



CASE STUDY BY POPPIN

sarankco

DESIGN CHALLENGE

Independent creative studio SARANKCO combined offices as they grew their brand, resulting in a unique floor plan. They turned to Poppin for flexible furniture that created a cohesive energy and sense of community throughout their space.

THE GOAL

- Find a furniture system that allows for alternate configurations and can be added onto over time
- Marry disparate spaces to create a cohesive design
- A workspace worthy of the “creative hive” culture they’ve cultivated

THE SOLUTION

- Poppin’s modular furniture is always in stock and ready to ship, so it’s ready to go when SARANKCO’s team grows
- An edited color story of white and yellow keeps the office cohesive and bright
- Furniture that encourages casual collaboration and flexible working styles

AT A GLANCE:

Employees: 11-50

Location: New York City

Industry: Graphic Design

Products:

Series A Desks, Max Task Chairs, 3-Drawer Stow File Cabinets, Slim Stow File Cabinets, Stow 2-Drawer Lateral File Cabinets, Series A Conference Tables, Cleo Credenzas, Pitch Meeting Chairs, Round Touchpoint Tables

ABOUT SARANKCO

SARANKCO is an independent creative studio that helps companies big and small build brand awareness to influence consumer behavior and drive customer engagement. They set themselves apart among other creative companies with their inclusive culture, where everyone’s voice adds to the strength of an idea.

poppin.
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With Poppin, we were able to make several purchases over time, staggering our upgrade, rather than having to do everything at once—the kind of flexibility that’s invaluable to small, growing businesses.

Steven Rank, Founder + Chief Creative Director



All-white furniture creates a minimalist backdrop for the sunny pops of yellow that tie the space together.

CREATIVE INSPIRATION

The deceptively simple designs of our Max Task Chair, Series A Desk, and Stow File Cabinet allow everyone in the office to make their personal workspace feel totally, well, personal.





1.

SHARED SPACES

Our standing Series A Table offers a landing space for planned meetings or impromptu conversations in SARANKCO's design library. The warm shade of the Walnut top keeps the space looking fresh and home-like.

1. STYLE FOR FILES

A Stow 2-Drawer Lateral File Cabinet adds extra shared storage at the end of a desk row.

2. STAND FOR YOUR BRAND

Standing tables encourage a culture of spontaneous collaboration and open communication.



2.



1.



2.

CONFERENCE SOLUTIONS

From casual cafe seating to long wood table tops, we worked with SARANKCO to choose furniture that indicates each room's purpose. White Cleo Credenzas keep the rooms clutter-free and tie the spaces together.

1. MEET UP

Choosing Pitch Meeting Chairs for the formal conference space brings sophistication to the bright space.

2. TOUCH BASE

Our Touchpoint Table and Groove Chair are paired with a sliding glass door to create a flexible conference room.



Pull a single shade through your office's art and accessories to create a cohesive, on-brand color story.



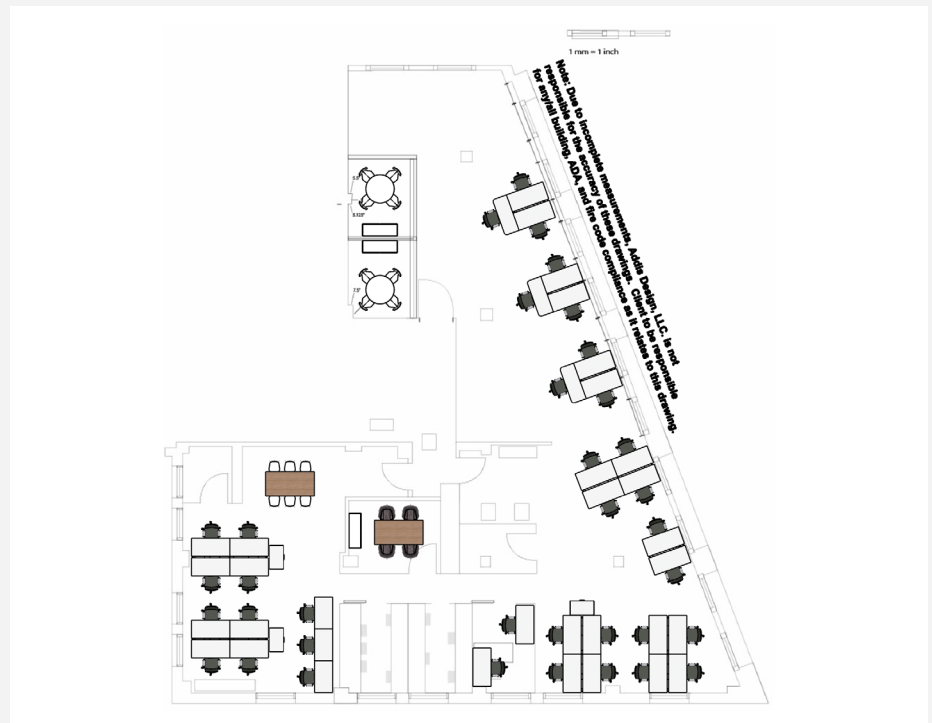
Storage for everyone in the office helps keep desktops clear of loose papers and personal items.

FLOORPLAN

We work directly with brands to create a custom concept based on the project's unique needs.

POPPIN TIP

Office design affects employee engagement, productivity, and overall happiness. Set the tone for a creative culture with furniture that encourages movement and collaboration.



SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Series A Double Desk



Stow Lateral File Cabinet



Slim Stow File Cabinet



Max Task Chair



Series A 72" Conference Table