

StandCrafted™ Initiates Kickstarter Campaign for Progressive Wall-mounted Standing Desk

StandCrafted is a minimalist approach to standing desks created for consumers looking for modern, ergonomic, eco-friendly, wall-mounted workstations. This product is a significant departure from tabletop and sit-to-stand desks, which dominate the market.

StandCrafted's patent pending design is the creation of Jamie Terbeest, an engineer from Washington, D.C. who, like many office warriors, made the move to a standing desk after discovering the health hazards of sitting over 8 hours a day. Converting his home office into a nursery for his newborn, he needed to make use of a small living room corner. Without any viable wall-mounted products available, he created his own at a TechShop makerspace and installed it on his living room wall next to a bright, south-facing window. After preliminary design iterations, he created several additional production-grade prototypes for early adopters. The feedback was resoundingly positive, so he decided to bring StandCrafted to market.

StandCrafted aims to appeal to households and businesses who experience real estate challenges in major metropolitan areas like San Francisco and New York. With residents and business owners facing limited space for functional work environments, StandCrafted introduces a new approach to the modern workspace with applicable markets including home/office, healthcare, industrial, and retail businesses.

StandCrafted combines elegance and ergonomics in the StandCrafted Spine, a floating core mounted to virtually any type of wall structure. The Spine supports modules that easily slide securely into place for quick configuration changes. Modules include a VESA-compatible monitor mount, a small table, a keyboard/mouse/trackpad mount and a laptop holder. The Spine also functions as a cable management system to maintain a clutter-free workspace. StandCrafted comes in three materials: LEED-certified recyclable plastic (8 colors), LEED-certified bamboo, and sustainably harvested maple, which all bring a great minimalistic feel to any work environment. The team is also developing additional modules interoperable with the Spine, including multiple monitor configurations, a desktop module, a larger front-facing laptop table, and a large-tablet drafting table.

StandCrafted has initiated a Kickstarter crowdfunding campaign (<http://www.standcrafted.com/ks>), which launched on November 16, 2015 with the goal of raising \$70,000 in 32 days to fulfill supplier volume requirements. Unlike most crowdfunding campaigns, StandCrafted will initiate raw material purchasing and manufacturing immediately after successful funding and dropship desks straight to consumers in a responsible timeframe. More information is available at www.StandCrafted.com.