

Consumer Innovation Shout Out: Staxx Reimagines Furniture

by Al Meyers

I recently spoke with Richard Langone from his office in Shanghai. He and Co-Founder Leilei Peng started [Staxx](#) two years ago. Coming from a deep background in home furnishings product development, Rich saw a need for an innovative new approach to furniture.

His experience indicated home furnishings purchasers, especially younger shoppers, want furniture that is:

- Affordable, functional and stylish
- Easy to ship and delivers quickly
- Fast and simple to assemble
- Eco-friendly
- Able to fit in apartments and smaller living units

Staxx offers flat-packed furniture to reduce its carbon footprint and minimize shipping and warehousing costs. Items ranging from chairs to tables and even cabinets are available in both birch and walnut finishes. These pieces have interlocking wood panels that are designed for intuitive assembly. In fact, construction of these items does not require any tools or hardware – which is a huge breakthrough if you have ever tried to assemble flat-packed furniture. This furniture is designed to last, made with high quality materials and finishing techniques unlike cheaper disposable furniture that ends up in landfills.

Plus, the materials are FSC certified. The Forest Stewardship Council Certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. The line is designed with standard sized material, using CNC technology to maximize yield and reduce waste. CNC (Computer Numerical Control) uses a computer to convert the design produced by Computer Aided Design (CAD) software into numbers which then form the coordinates of a graph and control the movement of a cutter. The computer controls the cutting and shaping of the material. These digital files can be sent anywhere in the world for production, minimizing trans-ocean shipping. Coming this spring, Staxx will launch a generation two product with innovations like plastic coupling devices made with HP's Multi Jet Fusion 3D printer.

It's no wonder Staxx won The Chicago Athenaeum Museum of Architecture and Design's annual [GOOD DESIGN® Award](#), which is given to the most innovative and cutting-edge industrial, product, and graphic designs produced around the world.

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