

MMQB
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ENWORK

Enwork launches new products, updated brand, and new showroom @ NeoCon.

Find Enwork in the Mart at 11-118.

PRODUCTS

Enwork presents 6 new products, refreshed brand identity, and remodeled showroom at NeoCon

Enwork is has prepared a noteworthy NeoCon this year as it presents 6 new products, a refreshed brand identity, and a completely remodeled showroom at NeoCon.

Focused on tables environments, Enwork is bustling with activity as the corporate and education markets continue to have a strong appetite for training/classroom, conference, and open-plan products. “The first quarter was really busy for Enwork, especially for what is historically a slower time of year. We’ve seen a significant uptick in day-to-day sales as well as larger project business”, shared Enwork Owner and CEO David Powell.

Despite the hectic production pace, Enwork remains focused on what it does best, vigorous product development. This year at NeoCon, the company will launch six new products, including two comprehensive and unique classroom/training table collections, Zori and Surf.





PRODUCTS



New round table and credenza storage models have been added to the iconic Equilibrium Collection. Additionally, updated Cambria materials are now available for use with the popular Landing Team Tables. Powell comments that “Enwork is through and through a tables company, and we’re excited to expand our offerings with the introduction of new products in nearly every table product category”.

Enwork’s Adventure Table is designed to inspire and spark casual conversations throughout a variety of spaces. Choose a built-in steel trough to deliver power and manage cords, or turnbuckles for a more modern industrial aesthetic. Dozens of finish options from metal paints, to wood veneers, and other material varieties allow for nearly endless finish combinations. Adventure tables are available 24”-60” deep, 72”-144” wide, in seated or standing



heights.

Earlier in the year, Enwork partnered with branding experts to update its brand experience. The new website and overall brand experience will launch in early June. “We knew it was time to reposition the look and feel of the brand to more accurately portray the company that Enwork has evolved to into over the years” states Mike Kelley, Enwork’s President. At NeoCon this year, Enwork’s

new brand experience will be on display in its completely remodeled showroom on the 11th floor, in suite 11-118.

“NeoCon will be the launching point for the new products and brand experience. We’re incredibly excited for the future, and appreciate the partnerships we’ve developed with our sales reps and customers since our founding in 2003” states David Powell. 