

HAT Collective Expanding To UK Market

Partnering with Leading UK Dealer obo, Brand Set to Offer Comprehensive Suite of Intelligent, Design-Forward Workplace Product Solutions for UK Customers.

➡ HAT Collective is expanding its brand to the U.K. market. A comprehensive suite of HAT Collective workstations, monitor arms and wall-mount products is being made available to customers through HAT Collective's U.K.-based dealer partner, obo. The expansion enables HAT Collective to serve a growing and dynamic international market while also leveraging the manufacturing and distribution capabilities of its European headquarters located in Rudkøbing, Denmark.



HAT
COLLECTIVE™
HUMAN ACTIVE TECHNOLOGY

obo

OPTIMAL BALANCED ORIGINAL

“We are excited to bring the HAT Collective brand and our suite of design-forward workplace product solutions to the UK, a significant global market that appreciates beautiful aesthetics and high performing products,” said Steven Bramson, CEO of Human Active Technology, the parent company to HAT Collective. “We are equally excited about our partnership with obo, a firm with an outstanding reputation and leading marketplace presence. With obo as our partner, and our ability to support them and their customers directly from our Danish headquarters, we see tremendous opportunities ahead.”



Gary Helm, founder of obo, commented: “HAT Collective is a wonderful portfolio addition and complements our existing product offerings, further enabling our ability to support productivity and wellbeing for the hybrid workplace. And, with the addition of Jonathan Hinton, who will be leading our HAT Collective sales efforts through his extensive relationships and expertise, we are in an even stronger position to support our customers with the solutions they need in the UK and beyond.”



obo will offer an initial suite of HAT Collective products that supports all different work modes – sitting or standing, fixed or mobile, collaborative or individual. Easily adaptable to empower users to work their way, the HAT Collective products also enable users to create their own complete 360 workplace. To ensure long-term and sustainable success, HAT Collective is dedicating both operational and personnel resources to the partnership. This includes the appointment of industry veteran and HAT Collective VP of Strategic Partnerships and International Sales Pat McDonald who will oversee all business development strategies in the U.K.





obo will carry HAT Collective's Danish-designed and manufactured workstations and wall-mount solutions. Defined by their sleek Scandinavian look, the products combine beautiful aesthetics with simple, intelligent functionality. Workstations include Elle height-adjustable tables; Ellehaven height-adjustable conference tables; and M Series height-adjustable tables, including the innovative single-user mobile M Nesting table. Wall mount solutions include the M Wall Mount, an ideal height-adjustable solution for small spaces where ergonomics and maximum flexibility is required.

obo will also offer a lineup of expertly engineered monitor arm solutions manufactured at HAT Collective's global headquarters in Easton, Pa. Designed to offer enhanced interaction between the user and their technology, the products include the 7000 Series, as well as products from the highly popular E2 and E2 Connex family of monitor arms.

Additionally, HAT Collective is introducing a new HD monitor arm, a product exclusive to the U.K. market and specifically designed for large-scale monitors. Users will enjoy the flexibility for adding monitors and multiple configuration options available to improve monitor viewing.



Other products, including cable management solutions, will also be available. All HAT Collective products offered through obo have been curated to meet UK and European standards. HAT Collective and obo plan to offer more products in the coming months.

Designers, industry partners and customers attending Clerkenwell Design Week (May 23-25) can visit obo's new studio at 32 Great Sutton Street, London, to view the HAT Collective products in-person. **BoF**