



PRESS INFORMATION

# Simply BOB

## Think it. Click it. Love it.

Bisley, the British storage expert, is delighted to unveil BOB, the beautifully crafted modular storage and display system. Developed in collaboration with award winning British designer Paul Kelley, BOB's infinite configurations can be adapted for any use and environment, whether at home or in the workplace.

The collaboration unifies Kelley's design innovations with the expert craftsmanship and manufacturing expertise of Bisley. The beauty is in the simplicity and playfulness of the design; cubes and units click together to form different arrangements, allowing the user to change the design of the system instantly, whenever they choose.

A first all wood product for Bisley, traditionally renowned for its steel storage solutions, BOB is meticulously crafted using high quality plywood. The hand finished modules incorporate a clever system that uses technology friendly magnets to securely lock the modules together; with a simple twist, the BOB units can be unlocked to be reconfigured.

Helen Owen, Marketing Director, at Bisley commented:

*"Modern day storage should be smart and simple. In the office or at home, as a room divider or up against a wall, BOB can be used easily and effortlessly – everywhere. It has been a pleasure working closely with Paul Kelley and seeing BOB become a reality, creating a piece of furniture whose simplicity in the design, functionality and quality of manufacturing has all the characteristics to make it a future design classic".*

The creation of BOB came from Kelley's desire to create a piece of furniture at an accessible price point, while still retaining the language and quality of his bespoke pieces.

Paul Kelley explains:

*"The idea behind BOB was to create a piece of furniture which transcends trends, a product that is functional, easy to adapt and timeless. The design of BOB means the core of the system remains the same, but allows the user to change shapes and function when and where needed. People can organise their environment exactly how they see*

*fit and with a simple twist, have complete flexibility to redesign their space, be it tomorrow or ten years down the line.”.*

Available as three sizes of multi-piece kits, with the option to purchase extra units, BOB's pure simplicity not only creates space – but adds style and character too.

ENDS/

For more information, contact:

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About Bisley

Bisley designs and provides high-quality, reliable furniture for every working environment.

We like to think of ourselves as a British success story. From the humble beginnings of car body repairs in 1931, we began meeting the needs of workplaces in the 1940s. We're now producing over 15,000 items per week from our factory in Wales, our products can be bought in over 50 countries and organisations such as Direct Line, the BBC and PwC trust us to meet their office storage and furniture needs.

Our success is based on enduring relationships, the latest manufacturing technology and the best people. Our 700 employees are always pushing the boundaries of manufacturing excellence and, as a private company we're able to devote all our profits to our business. Since 1989 we've invested more than £80million - helping us to become Europe's leading manufacturer of steel storage. In fact, a third of all UK steel storage originates from Bisley.

From the iconic MultiDrawer to Be by Bisley (modular, interchangeable storage and desking for flexible office working) to Stage (an adaptable and contemporary home-working space) our extensive range of furniture is helping people across the world be comfortable and effective, wherever they are working.

[www.bisley.co.uk](http://www.bisley.co.uk)

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