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SEPTEMBER 2020 **V6**

**Finding A Way  
Forward With  
MooreCo**

**A Few of Our Favorite  
Education Products  
Form The Library**

**Making Schools Safe  
In 2020 And Beyond**

## **Education is At the Heart of Design**

**A look at the wide scope of comprehensive  
design education.**





# Innovative Privacy & Health Solutions By Loftwall

Furniture brands have had to adapt more in 2020 than perhaps any year in recent history. All annual plans, budgets, goals, and launches have been scrapped, and household names have shifted into the "whatever it takes" mode to survive this year. Few industries are affected by COVID-19 more than the commercial furniture world, where tens of millions of white-collar American employees were banished to their homes - meaning commercial office furniture has never been needed less. This massive pause in the economy brought thousands of projects and bids to a screeching halt - with Fortune 500 companies making huge decisions about if and when their people will return to the office.

That inflection point of the industry has paved a way for several entrepreneurial brands to make a name for themselves in a time when nimbleness is being rewarded. There is perhaps no better case for this than Loftwall, a Texas-based manufacturer of privacy systems. Before COVID-19 changed the landscape of the American workplace, the company positioned itself to be obsessed with the micro and macro opportunities to give people the ability to focus in their workplaces.

*"When we looked at the competitive landscape at the end of 2019, we believed there was a real opportunity to plant our flag on the issue of privacy in the workplace,"* said Bryce Stuckenschneider, CEO of Loftwall. *"Sure, there are dozens of acoustics brands that solve one part of the problem, but if you*

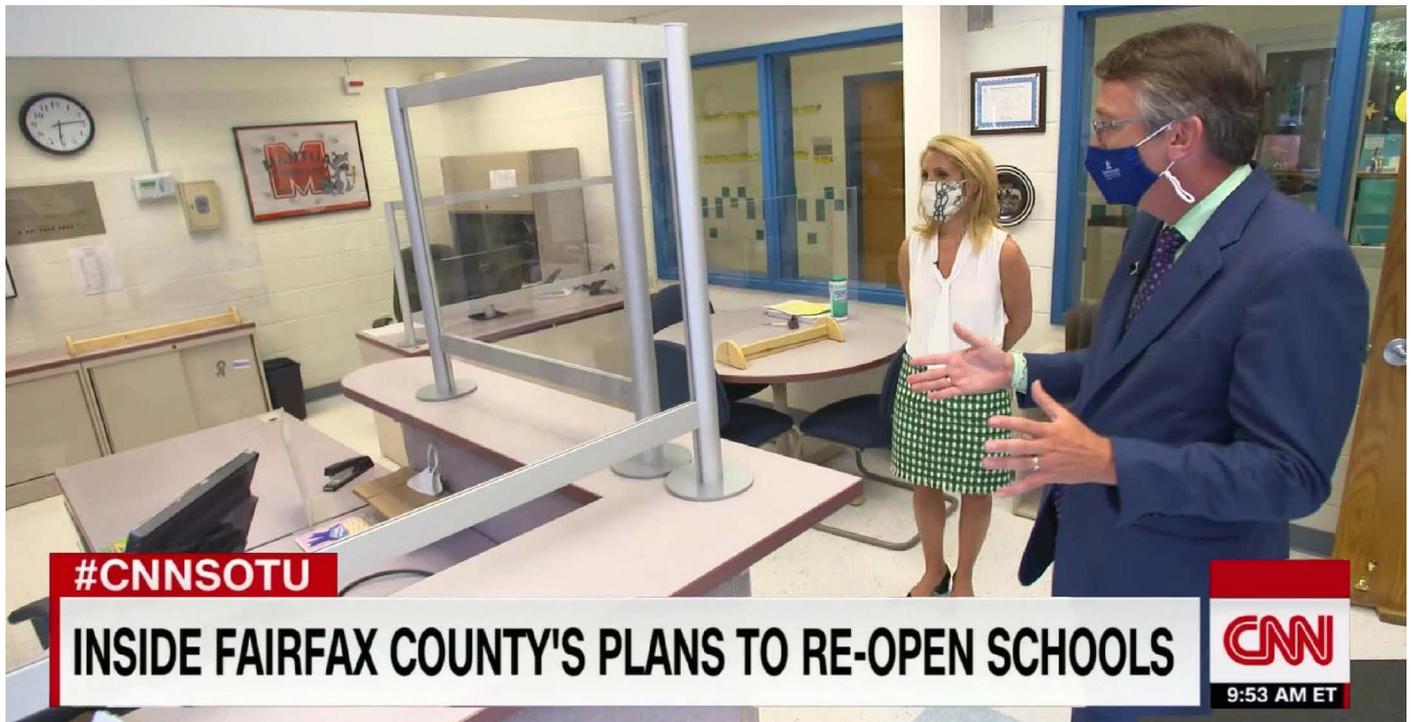
*believe distractions and effective use of space are the Achilles heel of the open office, there were too few companies working to solve this problem before 2020 began."*

