

Framery – the phone pod company

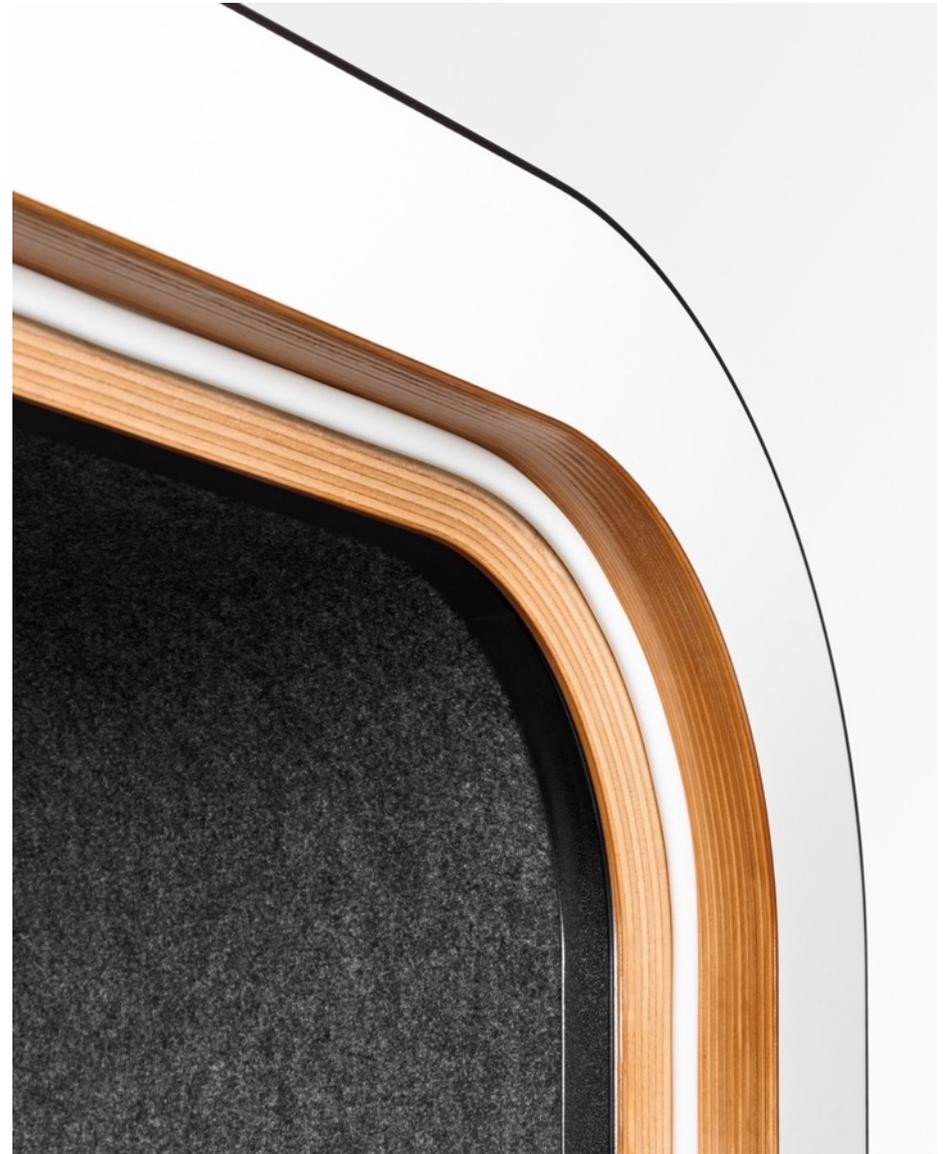
Ilkka Kaikuvuo

co-founder – noisy boss – head of Framery Research Center

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Agenda

1. The Story
2. The Basis
3. The Products



Framery – the story

The basis

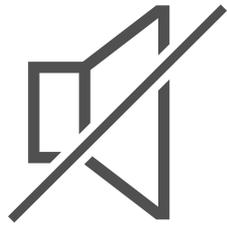
Our products

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How did it all start?



The founders worked in an IT company where they had a noisy boss who always spoke on phone in open office



One day they got enough and asked the boss to find some other place to speak since they could not focus on their work. *“Give me a phone booth”* boss replied



Once they could not find any office phone booth for sale, they decided to start making those themselves. *“We have good and bad news: you can have the phone booth, but we need to resign”*



That's why we founded Framery, the first company in the world to make soundproof private spaces for office use.

