

FRAMERY

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FACTORY

Protomo



New Factory is the place where you can refine ideas into products and services for different needs. Demola, Protomo, Suuntaamo and Startupstairs are machines of New Factory. New Factory is operated by Hermia Ltd.

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FRAMERY

The solution

Verbal noise in the open plan office environment can compromise corporate productivity and occupational wellbeing. Framery offers a solution to this problem in the form of an open plan office that provides a quieter personal work environment. Framery aims to minimise the drawbacks of the open plan office and provide employees with a peaceful working environment in a world characterised by the increasing need for communication.

The team

The development that is about to culminate in Framery's incorporation started from a small idea in the summer of 2010: the four founders of the company noted the open plan office environment's noise problems in their own work and decided to start a project to find a solution.

The project

The founders first intended to develop their idea to control noise in open plan offices through Logia Software and Demola, but Protomo also turned out to be an effective framework for development. The work crystallised into the final business idea during 2010 and the company now has its first clients, is in negotiations for longer-term funding and is establishing its Board of Directors.

The future

The first concrete solutions for the world of open plan offices were completed in late 2010. The company intends to focus on increasing sales and growth in 2011 and enter international markets starting with Sweden, Norway and Denmark. The company's objective is to have exports make up approximately half of its net sales in 2012.



- Framery enables the prevention of noise and protects employees from noise simultaneously. We developed a concept that solves the work space needs of small group projects in the open plan office environment, explains Vesa Marjamäki from Framery.