

**FRÍANT**

**All  
Work  
Styles  
Welcome.**



**More of the good stuff.**

Behind every great team is a workspace that can support them. Build the communities you need with a full range of solutions from Friant.



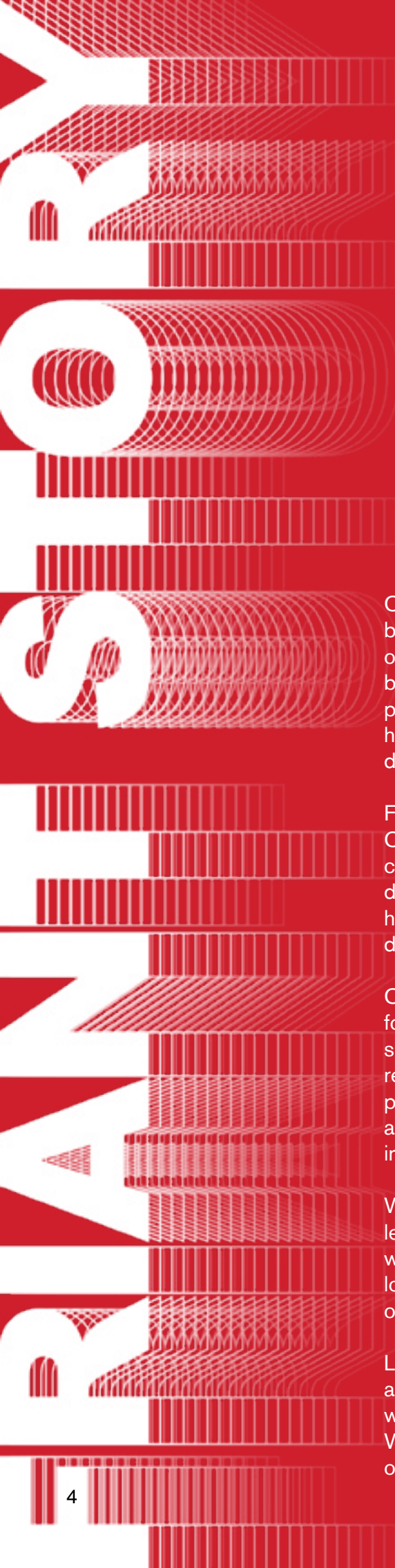
est. 1988



Collaboration. Cohesion. Value. Durability. Accessibility. These concepts were at the forefront of Paul Friant's mind when he founded his company more than 30 years ago in Oakland, California. He believed, and still does, that office spaces should be functional and beautiful, and that these traits shouldn't be compromised by affordability. Friant's motto is "All work styles welcome" because cohesive and high-quality office setups should be available to all. Have fun and enjoy building a great workspaces with Friant products.

