



**FACT SHEET**  
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**PR Contacts:**

Lori Wilson, PR Contact  
Funnel Incorporated  
608.251.5481 [lori@funnelinc.com](mailto:lori@funnelinc.com)

Chris Petrick, Director of Marketing  
Bretford, Inc.  
800.521.9614 xt 223 [cpetrick@bretford.com](mailto:cpetrick@bretford.com)

**BRETTFORD'S LIQUID WORKSPACE™ STRATEGIC PARTNERS**

Bretford's highly-functional, flexible office system featuring the award-winning Liquid Power & Data System, and including Free and Grid workstations, and Traffic storage, could not have been possible without the collaboration with the following partners:

**Formway Design**

Formway Design of New Zealand is a longtime design partner of Bretford, licensing and developing Liquid's new Grid workstations and Traffic storage solution, as well as Free workstations, Freeloader storage, and Plus™ soft seating. Both Grid and Free workstations provide the utmost in flexibility when paired with Bretford's patent-pending Liquid Power & Data System. Grid and Free workstations feature sit-to-stand height adjustability, mobility, and a curved user interface that conform more readily to the way people work. Grid and Free ship flat, saving shipping costs, inventory space, and installation time. For more information about Formway Design, visit <http://www.formway.com>.

**Design Concepts, Inc.**

Bretford's patent-pending Liquid Power & Data delivery system is the backbone of the Liquid Workspace. 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.

Design Concepts and Bretford created 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 design capabilities. Liquid Workspace is unlike any other office system because it is built around a better way to power people, teams, and businesses — by removing the physical barriers of communication (panels) that house cubicle power.

Featuring a 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.

For more information about the art and innovation behind this and other Design Concepts product designs, visit <http://www.design-concepts.com>.

**Leef**

Leef of Toronto designed the fabric screen system to address Liquid's need for adaptability, privacy, and delineation of space without the cumbersome weight or inefficient configuration challenges of traditional panel systems. The privacy screens complement the Free and Grid workstations utilizing fabric covers that can be specified in a range of colors to add distinct personality to a space, diffuse light and control glare. Leef provides architects and designers with a creative resource to solve some of the common problems found in the workplace; for more information visit <http://www.leef.ca>.

**Bang Design**

Working in collaboration with Formway Design, Bang Design was engaged to design, develop, and prototype a “multifunctional, yet distinctive” furniture range that would complement Formway Design’s already extensive and well-regarded range of Free and Grid office furniture licensed for North American distribution by Bretford. The Australian design firm strives to create solutions that are fresh, fulfill a need, and are a significant improvement on what already exists. Plus soft seating does just that. For more information about Bang Design, visit <http://www.bangdesign.com.au>.

**Foresight Associates  
Workplace Strategy Advisors**

Workplace strategy advisors Tim Springer, PhD, and Steven Lockwood, CFM, of Foresight Associates, were enlisted to provide insight in the areas of productivity, ergonomics, organizational behavior, and the relationship between the physical work environment and performance. Working with Bretford to develop the business case for the Liquid Workspace, Foresight Associates helped crystallize the strategic advantages a more agile, flexible work environment can offer.

For more information about this nationally-respected consultancy, visit <http://www.fa-strategies.com>.

**Planet Propaganda**

Planet Propaganda was instrumental in the rebranding of Bretford, a comprehensive effort that began two years ago with the creation of Bretford’s Brand Manifesto. The process set the stage for the creation of the new brand identity, website, advertising, NeoCon showroom design, product collateral, and more. Planet is a communication company that provides graphic design, advertising, motion graphics, and active media for desire-based brands including Target, JanSport, Gary Fisher Bikes, Elektra Records, and the Wisconsin Film Festival. For more information about Planet Propaganda, visit <http://www.planetpropaganda.com>.

**Oman Studios,  
Photographer**

Chicago fashion photographer, Rodney Oman, and his team worked with Planet Propaganda to shoot all of Bretford’s Liquid and Plus soft seating iconic product and stylized environment images. They converted a portion of Bretford’s Chicago-based factory floor into a fully functioning in-house photography studio large enough to aptly capture the Liquid Workspace configurations. To view Oman’s portfolio, visit <http://www.oman-e7.com>.

**SpaceTime Media**

Planet aligned with SpaceTime Media to develop a media strategy for the continuing product launch campaigns for Bretford. The resulting media buy, featured in *Interior Design*, *Metropolis*, *Wired*, *nest*, and *Contract* magazines, is attracting attention in a variety of industry circles. SpaceTime Media, Inc. is a media marketing company dedicated to creating effective media solutions that impact their clients’ business goals. For more information, visit <http://www.spacetime-media.com>.