



## FACT SHEET

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### BRETTFORD'S AWARD-WINNING LIQUID POWER & DATA OFFERS GREATER FLEXIBILITY AND LIMITLESS DESIGN CAPABILITIES

**CHICAGO** — Bretford's patent-pending Liquid Power & Data delivery system is the backbone of the Liquid Workspace™, a unique office system built around the unified application of workstations, storage, power and data, and privacy screens. Created in collaboration with Design Concepts, a Madison-based product design firm, Liquid Power & Data was awarded the 2003 NeoCon Gold Award in the category of Furniture Systems: New Enhancements.

Liquid Power & Data is a highly functional, cost effective, and easy-to-install power and data system that provides smarter cable management, higher densities, greater flexibility for business, and limitless configuration possibilities. The delivery system differentiates the Liquid Workspace from other office systems because Liquid is built around a better way to power people, teams, and businesses — by removing the physical barriers of communication (panels) that house cubicle power.

The complete integrated Liquid Workspace includes these components:

- **Liquid Power & Data** - the seamless, virtually invisible backbone that provides the system's unique principles of flexibility, adaptability, movement, change, and design freedom.
- **Liquid Workstations** — the new Grid workstations are compatible with a more panel-based grid aesthetic. Free workstations feature a curved, organic, and ergonomic work surface.
- **Liquid Storage** — featuring Traffic, a complete, new system of personal and team storage designed by Formway Design (New Zealand) in 2004.
- **Liquid Privacy Screens** — designed by Leef (Toronto) to complement the Liquid Workspace aesthetic and provide user-controlled privacy.

Featuring a sleek, subtle, subterranean design, Liquid Power & Data routes all cables well below the level of the desks through Channels. The Channels allow installers to lay in cables quickly and attach at any angle needed to create virtually any floorplan configuration imaginable. The system is built around Substations, which serve as central power and data hubs. Up to four lay-in cable Channels attach to the Substations at any angle needed. Channel supports (the joints of the Liquid system) then connect and extend the Channels in linear and non-linear angles of up to 90 degrees.

There are numerous product design features of Liquid Power & Data. The system meets all national electrical standards but is flexible enough to address local city codes to offer specifiers compliance across the country. Power and data is lifted off the floor and is more organized within the Liquid Channels. Cables are stored safely, efficiently, and out of sight. Linear, grid, and nonlinear configurations maximize space and complement any work style.

Specifiers also appreciate how easy the system is to install and reconfigure. Liquid Channels are shipped with all electrical pre-installed (non-wired channels are optional). Data and cable wires can be simply laid into the Channels to complete installation. Liquid is lightweight so two people can quickly and easily reconfigure an entire department.

Architects, designers, and business leaders recognize the various advantages Liquid's flexibility allows.

For Architects & Designers, Liquid provides:

- Power to design — with vision and design integrity intact.
- Power to recommend a solution that fits a client.
- Power to give a client the benefit of fast reconfiguration.

For Business Leaders, Liquid provides:

- Power to move, to adapt.
- Power to be prepared for tomorrow.
- Power to grow and power to streamline.

Satisfied users best summarize the way Liquid Power & Data has enhanced their business. "Your new product is certainly by far the best solution I have ever seen. What is truly outstanding is your ability to handle Chicago power... Great solution for the end user, a sad day for Mr. Installer. Churn is no longer painful. Honestly, I felt that this was long overdue. Congratulations on a great product. I'm sure you will do extremely well with it," states Rick Sidor, Principal, EcoTekk International.

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#### **About Bretford and Its Partners**

Bretford is a Chicago-based contract and education market furniture company passionately filling the void between form and function. For more information about Bretford, visit <http://www.bretford.com>.

Working in collaboration with Design Concepts of Madison, Wisconsin, Bretford was able to design a product unlike any other in the industry and develop a strong point of difference in the competitive contract furniture industry. For more information about Design Concepts, visit <http://www.design-concepts.com>.