**Join us at [Friant.com](https://www.friant.com) to learn more.**





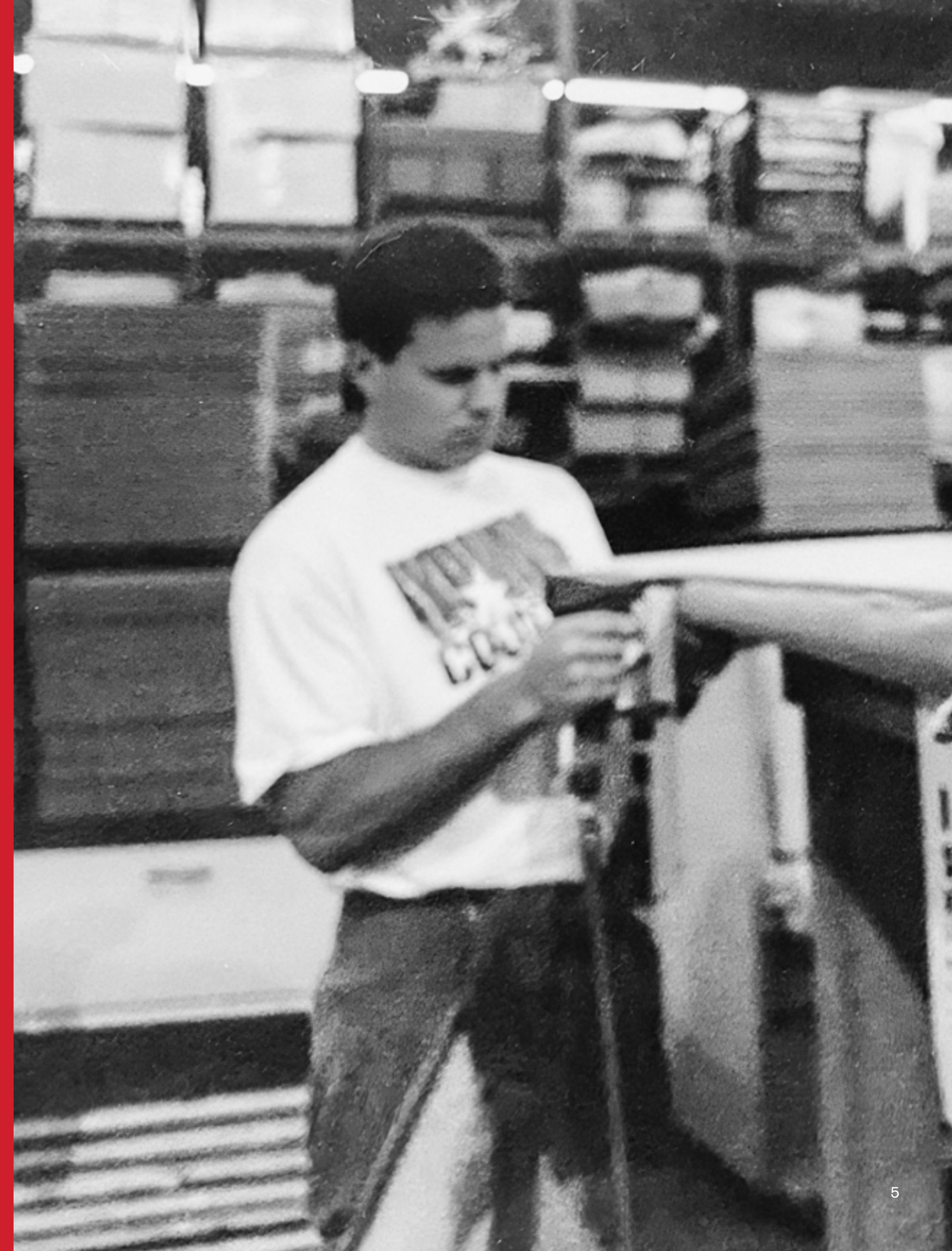
Our story is one of grit, determination, and an unwavering spirit. As a young boy, Paul Friant learned the importance of hard work by sweeping the floors of his father's store. But Paul was no ordinary worker - he was a hustler who brought his contagious charisma to every task. His father, Andre, was a fighter plane pilot in Europe and a man of many talents, including engineering. When he arrived in America, he used his entrepreneurial spirit to start a furniture dealership that would become the foundation of our company.

Friant and Associates was founded in 1989 by Paul Friant, in his garage in Oakland, California. Starting out as a furniture installer, Paul had a vision for creating commercial furniture that was not only high-quality and beautifully designed, but also accessible to a wide range of businesses. With the help of his brother, Marc, and their father, Andre, Paul slowly built the company into a design and manufacturing studio with global manufacturing ability.

One key factor in Friant's growth was the partnership and friendship Paul formed with Joseph Wang. Together, they created a global sourcing and supply chain that allowed for rapid response to customer demand and a reliable inventory supply. This enabled Friant to expand its U.S. presence from coast to coast with dealers, showrooms, and representatives across the states, as well as domestic manufacturing and warehouse facilities in California and Virginia.

What began as a three-generation family business has now become a global leader in commercial furniture, combining quality manufacturing processes with green sensibility. Friant is proud to incorporate tested durability and longevity into each of its pieces, ensuring that customers can outfit their offices quickly and get to work in comfort and style.

Looking to the future, Friant and Associates is excited to continue its growth and innovation. With the launch of our new total solutions line, Playgroundz, we're expanding our commitment to creating spaces that inspire and delight. We believe that every office deserves great design, and we're thrilled to share our passion for beautiful, functional furniture with the world.





## Oakland office furniture maker signs massive lease

San Leandro site will house HQ, manufacturing and showroom

Oakland-based office furniture manufacturer Friant has signed a 274,147-square-foot lease with Clarion Partners in San Leandro as the site of its future corporate headquarters.

The property, located at 1980 West Avenue 140th St., was a former Sears Roebuck warehouse. The 312,866-square-foot industrial building was purchased earlier this year by New York-based Clarion for \$26.5 million. Clarion plans to renovate and update the property and build a new 15,000-square-foot office showroom for Friant's products.

