



## CASE STUDY BY POPPIN

# Sojern

### SOJERN

Specializing in traveler path-to-purchase data for over a decade, Sojern is travel's direct demand engine for thousands of brands—from global enterprises to boutique operators—across the hotel, airline, cruise, transportation, tourism industries, and more.

### AT A GLANCE

Employees: 201 - 500

Location: San Francisco, CA

Industry: Marketing + Advertising

Products: Pitch Club and Rolling Chairs, Series A Conference Tables and Standing Desks with Privacy Panels, Block Party Lounge, Stow File Cabinets, Ping-Pong Conference Table

### DESIGN CHALLENGE

Sojern needed an open office space that their company could grow into. We worked with them to design a space that maximizes team efficiency while maintaining a collaborative culture.

### THE GOAL

- Keep departments close together with room to work
- Create casual spaces for collaboration and downtime
- Design a space that is both comfortable and polished

### THE SOLUTION

- Groups of Series A Desks with Privacy Panels keep teams together while allowing for focused work
- Multi-use breakout spaces equipped with lounge furniture
- A cohesive look (With Dark Oak finishes and clean-lined upholstery) keeps the space feeling polished



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*work happy.*

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“We value our employees and company culture, and so wanted to provide plenty of spaces for our employees to interact on a more casual basis.”

- Rachel Frothingham, Office Manager + Executive Assistant



#### WORK ALONE

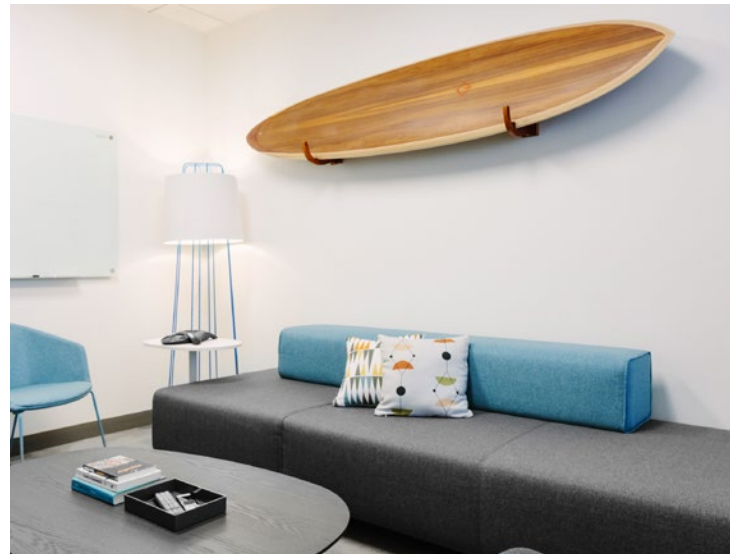
Sojern wanted an open office floor plan that encouraged the open exchange of information—without sacrificing their team’s focus. Our Series A Desks and Privacy Panels are specifically designed to dampen sound and create space for private work and smaller meetings.

*Our Privacy Panels are pinnable, doubling as a way to declutter and personalize your desk.*

#### WORK TOGETHER

Lounge furniture creates a dedicated zone for casual conversations or cross-company communication. The tailored lines and sophisticated palette of our Block Party Lounge keep the space looking polished while encouraging you to kick up your heels.

*Side chairs and a large coffee table let the lounge function as an alternative conference room.*



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*Our breadth of power solutions make it easy to keep your conference tabletop clutter-free.*



## ROOM FOR WORK

Our Series A Conference Table paired with Pitch Rolling Chairs creates a polished space to present to clients. The Dark Oak finish and Blue chairs pull the color story of the office through to the conference room, making the entire space feel cohesive.

*The Series A system is designed to let you personalize both your table and your cabling needs.*

## ROOM FOR PLAY

In the breakroom, our Series A Ping-Pong Conference Table gives the team room to de-stress and connect—and it doubles as an extra conference space in a pinch. Dedicated space for fun encourages away-from-desk thinking.

*Our Ping-Pong Conference Table comes complete with a net, paddles, and balls so you can play on.*





Mix and match Poppin with your existing furniture to create a space that's all your own.



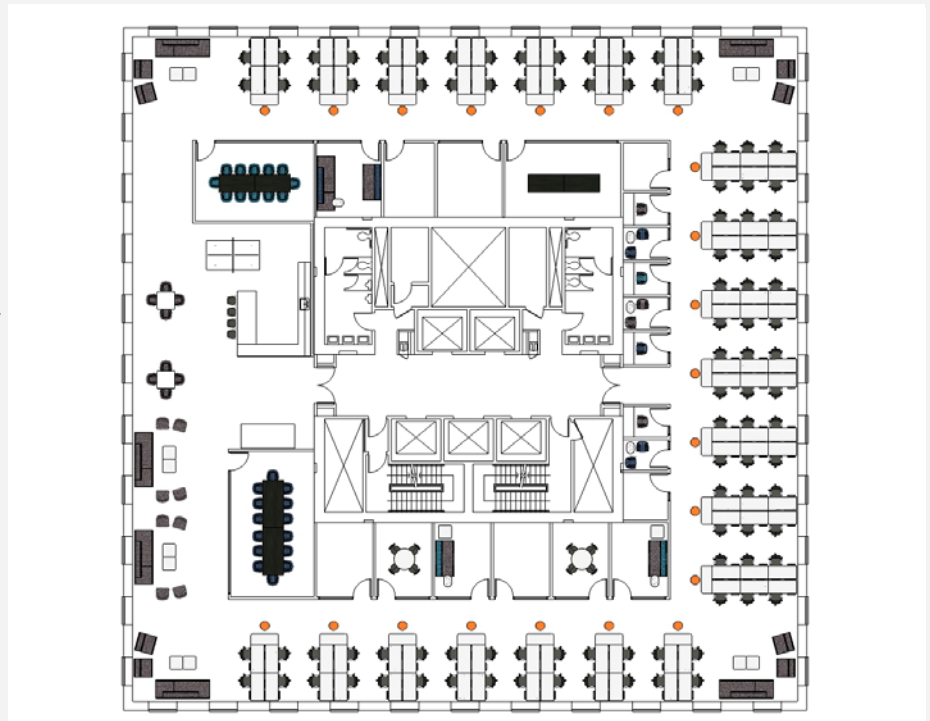
Stow File Cabinets in White provide minimalist personal storage to keep desks clutter-free.

## FLOORPLAN

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

## POPPIN TIP

To give your team a space for play that feels sophisticated, skip slouchy beanbags and other rec room classics. Choose well-designed furniture with clean lines for a breakout space that matches the rest of your office.



## SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Series A  
Conference Table



Series A  
Double Desk



Series A Ping-Pong  
Conference Table



Block Party Lounge



Pitch Rolling Chair