First pod

Framery Barrel (2010)

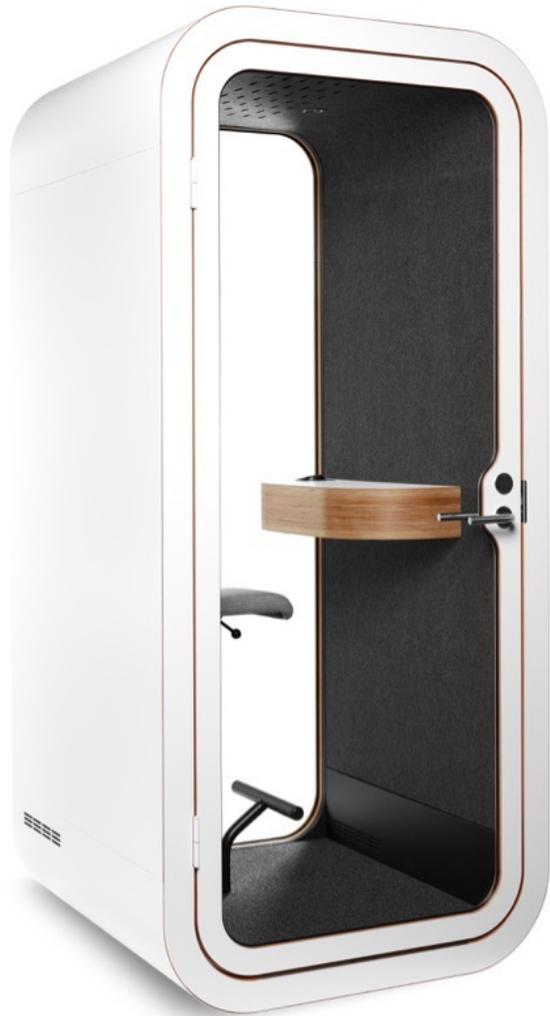


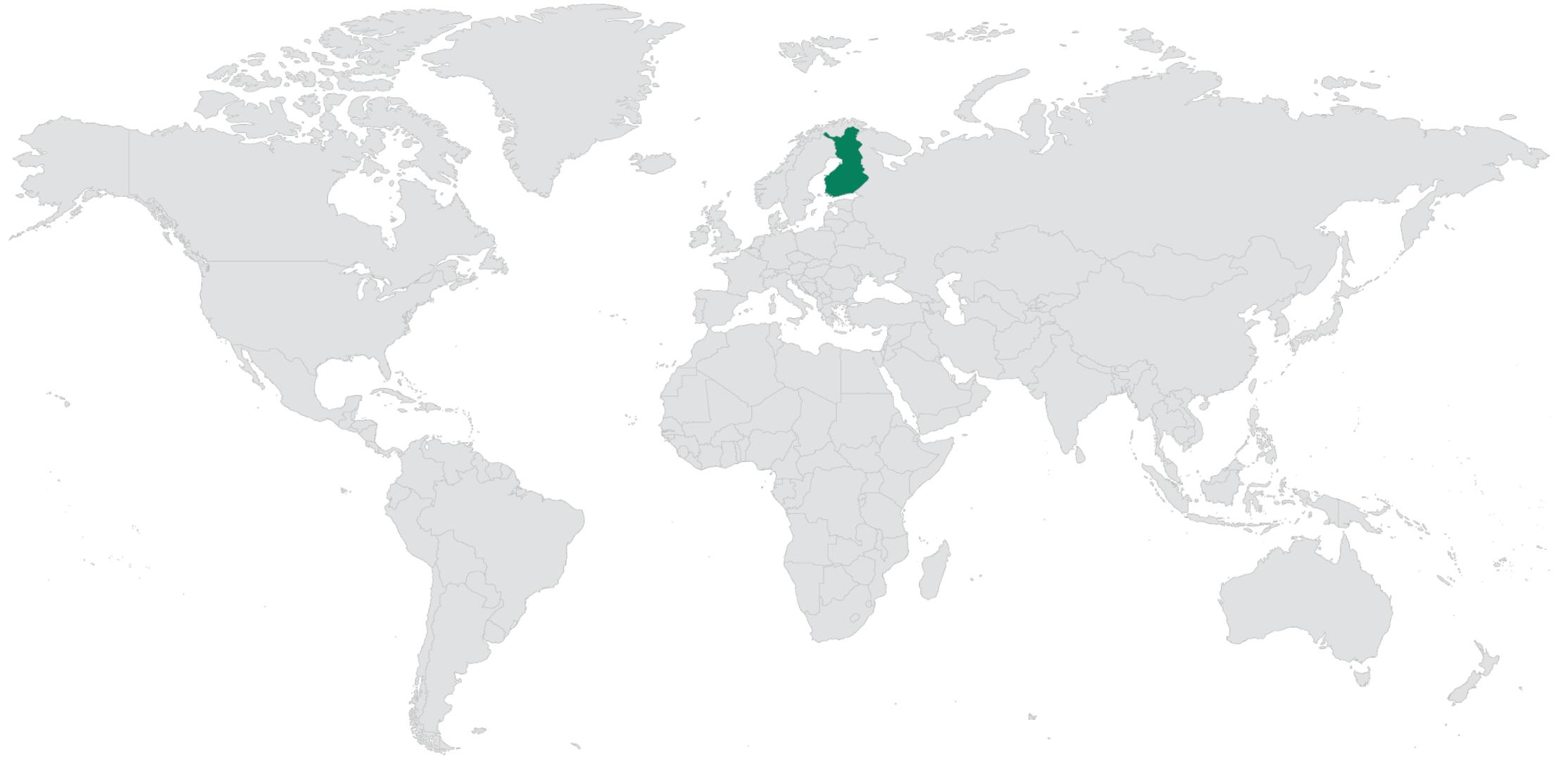
Lessons learned



History







From small beginnings in **Finland**.