Around 180 people will work at Friant's San Leandro location, which will serve as a corporate



SPRINT PHOTO 2010 / SPENCER BROWN  
Friant was founded in 1990 by Paul Friant and specializes in manufacturing high-quality low-cost office furniture.

headquarters and host a revamped showroom and manufacturing center. It also consolidates some of the company's warehouse and manufacturing operations, which were spread out across three different East Bay facilities.

"(Friant owner) Paul Friant was committed to staying in the area and we just had to think outside the box and get creative and find a space that wasn't technically on the mar-

ket because it was for sale and not for lease," said Michael Barry, a broker with CBRE.

Barry, along with Bob Ferraro, also of CBRE, represented Friant. Jason Ovadia of JLL represented Clarion.

Friant chose San Leandro because of the ability to keep all of its employees and its location in the I-880 corridor close to the company's other offices. Friant is scheduled to move into the site, after improvements are completed, in the second quarter of 2017.

The lease represents the latest grab for space in an incredibly tight East Bay industrial real estate market. A JLL report put the total availability for industrial space at a sparse 3.6 percent, which has been pushing rents higher by the month. San Leandro in particular has seen a 3.2 percent vacancy rate.

—Kevin Truong









# FRIANT

## **Friant furniture provides the building blocks for collaboration.**

In a community, everyone brings something unique to the table. We can work on our own, but we work better and stronger when we're together. After many months of working from home, we're gaining a second chance to gather in person. Friant products are the building blocks of collaboration, allowing teams to come together and design a safe and productive office space.

## **Quality and durability.**

When we form communities, our instinct is to care for each other and our environment. It's what makes us human. Our workspaces are no exception. Friant materials are commercial-grade, easy to clean and update, and are durable enough to withstand the toughest workplaces and the most stringent care.

## **We've got you covered.**

As responsible consumers, we want to know where our products come from and how they're produced. Friant is a global operation of design, creativity, and partnerships, allowing us to have more control of the elements of our furniture and our process from design to manufacturing, to delivery. We operate two manufacturing and distribution facilities in the United States so we can deliver to every state, city, small town, and home. This offers our customers easy access to selection, trust in quality, design, and ease of ordering & receiving.















































































