

Case Study – Coworking Offices



Five Stars for BBF on Coworking Project

As Micah Yost prepared to open his new 10,000-square-foot business [Populus](#) coworking, every detail mattered – from aesthetics to budget and ultimately comfort for his customers. The historic building in innovative midtown Omaha required fully furnished offices to pair with amenities like snacks, drinks, high-speed internet and even a fitness center.

Populus needed rentable private office space with height adjustable desks, conference tables for team meetings, and “hot desks” for remote workers looking for a temporary place to land for a day or two. The project designer, Melissa Titus of Titus Design LLC, teamed up with BBF Rep Chelsa Tuttle of Framework Contract to create the ideal assortment for each coworking space.

With the help of BBF’s Sales team, they recommended **Move 60 Series** Electric Height Adjustable Standing Desks in a White finish for the private offices, along with matching Mobile File Cabinets.

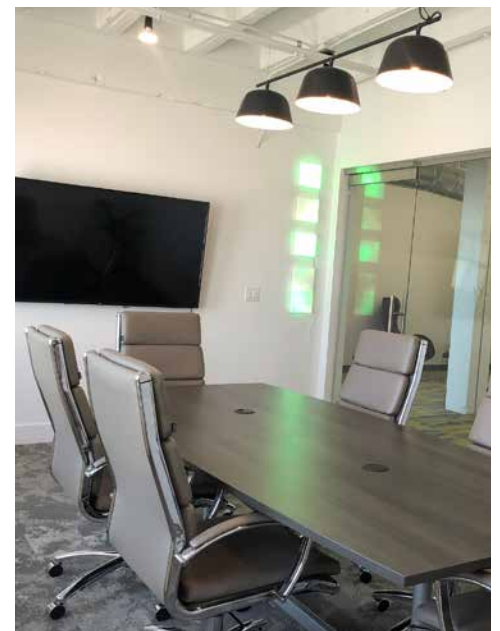
“Ergonomics was a huge part of this; everyone is walking around saying sitting is the new smoking,” Tuttle said. “For the rent-your-own offices, Populus really wanted height adjustable tables, but the prices from some manufacturers can get out of control. Move 60 allowed us to give him a fair price, which keeps his lease rate low per tenant as well.”

Keeping with the contemporary theme, they chose **400 Series** in White with **Corporate Stacking Chairs** for the hot desks. **BBF Conference Tables** in Storm Gray paired with Light Gray Leather **Modelo Seating** to easily create four large meeting spaces. **Prosper** Black Fabric chairs, **Thrive** Mobile Pod Seats, and **Echo** Collection Credenzas rounded out the order.

Although BBF had tight deadlines for delivery of all products, the team worked seamlessly to complete the order prior to an August 2019 launch party.

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"Every customer cares about how easy we are to get to punch (list resolution)," Tuttle said. "They called and had a couple of missing pieces, and we almost instantly got them there. Populus couldn't stop singing the praises of how easy BBF is to work with, which isn't always the case with other manufacturers."

Titus, the designer, felt BBF's team took great care of her and her client, from Tuttle to RVP Wendy Gricius, to JoDee Russell in Sales, Sara Michael in Accounting and Danielle Crane in Customer Service. Because of her positive experience, she plans

to recommend BBF for another upcoming project.

"Before this, I had worked with BBF but only a few pieces here and there. I knew they were good products, especially for the price," Titus said. "I hadn't had the opportunity to purchase this many pieces, and to see it all come together was just beautiful. The customer service was above and beyond. I wouldn't give five stars to just one person; I would give them to everybody."

Despite opening not long ago, Populus continues to gain traction and



Yost, the owner, expects the coworking space to thrive in Omaha. He describes a cultural shift where people and businesses are more flexible in the ways they work.

"Shared resources make the whole idea of an office space more efficient. Coworking is providing more opportunities, especially for small businesses," he said. "We offer a number of different spaces, environments and furniture. The aesthetics of the furniture are nice, and the price is great. I was very happy, very pleased with the exceptional quality for the price we paid."



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