



CASE STUDY BY POPPIN

# PolicyGenius

## POLICYGENIUS:

PolicyGenius is an NYC-based insurance startup that provides consumers with the easiest path to insurance, through tailored advice and no-pressure purchasing.

## AT A GLANCE:

Employees: 51 - 100

Location: Flatiron, NY

Industry: Insurance

Products: Series A Desks, Max Task Chairs, Stow 3-Drawer File Cabinets, Desktop Accessories, Customized Soft Cover Notebooks

## DESIGN CHALLENGE

When PolicyGenius graduated to their very own office, they were faced with the task of managing day-to-day business goals while creating a new workspace that embodied their culture and values. They wanted their space to remind their team of their collaborative culture and how they approach the insurance industry differently.

## THE GOAL

- Open floor plan and flexibility for the team
- Celebrate and encourage collaborative culture
- Create a space that allows for continuing growth

## THE SOLUTION

- Series A Standing Desks provide employees with alternative workspaces
- Furniture and accessories in their company color reinforces the brand and culture
- Series A Desks allow for continued flexibility as they add to their team



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**“Now that we have a space of our own—an open-concept space at that—we have much more freedom to be collaborative and build community in an organic way.”**

**-Cindy Gordon**  
VP of People



#### **SIT. STAND. CELEBRATE!**

A combination of Series A Sitting + Standing desks allows employees to move freely around the space, encouraging a collaborative culture.

#### **A COLORFUL CHANGE**

By choosing both furniture and desktop accessories in their cheery brand color, PolicyGenius created a branded space for employees and visitors alike.

#### **CUSTOMIZATION SOLUTIONS**

Customized Soft Cover Notebooks help PolicyGenius take their company story one step further. At work or while traveling, employees stand for their brand wherever they go.

#### **SHOP THE SOLUTION**

See how the Poppin Furniture Collection can work for you.



Max Drafting Chair



Series A Standing Desk



Stow File Cabinet



Customized Notebook



Series A Double Desk





Desktop accessories in their company color double as a company-wide branding initiative.



Comfy and colorful Max Task Chairs get their conference room rolling.

## FLOORPLAN

We work directly with brands and/or their designers to create an assortment based on the project's unique needs.

## POPPIN TIP

Think holistically! A solution that combines furniture and desk accessories in a coordinated, on-brand color palette turns your office into the physical embodiment of your brand story.