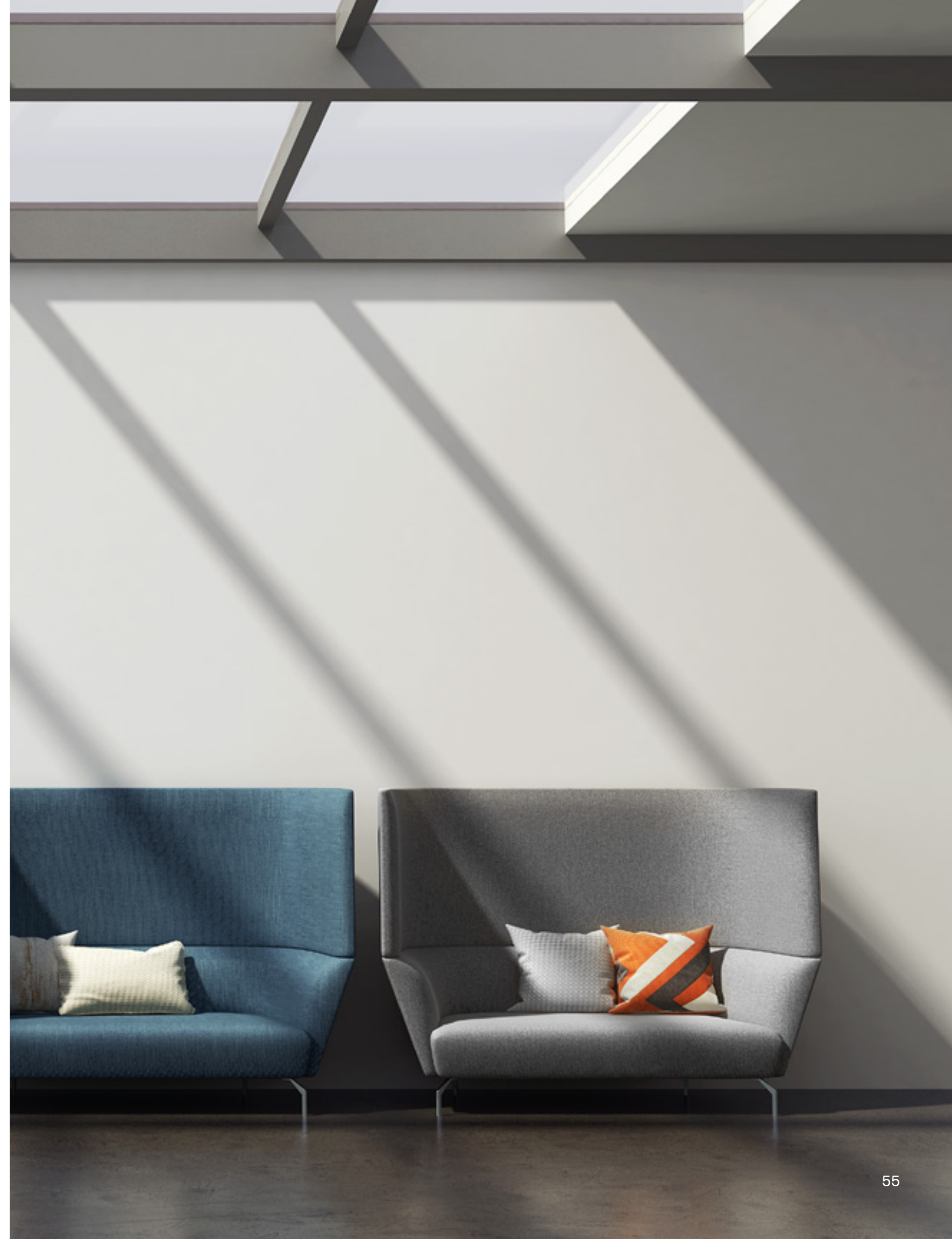




























































## Our story continue with Playgroundz,....coming soon

Welcome to Playgroundz - a platform that connects the dots between the past and the future, bringing together the best of both worlds. We believe that the future of work is constantly evolving and that traditional workspaces no longer meet the needs of modern workers. That's why we've created a space that prioritizes both the individual and the collective, seamlessly blending work and play modes, and embracing a forward-thinking approach to the future of work.

