

SUCCESS STORIES

Offix Systems: Investing in Self and Customers Across the Valley and the Globe

An ergonomically designed, bright, attractive, functional workplace that seamlessly integrates people with technology lets employees thrive.

That simple desire to keep employees productive and comfortable is the driving force behind Offix Systems, a dealer of contract furniture that has been doing business in the Lehigh Valley since 2002.

Six years ago, Adriana M. DeFrancisco, Offix Systems' CEO and her husband, Juan Carlos Vidal, its managing director, along with brother and architect, Rodrigo DeFrancisco and father, Hernando DeFrancisco, spun a division off of a troubled existing company which was moving to New York.

The group kept the operation in Pennsylvania and began making a name for itself in the Lehigh Valley with its team of architects, space planners, designers and installers. Young, vibrant and cutting-edge with a conservative sophistication, the Offix Systems team uses new and remanufactured, open-line or dealer authorized furniture, flooring and window treatments to create beautiful, functional spaces. In fact, the company has finished spaces for some of the biggest corporate employers in the region as well as some of the most recognized names in healthcare, bio/pharma and education in the Lehigh Valley.

Offix Systems is the area's authorized Teknion dealer, an up and coming leader in the office furniture industry. Only 25 years in operation, Teknion considers integration of its product line as key to their ability to provide powerful space solutions. In fact, Teknion consistently earns industry praise and wins prestigious international design awards for their use of recycled fabrics, integrated design and workspace flexibility for future planning. Teknion is GREENGUARD certified in accordance with the Greenguard Environmental Institute whose mission is to improve indoor air quality. In addition, Teknion's 12 manufacturing facilities around the world are ISO 14001 certified in accordance with the International Organization for Standardization for sustainability, waste reduction and environmental protection.

"The key to the Teknion line is great design and an ability to plan spaces for current use and future planning while being sustainable and environmentally sound," said Vidal. "We wanted to align ourselves with another young, innovative and growing company and Teknion saw in us the same kind of spirit we saw in them making for a very nice relationship."

A year ago, Offix Systems stepped into the international arena when it opened Offix Systems Ibérica, in partnership with Bernardo C. DePablo, an architect and Maria Helena Vidal, an interior designer. Offix Systems Ibérica provides the Teknion line to the Iberian Peninsula, a section of southwest Europe that includes all of Spain and Portugal, a small section of France as well as the Canary Islands, the Balearic Islands, Andorra and Gibraltar. Offix Systems Ibérica is the exclusive authorized Teknion dealer for that part of the world and last summer installed the Bank of New York Mellon offices in Madrid.

As of November 2008, Offix has invested in its third worldwide showroom; its second in the Lehigh Valley. The newest is located in the Promenade Shops at Saucon Valley across the rotunda and down the street from Melt and Pacifico restaurants.

"We've created a beautiful 2,500 square foot showroom in Saucon Valley," said Vidal. "And though some might consider this move risky in the current economic climate, this was a bold, but calculated, decision for us and one we are certain will add to our ability to serve our customers and provide better access to our product lines."

Providing a service to area companies is only part of Offix Systems commitment to the region.



A display of Teknion furniture in Offix's Marid showroom.

Vidal serves on the boards of the Lehigh Valley Economic Development Corporation, the Greater Lehigh Valley Chamber of Commerce and served as a board member for the Hispanic Chamber of Commerce of the Lehigh Valley until late 2007, while (Adrianna) DeFrancisco sits on the LVEDC'S newly created Office of Minority and Women-Owned Businesses, a group that will work to increase business opportunities for minority and women-owned businesses in the region.

"We believe that being part of the community is vital to success," said DeFrancisco. "We participate fully and happily, particularly in programs that support minority and/or women-owned businesses. If the Lehigh Valley doesn't grow, how can we expect to grow as a company. We must be part of the economic engine that drives the Lehigh Valley."

"The leaders at Offix Systems recognize the importance of community involvement and community service," said Phil Mitman, president and CEO of LVEDC. "It's because they run a business that is centered in family and they see the Lehigh Valley as an extension of that family. They really make a personal effort to grow and enhance the area through their work, with LVEDC and with other area organizations."



A display of Teknion furniture in Offix's Marid showroom.

Whether the largest corporate facility or a small four-room law firm or doctor's office, Offix Systems believes it has the right team in place, is carrying the right product line with the right mix of services and now with international coverage to continue growing and continue serving.

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