

Wednesday 17th January 2007 saw the day that Flexiform shifted gear with their new brand 'Jot Design' when they moved into their stunning new showroom. 'Jot' was a new brand established by Flexiform Ltd in 2004. Flexiform are a well known name and have been synonymous with steel storage and filing solutions for over 30 years. We decided to channel our manufacturing skills, quality and heritage into our new range of Jot products and re-designed the 'benching system' from the ground up with the end user in mind throughout.

The Jot bench was the solution. A stylish and simple yet strong and effective bench was born to cater for changing technologies such as palm pilots, mobiles, laptops and lcd monitors.

As the planning started it was important to set ourselves a strict brief, answering questions such as: What did we want to achieve? Who were our key target audiences? How can we improve on the last showroom? And how could we move our brand forward? It was decided that the new showroom was going to represent a new era for Flexiform and Jot Design. It was time to push the brand identity that little bit more. In November, Flexiform hired a Marketing and Business Development assistant to aid with the move in terms of branding and identity. It was important that the showroom was used to its full potential, so ideas on how to maximise on the foot fall were discussed.

Martin Howitt the Marketing & Business Development Assistant set to work on designing a new identity for Jot, whilst continuing to use the original logo and colours. The showroom window was to be the first place to display Jot's new image. It was important that it portrayed Jot's new forward thinking, fresh image. Martin explained "It was important to us that we continued to use the Flexiform brand at the new showroom as it has a lot of heritage attached to it and has connotations of reliability, strength and quality but at the same time I could show 'Jot Design' as a more design aware, young & approachable brand. I decided to use the phrase 'Flexiform Presents Jot Design' with some exciting graphics, as I felt it showed that Jot worked as a new brand of Flexiform rather than trying to replace Flexiform's identity all together"

Monday 15th January the fit out began and came together at quite a pace. The 18th January saw the date that the team of 6 at Flexiform London moved out of the BDC and in to Tetbury place. After a week of getting used to their new surroundings the team welcomed their first visitors on the 29th January and it has been non-stop since then.

The grey and red window graphics set off the furniture on the showroom floor extremely well. The white Jot lateral storage and the range of red, black and silver task and meeting chairs from Orange Box, Dauphin and Komac look fantastic. Hitch Mylius complete the soft furnishings with a display of reception seating. A large storage wall has also been fitted by partners 'Bramwell' and works as a great example of the many storage variation types Flexiform can offer.



One of the great features of Jot benching is it's cable management system. Our partnership with 'Office Electrics' allows Jot to offer a range of options, including workspace mounted power points and data points, under desk power points with sliding work surfaces as well as flip top power points. There are examples of each on the showroom floor. Also on show are a range of monitor arms, desk lamps and desk accessories supplied by another great partner of Jot, 'Colebrook Bosson Saunders'.

The top floor – complete with conference room gives Flexiform the opportunity to show a range of meeting and stackable chairs as well as a meeting table from "Kusch+Co". The Redbanana brand is also represented upstairs with the introduction of the Redbanana 'Kanji' and the 'Tube' as well as a range of 'Fleximetric' Storage and a 5 man benching system, complimented with Sand coloured mobile pedestals.

Downstairs on the lower ground floor are the Sales & Marketing team, with a back to back height adjustable desk arrangement in Maple and Jot' Silver as well as a large sweeping Walnut desk offering a complete 90° workspace. The Jot foldable desk is on display as well as the Redbanana Shu, Supersassi & Superuovo free address furniture. The workspace is completed by an impressive range of Jot lateral storage and Fleximetric roller door storage.