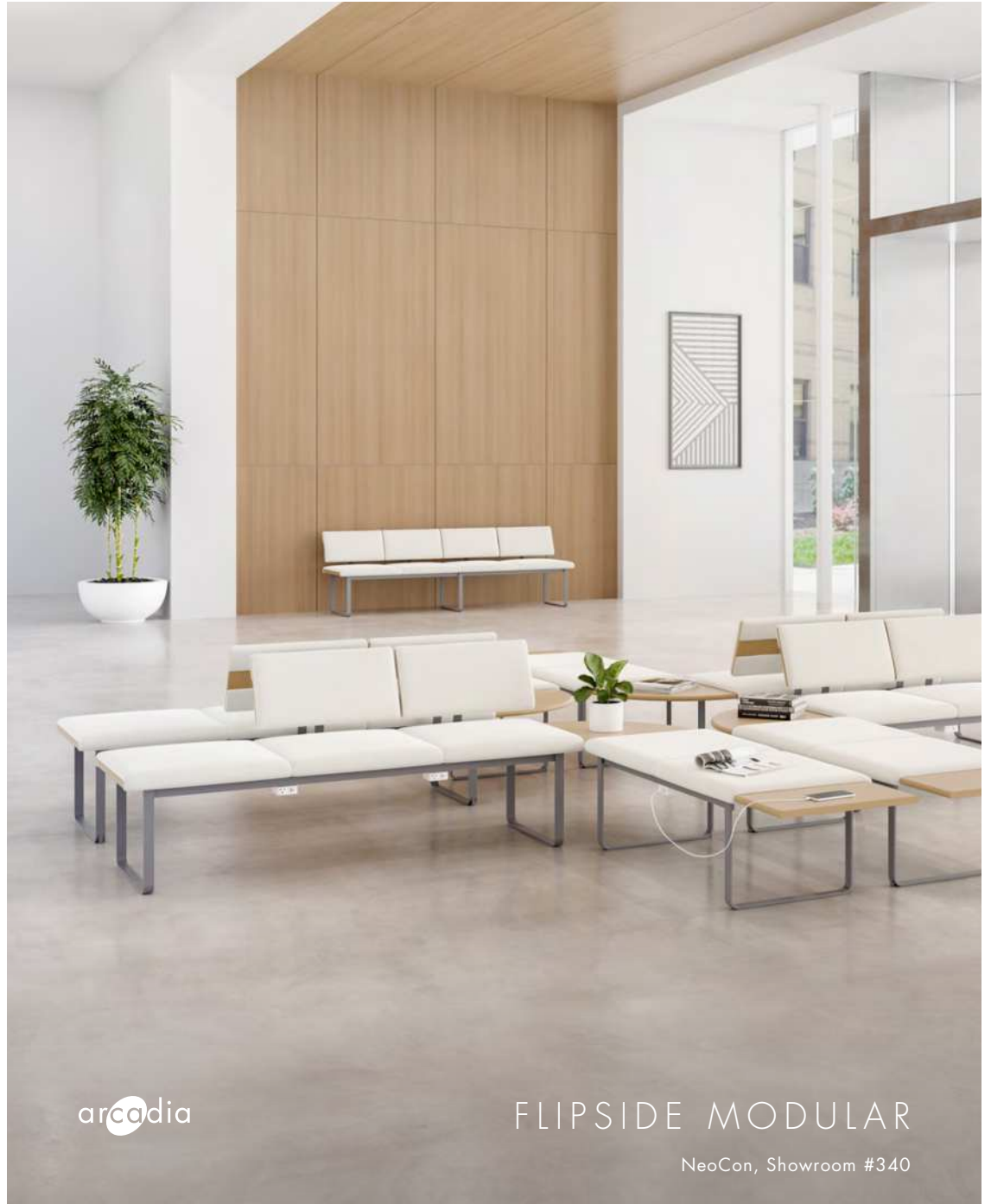


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GIVING VOICE TO THOSE WHO CREATE WORKPLACE DESIGN & FURNISHINGS

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Onsemble is a New Brand Focused on the Ever-Evolving Needs of the Modern Workplace

by Rob Kirkbride

Liberty Diversified International, the parent company of Safco, is launching Onsemble, an entirely new independent brand that promises to champion the power of collaboration and help its customers break free from the siloed, individual workplaces of the past.

The timing couldn't be better as companies rethink the workplace and seek out new ways of fostering a sense of community and collaboration in a post-COVID world that still totters between in-office and hybrid work.

Creating a new brand is never easy, but Onsemble has a marketing and design dream team behind the launch. Kristy Howe, the general manager of the new Onsemble brand, has been at the company for about a year after leading marketing at Anderson Corp. and as a leader in 3M's e-commerce business. She is joined by industry veteran Shawn Green, vice president of product, marketing and innovation. Green has been with the company about three years after recharging design at KI and stints at Knoll and Steelcase.

The team has created Onsemble as a new brand that will offer a comprehensive range of contract furniture designed for ever-evolving needs of the modern workplace and learning environments. Their product categories, including non-panel-based systems, diverse seating lines and modular storage solutions, prioritize interaction and shared experiences.

"The market is hyper competitive and demands differentiation," said Howe. "Know who you are, know what you're good at and be loud and proud about it. (The market) has an insatiable appetite for novelty. But I would contend they don't just have an insatiable appetite for the next chair, the next color, the next thing. They have an insatiable appetite for ideas and problem solving."

The evolution of the workplace is part of the brand story, but Onsemble goes beyond mere customization. It offers a comprehensive suite of furniture made-to-order with industry-leading lead times of 4-6 weeks. This approach



Onsemble products are focused on design, but at a lower price point. Photos courtesy of Onsemble.



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products



empowers clients like architects, designers, and facilities managers to create spaces that perfectly reflect their specific needs, while streamlining the procurement process.

The new brand is being launched at NeoCon where it will share space with Safco (11-1147) in THE MART. According to Green, one half of the Safco showroom will be dedicated to Onsemble and the other half will remain Safco.

Onsemble's initial product catalog will be built using some products from Safco — good products that might not fit perfectly under that brand — and

some entirely new products. Additional products are already being developed.

"We want to be really clear that this is a new brand and this is what this new brand is intended to do from a solutions perspective more than just the product," he said. "We want to be able to connect the dots and develop a broader set of relationships."

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The brand is designed to give customers a place to go for something that is unique and differentiated but still highly pragmatic and practical.



From the office to the classroom, Onsemble is designed to adapt to many spaces