



SMARTDESKS®

where design meets technologysm

Capabilities Statement

Mission Statement

To be the leading source for creative, innovative design and world-class manufacturing of customized furnishings for meeting and learning environments, especially those which utilize technology for communication and collaboration.

Core Competencies:

SMARTdesks leads in innovative, ergonomic furniture design that incorporates technology into communication environments. President/CEO Jeffrey Korber heads the company, controlling the network of manufacturing sources, product engineers, ASID Certified interior designers, sales, marketing, logistics and customer service. The team is customer-focused, contributing design before manufacture to provide furniture products that are customized for each order. This responsive process produces incremental evolution of the product line offered. Each order is an opportunity to attain a higher level of excellence in meeting customer expectations.

Differentiators

Based on a history of furniture manufacturing that began in the 1970s, the SMARTdesks business model produces computer furniture design to meet the needs of market demand in corporate training, education, higher education and government/military meeting and training rooms.

A pioneer of internet marketing, SMARTdesks uses multiple American manufacturing facilities, each employing complimentary CAD/CAM technology to permit efficient just-in-time production methods.

Products are made to order, and the components are typically produced using more than one manufacturing facility. Complete products may be assembled at one of the manufacturing sites and shipped, or the components may be shipped to the customer's installation site and assembled on site, depending on the greatest benefit to the customer.

The process is managed using SMARTdesks' own unique internet-based CRM system which enables the customer to communicate and collaborate with the top-line SMARTdesks management team.

The team includes the principal product designers, space planners, heads of manufacturing, logistics and assembler/installers. The result is the capability of producing a customized line of products, putting innovation and design forward in the process

SMARTdesks employs Certified Green manufacturing methods, making products for each customer, not for inventory, therefore, not producing waste.

SMARTdesks makes incremental design modifications, customizing products in response to ever-changing technology requirements.

Corporate Data:

DUNS: 019979132

NAICS: 337214

Socioeconomic: Small Business

Government Contracting Officer:
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Government Point of Contact:
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GSA Contract GS-27F-004P
71 Furniture, categories: 71 302
711 11

Contact Information

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