Creating Happy Workplaces

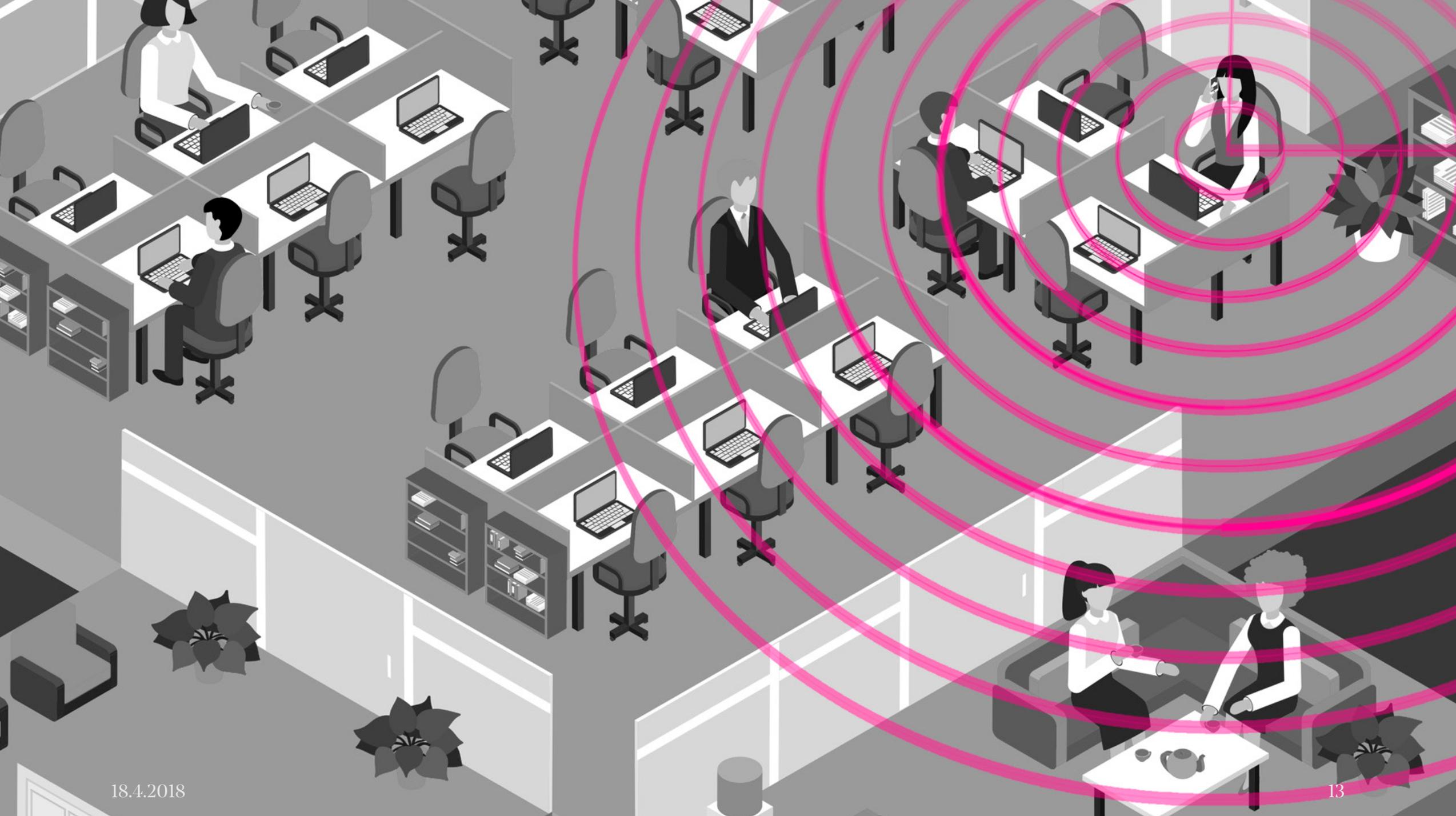
At Framery we believe that, when people come to work on Mondays they want to give their best effort and achieve the best work they can.

