

project involvement

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innovations

for the way we work • live • play



Innovative Storage Designs Portable Folding Desk

Innovative Storage Designs (ISD), Inc., an entrepreneurial startup firm, contracted Brooks Stevens Design for the development and successful launch of a new portable folding desk for the mass retail market.

The new desk provides both retailers and consumers with a unique combination of design and convenience features including:

Compact Storage: The desk folds down to a mere 6 inches, maximizing both retail shelf space and consumer's living space when not in use.

Easy Set-Up: Pre-assembled in its box, the new desk can be set up in four easy steps without the need of any tools.

Convenient Accessories: A printer stand, keyboard tray, adjustable pencil holder, hanging file holder and CD tray are standard accessories.

Portability: Castors on sturdy legs and a handle located at the rear of the desktop allow the desk to be moved from location to location without the need for lifting.

Affordability: The desk, including accessories, retails for less than \$100.

Since the launch of the new folding desk, Brooks Stevens Design and ISD have collaborated on numerous office products and accessories, allowing the one-man startup firm to establish itself in the competitive office products market and to grow into a successful multi-million dollar enterprise.



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