



CASE STUDY BY POPPIN

Zeel

ZEEL

Zeel is the leading and largest on demand massage company with more than 9,000 licensed massage therapists in its network.

AT A GLANCE

Employees: 51 - 200
Location: New York City
Industry: Massage On Demand
Products: Series A Desk System, Max Task Chairs, Stow File Cabinet, Block Party Lounge, Pitch Club Chair, Pitch Rolling Chairs, Touchpoint Table, Customized Ping-Pong Conference Table, Upbeat Stools, Cleo Credenza

DESIGN CHALLENGE

Zeel wanted their new Midtown Manhattan space to reflect the revolutionary spirit that created the Massage On Demand® category. Meanwhile, they didn't yet have a single piece of furniture and were working within a tight budget.

THE GOAL

- Create a workspace that reflects Zeel's spirit and aesthetic.
- A complete office solution including personal workspaces, lounges, and conference rooms within their budget.
- Build spaces that encourage collaboration and community.

THE SOLUTION

- A calm color palette of white, grays, and touches of gold creates Zeel's Zen atmosphere.
- Poppin provided complete solutions for every part of the Zeel office.
- Kitchen area Upbeat Stools, and a Ping-Pong Conference Table are the perfect alternative to formal meeting spaces.



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NY SHOWROOM
1115 Broadway, 3rd Fl
New York, NY 10010

SF SHOWROOM
560 Third Street
San Francisco, CA 94107

(888) 676 - 7746
sales@poppin.com
@poppin #workhappy

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“At the end of the day, Poppin’s designs reinforce the warmth and sense of community that are key Zeel values.”

-Alison Harmelin, Zeel



WORKPLACE ZEN

It was important to Zeel to create an office environment that reflects the company’s mission. Zeel brings the spa to clients’ homes, hotels, workspaces and events, and their office needed to bring the same calming aesthetic to their employees.

The white and gray personal workspaces, and lounges create the workplace Zen that encourages collaboration, employee wellness, and breakthrough creativity.

The Series A Desk System is the perfect solution for Zeel’s growing team and open floor plan.

WINNING SPIRIT

Within three weeks of finishing the space, Zeel was featured in Inc. Magazine as having one of the coolest offices in New York City! But the real payoff has been seeing how the space brings employees together: brainstorming in the lounge, gathering on Upbeat Stools to share an afternoon snack, and challenging one another to a game of Ping-Pong.

White Upbeat Stools line Zeel’s custom countertop and have quickly become the spot for team lunches and afternoon snacks.



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The White Cleo Credenza is the perfect boardroom console, concealing wires and meeting materials.



GAME ON!

Zeel chose to outfit their primary conference room with a Ping-Pong Conference Table, Max Task Chairs, and a Cleo Credenza. The winning touch? Poppin customized the Ping-Pong net with a Zeel logo.

Poppin's best selling Ping-Pong Conference Table gets employees moving from work to play and back in seconds.

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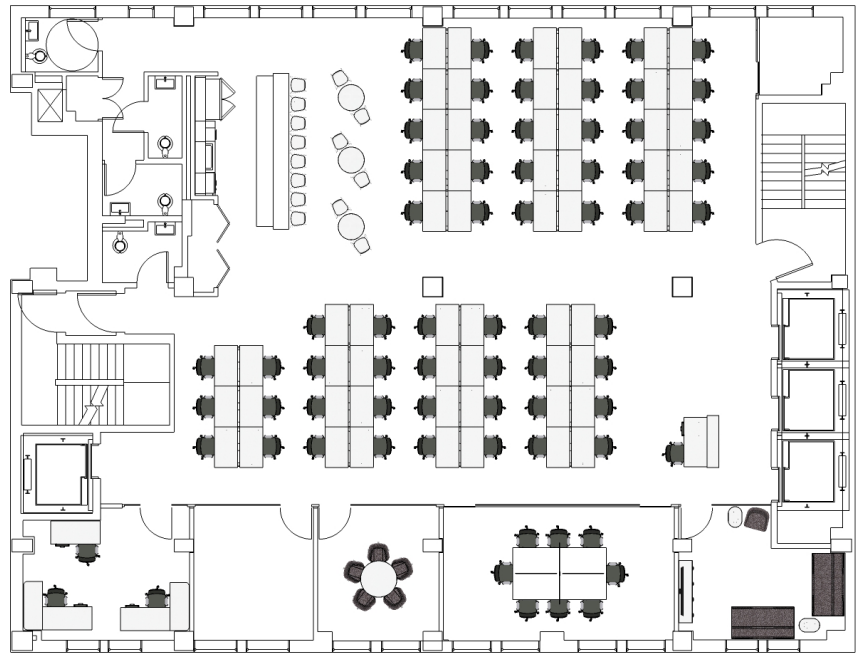
The L-shape Series A Desk System is perfect for executives who need extra space to get work done.



The Block Party Lounge Corner Office and Pitch Club Chair combine to create a relaxing space for group brainstorm.

FLOORPLAN

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



SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Max Task Chair



Series A Double Desk



Upbeat Stool



Block Party Lounge



Cleo Credenza