**In the current open plan offices, it is simply not possible.
And that's why we produce our pods.**

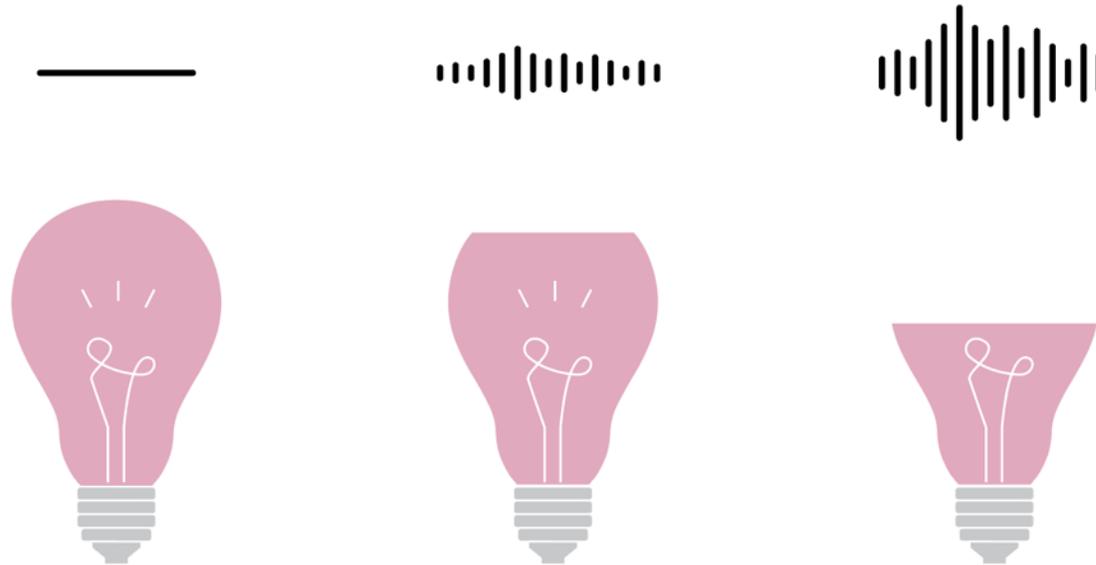


The story
The Basis
Our products

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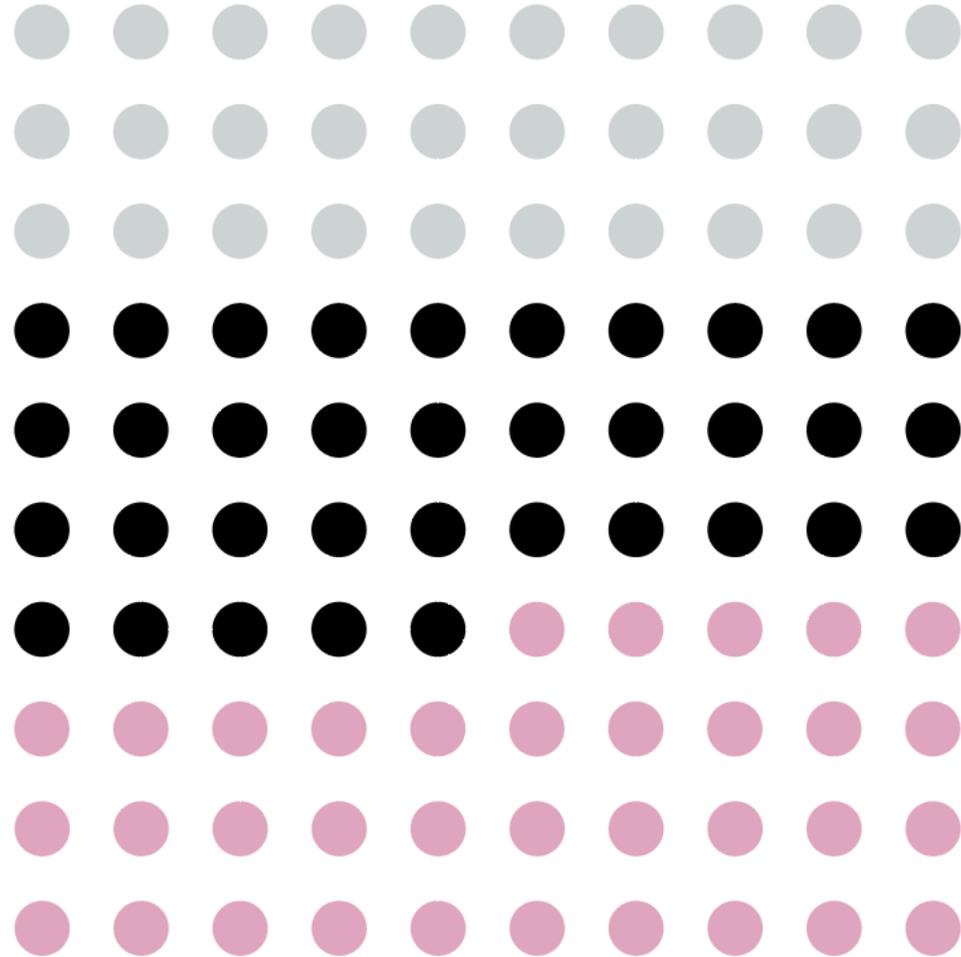
Noise lowers productivity by up to 10 %

