Flexible Privacy for Thriving Workplaces

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According to Steelcase Work Better research, employees consistently rank privacy and wellbeing as their most urgent needs in the office, alongside spaces that support virtual collaboration and reliable access to power.

GroundLab delivers a modular and adaptable privacy solution that integrates seamlessly into open office environments, helping enterprise real estate leaders optimize footprints while enriching employee experience.

By directly addressing the critical enterprise challenges of productivity, culture, and long-term workplace resilience, GroundLab transforms underused areas into vibrant, high-performing communities of work.

A New Workday Reality

It is 10:30 on a Tuesday morning and the office hums with activity, yet most employees are on screen-based calls. A manager juggles client updates with internal check-ins, while two colleagues search for a quiet corner to join a virtual review. Designed for face-to-face collaboration, the traditional open plan no longer aligns with the way work happens today.

Steelcase research reveals that employees rank privacy as a top demand, alongside spaces for wellbeing and effective virtual collaboration. Hybrid work has shifted expectations: people want to feel their commute is worthwhile, with spaces that enable them to perform, connect, and recharge.

GroundLab is designed precisely for this new reality. It introduces comfort, adaptability, and acoustic control at the heart of open environments, creating flexible boundaries that help organizations balance operational efficiency with human-centered experience.

The Challenge: Privacy, Focus, and Hybrid Complexity

Organizations face a convergence of pressures: Real estate leaders are asked to rationalize footprints while keeping offices attractive. Human Resources focus on wellbeing and retention, while finance leaders demand a clear return on investment. Employees, meanwhile, wrestle with distraction, fragmented collaboration, and the stress of blurred boundaries.

Steelcase Work Better research highlights three consistent pain points:

- **Privacy and focus zones**: Two-thirds of people report that noise and distraction undermine productivity.
- **Screen fatigue**: More than half of office meetings now take place virtually, often from desks rather

than shared rooms, leading to isolation and reduced engagement.

- **Mismatch of space and need**: Underused conference rooms and overbooked enclaves reveal a misalignment between workplace design and employee behavior.

These challenges surface most acutely during hybrid transitions and office renovations, when organizations need solutions that deliver adaptability without costly overhauls.

The Solution: GroundLab

GroundLab responds directly to these needs with an integrated approach.

Building Resilient Communities

The future of work is hybrid, dynamic, and human. GroundLab equips organizations with the infrastructure to create thriving communities of work: adaptable, sustainable, and rooted in wellbeing.

For organizations renovating offices or revitalizing underused areas, GroundLab delivers more than comfort. It transforms every square meter into a strategic asset that strengthens culture, supports talent, and delivers long-term value.

> Discover how GroundLab can help you create a resilient community at work.

Frequent Asked Questions

Question 1: Is it possible to renovate an office without causing major disruption?
Yes. GroundLab's modular system allows rapid installation and reconfiguration, making it ideal for phased renovations or evolving hybrid working policies.

Question 2: How can workplace solutions contribute to sustainability goals?
GroundLab supports sustainability goals by being 80% recyclable by weight, holding both Green Tick and SCS Gold certifications. Its durable materiality helps organisations advance ESG commitments while lowering lifecycle costs.

Question 3: Which employee needs are most pressing in today's workplace?
GroundLab responds directly to top demands identified by employees: privacy, wellbeing, effective virtual collaboration, access to power, and adaptable enclaves.

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