So when social distancing became mission-critical for space planners, Loftwall was ready to answer the call. Before April was over, Loftwall had launched nine new products that were engineered to address "reopening safely" for businesses. That speed propelled record growth at Loftwall, but the inquiries quickly evolved from the corporate and retail world into the classroom. Hundreds of schools began calling to understand how they can equip their classrooms, cafeterias, and libraries with products to allow their students separation and flexibility. Unfortunately, not every school has a relationship with a furniture dealer nor the funds to come up with a cohesive plan campus-wide. Many schools were forced to create makeshift partitions for their students with PVC pipe and shower curtains.

But slowly, schools realized they could take the best practices that the corporate world was using and apply it to keeping their students safe. But if a typical American school day requires proximity, how can a school deliver that with federal recommendations of distancing students?

*"This is the biggest adaptive challenge in my career, and in the history of public education,"* Cindy Marten, superintendent of San Diego Public Schools, told the [New York Times](#).

**LOFTWALL  
FEATURED EDUCATION  
SOLUTIONS**



*Loftwall's Counter Shields were recently featured on a CNN segment about school's reopening plans.*

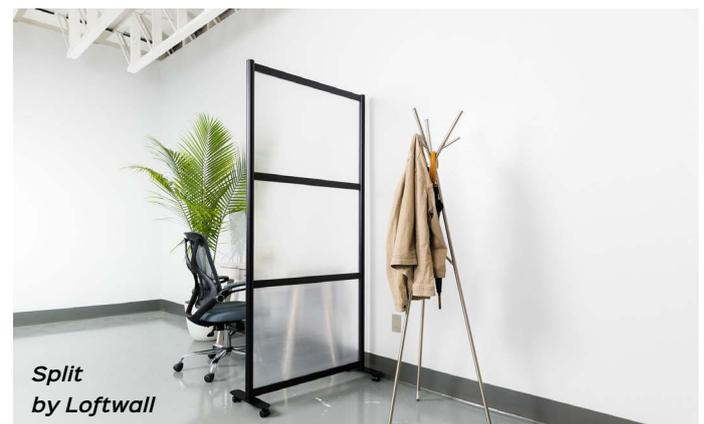
So the answer is that the school year is destined to be anything other than typical. Teaching styles must change, spaces must be reconfigured, and in Loftwall's case, new products must be designed. Loftwall was asked by multiple districts to re-imagine what a classroom could look like. And it was out of these conversations that Loftwall and their engineering team learned they were poised to help schools across the country.

"At the end of the day, our value proposition has to be safety and flexibility," said David Fortener, Loftwall's Director of Product & Engineering. "Each day is a new round of inputs and variables that we work to accommodate for our customers. One minute we could be trying to help ESL classes at an urban school socially distance, the next minute we're helping a high school biology lab enable their students to collaborate on projects together. No two spaces are the same that we're designing for, which makes it even more exciting to roll up our sleeves and get to work."

And that may be one of the themes that Loftwall can hang

their hat on with a record year in 2020 - the willingness to roll up their sleeves and challenge "the way it's always been done." As class sizes have needed to shrink (and many students are opting for online education to start the school year), schools are working hard to repurpose existing space into new classrooms. That's where Loftwall products like Framewall, Weave, Pivot, and Blox come in particularly handy. These modular walls were designed to quickly assemble and provide maximum acoustic barriers without needed permits, contractors, or a Master's Degree in furniture assembly.

Whether you're re-opening a school, an office, a clinic, a movie theater, or a warehouse - business leaders need to be willing to think outside of the box and color outside the lines. Luckily for this Made in the USA brand, Loftwall has a fully stocked box of crayons to help these people get the job done.



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SEPT2020V6

Published by  
**MYRESOURCELIBRARY.COM**