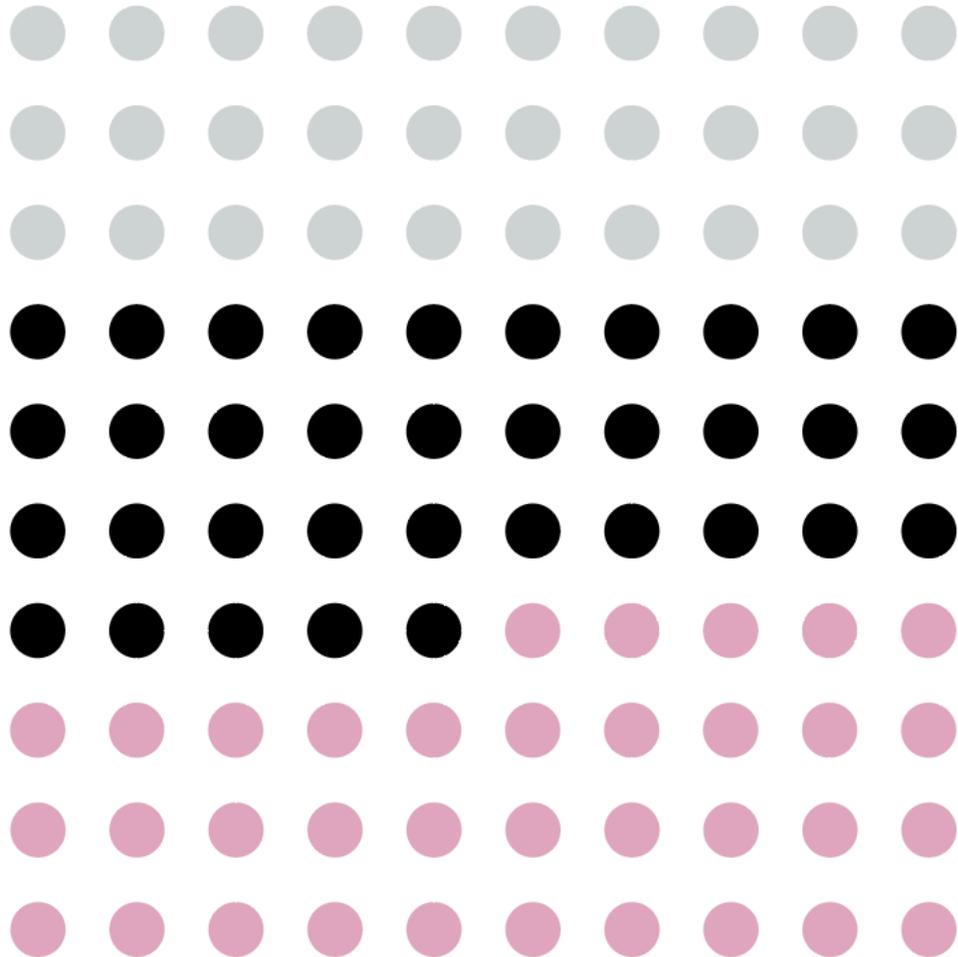


The Cost per employee is \$4,200 to \$17,000 per year

Open plan offices have become the standard for modern working environment.

70% of people are working in open plan office.





Lack of sound privacy is a ever growing negative flip side of open offices.

Even **50%** of people cited the lack of sound privacy as the most frustrating aspect of their work environment.

The story
The basis
Our products

O & Q

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What's expected

Fit for confidential calls: stops the sound from leaving the space

Fit for space to focus: stops the sound from entering the space

Proper acoustics: echo free environment with soft materials

Fit for long duration use: ergonomic posture + ambient temperature

Long lasting product: carefully selected durable and sturdy materials

Looks good: refined design, wide customization options

How did we do?

Fit for confidential calls

Fit for space to focus

