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## FOR IMMEDIATE RELEASE

### **RISING NUMBER OF STAY-AT-HOME EMPLOYEES SHIFTS WORK DYNAMIC TO HOME OFFICE**

*Innovations in Office Furniture Required to Integrate Technology into Today's Workspace*

**CHANTILLY, VA** – February 15, 2011 – A recent United States Department of Labor poll has revealed that 12 percent of full-time American workers complete some of their work at home. Home builders have seen a renewed interest in creating space for a home office, with 71 percent of home buyers calling the room “essential” according to research done by the NAHB (National Association of Home Builders) and *Better Homes & Gardens* magazine. As an example of the trending shift, this year Virginia governor Bob McDonnell will offer tax incentives to companies that allow workers to telecommute in order to help budgeting.

“With our economy being one of the big reasons for this growing trend, companies are looking for ways to reduce operating costs while improving productivity,” says Bill Becker, BDI’s Design Director and CEO. “For a growing number of people the home is more than where they live – it’s where they work as well.” Furniture manufacturer BDI is an industry leader in home theater furniture that is designed to seamlessly integrate technology into the home. Recognizing a need for office furniture that combines the needs of technology with great design, BDI applied its expertise to the office category.

Both the NAHB and *Better Homes & Gardens* studies have reported the benefits of working from home, which include employers cutting back on office overhead spending, while employees enjoy a better work/home life balance. In addition, according to *Business Week*, in the last few years telecommuters are at least 40 percent more productive. Businesses offering this option can lure more qualified and technically skilled workers who have greater continuity of operations. According to *Fast Company*, home-based employees are happier and have a better quality of life while being significantly less expensive for their companies to maintain.

Yet in spite of the new technology and the increasing importance of the home office space, home office furniture hasn’t really changed for three decades. “We have seen very few home office collections that are at the forefront of design while also catering to today’s technology advancements,” commented Becker. “Our office collections fill the need for furniture that is beautifully designed while being remarkably functional.”

BDI’s home office collections, such as the top-selling Sequel Collection and the newly introduced Cascadia Collection, incorporate various features that bring a well-designed office environment into the home. The Sequel Collection is available in a variety of models that allow for endless configurations, letting the user create a solution specific to their needs. Unique features, such as panels that keep messy cords out of view, help to create an organized workspace. The Cascadia Collection’s compact, wood-topped design offers a great solution for smaller spaces. Both collections include BDI’s proprietary cable management system and a multifunction desk drawer that is perfect for storing a keyboard and mouse, rechargeable electronics and other office supplies.



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Becker adds, "With home offices becoming a growing part of daily life, a well designed office that is organized and efficient can inspire productivity. We're addressing elemental design needs that have been missing for so many years."

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### **About BDI:**

Since 1984, BDI has been driven by a passion for great design. BDI furniture is designed to seamlessly integrate technology into the home. BDI home theater cabinets, office, tables and mirrors collections set the standard by beautifully combining unique styling with thoughtful engineering, earning a reputation in the industry for innovation and quality. Visit BDI online at [www.bdiusa.com](http://www.bdiusa.com). Follow BDI on Facebook and check out the latest tips on selecting office furniture.