

LOFTwall®

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FOR IMMEDIATE RELEASE

LOFTwall Announces New Program to Showcase Innovative Materials

“LOFTwall Approved” Will Streamline the Selection Process for Designers

LOFTwall, manufacturer of distinctive lightweight, modular, modern divider screen products, has announced a new program, “LOFTwall Approved,” that will streamline the panel material selection process for designers and specifiers by pre-vetting materials for product fit, and designating them “LOFTwall Approved.”

“LOFTwall believes that design can help shape the future of work and materials are a critical component to smart, flexible design,” said Founder Steve Kinder. “With this new program, designers no longer have to waste time sourcing and verifying materials that will be compliant with LOFTwall panel specs – they can simply choose from LOFTwall Approved participants.”

The “LOFTwall Approved” program will become a new tier of ready to use materials and will foster new collaboration between innovative material companies.

To be considered for the program, potential participants are asked to submit their product’s regulatory information, usage guidelines and sustainability information, and then LOFTwall will review them for fit and potential. “We’ve already had tremendous use of 3rd party materials in our walls by designers and specifiers, so this is the next step to bring a much wider range of customization in our products and make it an easier process for everyone.” added Kinder.

About LOFTwall

LOFTwall’s mission is to change the world one space at a time, creating innovative and straightforward solutions for environments where you work, live and play. We believe that design can help shape the future of work. LOFTwall manufacturer’s divider screen systems for various environments including commercial, office, higher education, healthcare residential and retail. LOFTwall’s products are made in the U.S.A. LOFTwall was founded in 2008 by Steve Kinder, a design entrepreneur & industrial designer. For more information, please visit www.LOFTwall.com.

For more information, or to schedule an interview with Steve Kinder, please contact Amy King at 202.288.8335 or amy@nestedstrategies.com