clear Design uses industry-leading steel thicknesses in its steel products. Its power systems are developed and made in the U.S.

“We offer the same products you would find in much more expensive brands,” Warrilow said. “Clear Design has built its reputation on unparalleled service and unsurpassed product quality in a competitive environment.”

Clear Design has contracts through its dealer partners for companies that provide back-office support for large social media companies — corporations that need to be able to quickly furnish and operate offices, often with just a few days notice.

“We are able to help them seat 300 or more employees in a space as they tackle a particular project,” Warrilow said.





During the current pandemic, Clear Design has been able to quickly turn around large quantities of workstations for medical back office and administration facilities as they seek to keep up with the current demands in their industry. Also, because of an increase of remote working due to COVID-19, the original BOOST line garners new attention.

“BOOST Pro is best suited for an office situation as it provides clean, streamlined power delivery,” he said. “The original BOOST line (and storage accessories) is better suited for the home office.”

Moving forward with integrity

As office furniture manufacturers aim to stay fresh, be better, cleaner and more efficient, there is also a sustainability issue the industry is facing. The market is dense, the competition is tough, and there’s the issue of waste — new furniture replaces the old pieces that often wind up in landfills.

Director of Product Design Rocco Calandruccio points out modularity and flexibility are especially important themes in the modern office market.













“We kept these things in mind with Boost Pro, as we understand that the landscape of office environments is ever-changing,” he said. “Boost Pro was designed, at the onset, for the flexibility to allow multiple configurations, sizes, shapes and uses. It is our intention to offer this product as a lifetime investment for a company who plans for growth over time.”

Innovation does not always equate to replacing products over and over, he adds.

“That model is an antiquated retail model whose sustainability has been disproven over the last 30 or so years,” Calandruccio said. “Modern consumers are aware that investments in high-quality, modular and flexible solutions offer a vastly better user experience as well as long-term savings. Boost Pro is a direct result of this design philosophy. By eliminating the need to replace furniture, season to season, this dramatically reduces the waste of time, resources and materials in upgrading furniture.”

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