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# BOF



**Color Takes on a New Role in the  
Workplace**





## A Year in the Making, Loftwall Launches Parallel

WITH HIGHLY RECYCLABLE MATERIALS, INTUITIVE (AND PATENT-PENDING) USE OF MAGNETICS AND ITS TRADEMARK OBSESSION WITH FLEXIBILITY, LOFTWALL IS CONFIDENT PARALLEL WILL MARK A CLEAR SHIFT IN HOW DESKS, TABLES AND TRAINING ROOMS ARE UTILIZED.

**L**oftwall, the manufacturer of customizable, space-defining products has launched Parallel. It's a family of desk division screens developed in partnership with KEM STUDIO, an award-winning design firm fusing architecture and industrial design in Kansas City, Missouri.

Parallel tackles a modern problem in offices — the lack of space to focus on one's work. With multiple

sizes in the Parallel family, Loftwall is able to divide space on a micro-level, unlocking privacy and flexibility at the individual workstation level.

“For a long time, we were focused on space division and how carving up a space could provide privacy,” said Loftwall CEO Bryce Stuckenschneider. “The majority of work in the modern office is focus-intensive, but space planners have failed to

## NEW PRODUCTS



give people the tools to get that focus work done. We believe Parallel is an important step in the right direction for the category of desktop division.”

As companies sprint to retro-fit their offices for a post-COVID-19 world, Parallel’s cleanability becomes invaluable. The product’s felt wrap features Fosshield Antimicrobial Technology with silver and copper ions to naturally attack microbes found commonly in MRSA, the common cold, COVID-19 and numerous other viruses. This type of protection is being demanded by facility managers across the world.

“The health and safety our products deliver are incredibly important to our team,” Stuckenschneider said. “The fact that Parallel’s exterior shell features antimicrobial elements is something we

are anxious to introduce to the market.”

With highly recyclable materials, intuitive (and patent-pending) use of magnetics and its trademark obsession with flexibility, Loftwall is confident Parallel will mark a clear shift in how desks, tables and training rooms are utilized.

“Parallel was uniquely designed to allow each employee to tune their level of privacy depending on the task at hand,” said Jonathon Kemnitzer, principal of KEM STUDIO. “Building tuneable spaces and creating a personal sense of place is critical for the modern workplace, and we’re thrilled at the unique opportunities Parallel will give designers to shape space in a new way and new world.”

[Parallel](#) is available for order and can be found within Loftwall’s [CET Designer extension](#). **BoF**

