



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.