Proper acoustics

Fit for long duration use

Long lasting product

Looks good

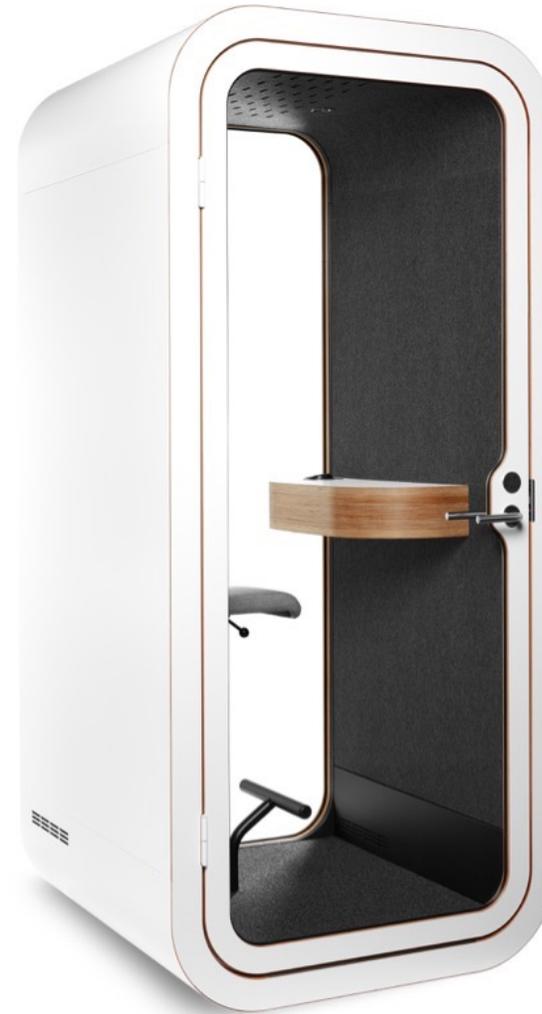


Framery O

Simple yet significant.

Framery O pod is a sound-isolated workspace ideal for private phone calls, video conferences and demanding tasks. It cuts down the noise in open-plan offices, and improves the everyday life of whole organizations by unchaining the potential of individuals.

Thanks to the simple assembly, the pod can be easily placed and relocated around the office according to an existing floor plan providing people a quick escape from the noise.



Framery Q

Great results happen in great conditions.

Framery Q pod is a silent multi-space designed for up to four people. It is ideal for co-working tasks, like small meetings or interviews without disturbances.

Framery Q is easy to assemble and relocate when necessary. It comes with several model options for you to choose from.



Questions?

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