Our concept of Playgroundz centers around the idea of a playground, a space where creativity and innovation thrive. We understand that work isn't just about completing tasks, but about creating and exploring new ideas. Our platform is designed to facilitate this process by providing an environment that encourages collaboration and fosters creativity.

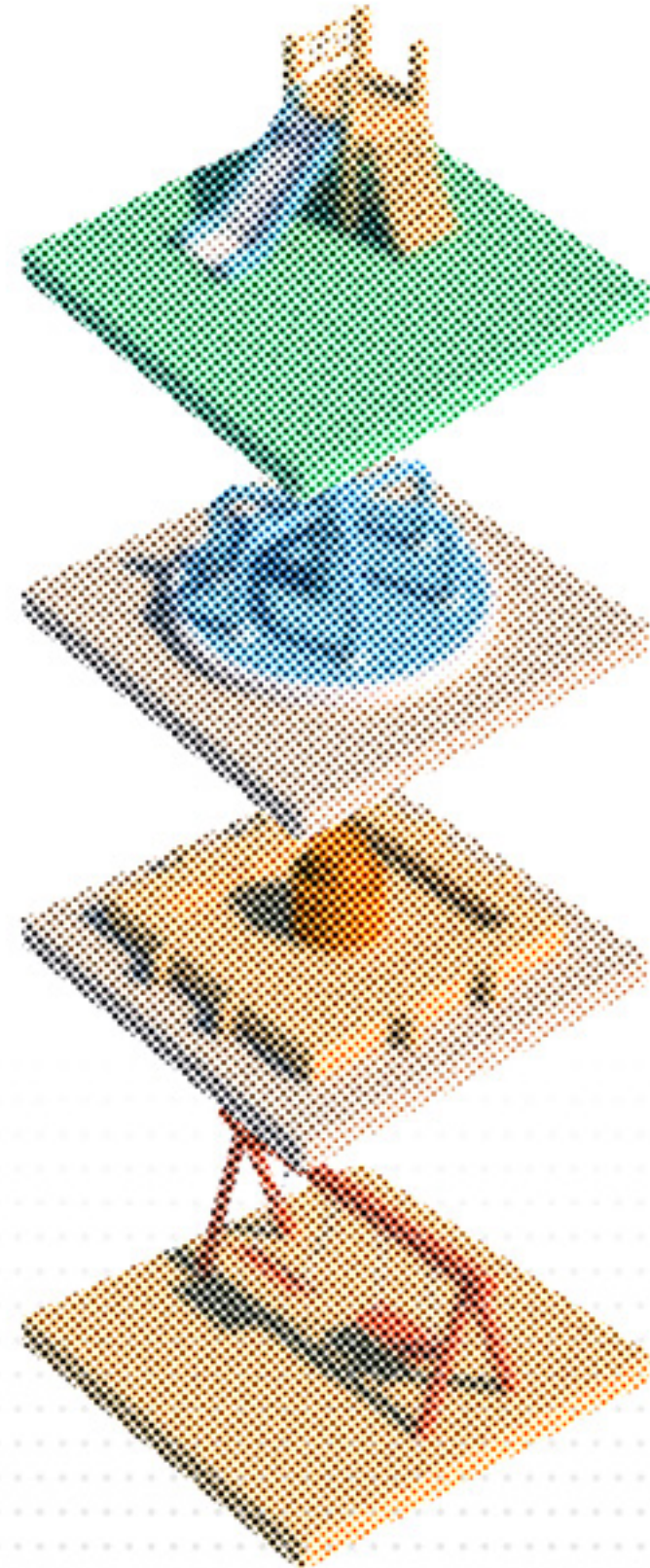
At Playgroundz, we recognize the importance of catering to both individual "ME" and collective "WE" needs. We understand that everyone has unique requirements when it comes to their work environment, and that's why we offer a range of different spaces, from private offices to shared workspaces, to meet the diverse needs of our members.





