

## **The Newest Stir Kinetic Desk Is ‘All About That Base’**

*Los Angeles-based Stir introduces the Base L1, bringing Stir Kinetic Desks to market for around \$1,000*

March 3, 2016 – Stirworks Inc. announced today the introduction of the Stir Kinetic Desk Base L1. It is a height-adjustable desk base, including the legs, frame, electronics and software of a Stir Kinetic Desk, minus the desktop. The Base L1 provides maximum design flexibility for commercial customers while providing the full Stir Experience at the lowest possible price point. Stir Kinetic Desk Bases are now available to commercial clients through Stir’s national dealer network, with a twelve week lead-time and for as low as \$1000.\*

“Our company launched in 2013 with a luxurious, corner office-style executive desk,” said JP Labrosse, CEO and Chief Designer of Stir. “At heart we are a tech startup interested in enabling a healthier and better way to work on a global scale. The Base L1 offers an opportunity to bring the Stir Kinetic experience to more people at the lowest price we’ve ever achieved. We accomplished this without compromising even an inch in terms of the quality or the efficacy of our technology. This new design lets our commercial customers have exactly the custom aesthetic they want.”

Stir recently completed an installation for Live Nation Entertainment global headquarters in Beverly Hills, CA. Stir collaborated closely with Tangram Studio, a custom contract furniture studio, who conceived of the design and created all the custom furniture for their new office. Each desk was designed with a solid walnut top built on a Stir Kinetic Desk Base, including a flush touchscreen and electronics. This was the first project for Stir where the desk base met a custom top at the worksite instead of in our factory.

Michael Rapino, CEO of Live Nation Entertainment said, “The value in Stir technology is its ability to get people to move throughout their workday. It’s fantastic to see the summary data on things like standing time and incremental calorie burn for the company as a whole, using the Stir Analytics dashboard. That data shows me that our investment in this more active way of working is paying off.”

\*Manufacturer’s suggested list price of \$1,500 with dealer discounts available for large projects.

### **About Stir:**

Stir creates adaptive technology products for the home and office to help people do their best work. The “Stir Experience” integrates adaptive intelligence into unexpected products to increase productivity, improve health, and create inspiration. The company’s flagship Stir Kinetic Desk launched in late 2013 and received top honors and accolades including being named to the Popular Science “100 Greatest Innovations of 2014”, Interior Design’s HiP award, Entrepreneur Magazine’s “100 Brilliant Companies,” and a gold medal from furniture industry’s most prestigious yearly showcase. Stir is

based in Los Angeles, California, and is privately funded. The Stir Kinetic Desk is designed and built in the USA.

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