# PLAYGROUND

## CONNECT THE DOTS



### Slide

An ad hoc workspace with a slide concept is a dynamic and flexible approach to working, where we are free to move and adapt our environment to suit our needs. Just as a slide can provide a quick and fun way to transition from one space to another, an ad hoc workspace can allow us to easily shift between different tasks and projects throughout the day.

### Merry Go Round

Collaborative work is like a merry-go-round, where everyone works together and contributes their unique skills and perspectives to achieve a common goal. Just as each rider on a merry-go-round brings something different to the experience, each team member in a collaborative work setting has something valuable to offer. By working together and supporting each other, we can achieve success and enjoy the ride along the way.

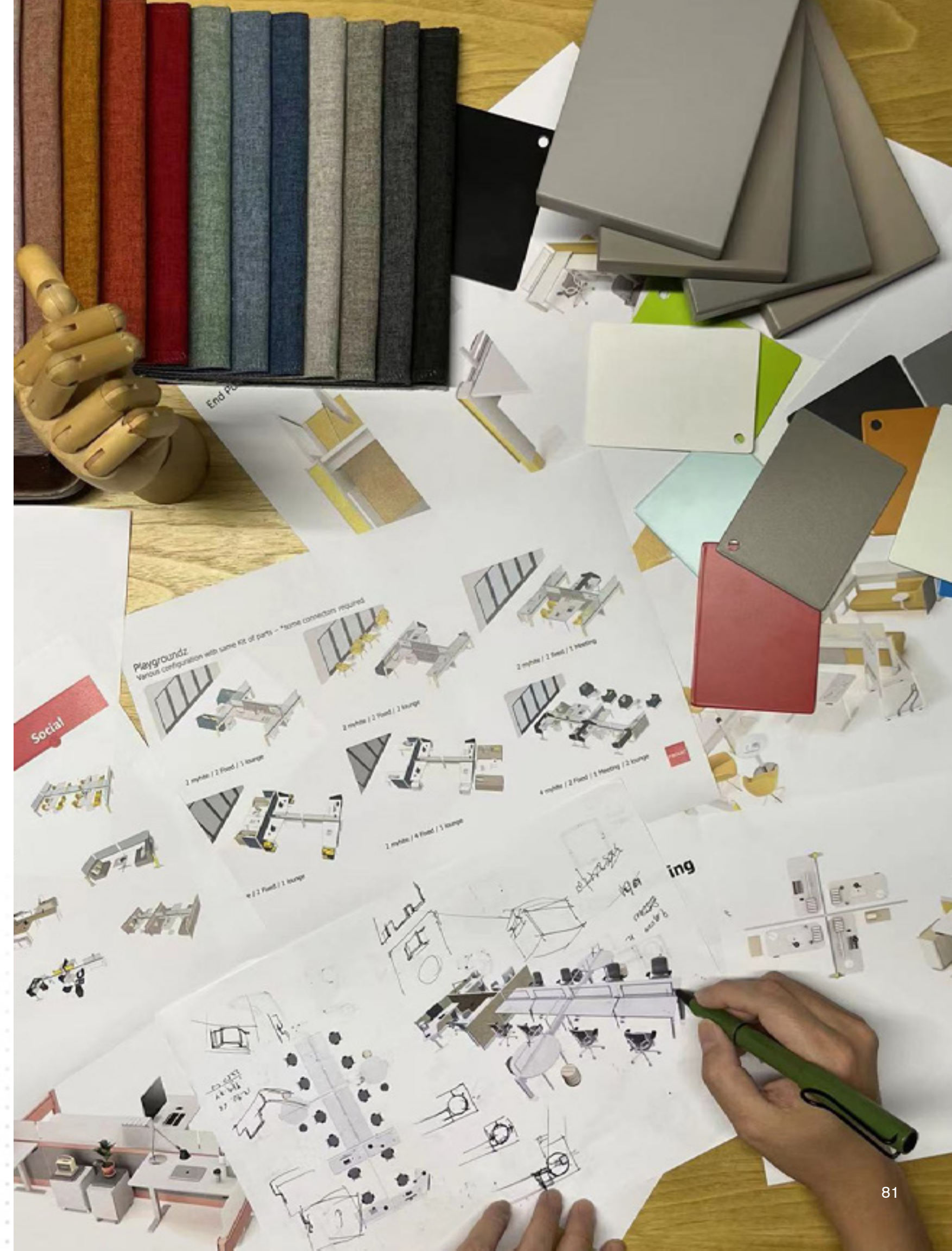
### Sand Box

A meeting with a sandbox is like a playful and creative brainstorming session, where ideas are free to flow and take shape in a non-judgmental and exploratory environment. Just as children can use a sandbox to experiment and build new things without fear of failure, a meeting with a sandbox can encourage free thinking and innovative problem-solving. By allowing ourselves to play and experiment with ideas, we can discover new solutions and approaches that we may not have otherwise considered.

### Swing

"Focus work" refers to the act of dedicating one's attention to a specific task or project, and working to eliminate distractions in order to achieve a state of deep concentration. This can lead to increased productivity and a sense of accomplishment.

The concept of "swing" refers to the idea that when we are able to focus fully on a task, we can enter a state of flow where we feel fully engaged and energized by the work we are doing.







## Showrooms

### San Leandro, CA

1980 W. Ave. 140th  
San Leandro, CA 94577

### Costa Mesa, CA

150 Paularino Bld D - Suite 185  
Costa Mesa, CA 92626

### Suffolk, VA

1010 Centerpoint Dr.  
Suffolk, VA 23434

### Dallas, TX

154 Glass Street - Suite 101  
Dallas, TX 75207

### Atlanta, GA

1031 Marietta Street NW - Unit B  
Atlanta, GA 30318

### Southeast Contract Sales showroom

1192 Huff Road Suite B1192  
Atlanta, GA 30318  
678 516 5766

### FDR showroom

107 Dekalb St.  
Bridgeport, PA 19405  
610 715 5380

### Lowes Group

22303 Tuwa rd  
Tomball, TX 77375  
(713) 254-2426

### LG Design Showroom

10931 Day Rd  
Houston TX 77043  
(713) 254-2426

### Salt Lake City Showroom

222 S. Main Suite #120  
Salt Lake City, UT 84101  
303-378-7691

### Arizona Showroom

1820 E. Ray Road  
Suite E600  
Chandler, AZ 85225  
303-378-7691

### BMO Tower - 12 Floor

790 N Water St, Milwaukee, WI 53202  
312-401-1756

### Cubespace Co., Ltd - WHQ

NO.11 Jingang Road  
Development Zone  
Yangzhou, Jiangsu  
China.

## Manufacturing and Distribution

### San Leandro, CA - WHQ

1980 West Ave 140th  
San Leandro, CA 94577

### Suffolk, VA

1010 Center Point Drive East  
Suffolk, VA 23434

### Cubespace Co., Ltd - WHQ

NO.11 Jingang Road  
Development Zone  
Yangzhou, Jiangsu  
China.

## Contact

### Dealer and contract furniture sales

Orders@Friant.com | Friant.com | 877-828-0410

### Home office and individual sales

Hello@Friant.com | Shopfriant.com | 877-828-0410

Connect and Follow | [Friant.com](https://www.friant.com)







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