

A large, stylized letter 'E' in a dark grey color serves as a background logo. It is composed of a vertical bar on the left and three horizontal bars of varying lengths extending to the right. The top and bottom horizontal bars are longer than the middle one. The entire logo is set against a white brick wall background.

Branding Guidelines

2026

MISSION STATEMENT

i5 Industries creates inspiring, modern, and ergonomic workspaces that endure the test of time.

WHO WE ARE

Our parent company, Systems Office Furniture, was established in 1989 and specialized in pre-owned office furniture. Through that experience, our founders uncovered a need for commercial quality furniture that was affordable, beautiful, and most importantly, durable. In 2018, i5 Industries was born to fill this gap in the market.

DESIGNED FOR DEALERS

Today, i5 Industries works to create a true one-stop shop for our dealers. We are continuously expanding our product offering, providing new materials to improve your sales experience, and always offering exceptional dealer support. We strive to exceed expectations in every capacity to serve our dealers to the highest standards.

HIGH QUALITY, AFFORDABLE PRICES

At i5 Industries, high quality does not equate to high prices. We offer affordable solutions to meet the budget requirements of almost any project. We believe that well-built furniture should not cost a fortune. Our focus is on giving our dealers outstanding margins on furniture their customers love.

PROVEN DURABILITY

With over 30 years of experience in the pre-owned office furniture industry, we know how important build quality is. Each piece that we carry is engineered and stress tested by build quality experts, with durability and ergonomics at top of mind.



Connect with i5 Industries on these channels:



@i5industries
YouTube



@i5Industries
Facebook



@i5Industries
Instagram



@i5Industries
LinkedIn

BRANDING REQUIREMENTS

PRODUCT PRESENTATION

DON'T



EuroValue L-Shaped Desk
Chestnut Brown Finish
Our In-House Line of Furniture

DO



i5 Industries Kai L-Shaped Pedestal Desk
Walnut Finish
i5 Industries Brand Furniture

REBRANDING POLICY

REBRANDING OUR FURNITURE

We do not allow our dealers to rebrand our furniture. Three key components must remain intact when selling our furniture.

1. BRAND	e.g. i5 Industries
2. PRODUCT LINE	e.g. iRize
2. FINISH NAME	e.g. Harbor Elm

Catalogs may include the dealer company logo to reflect the partnership.

USING i5 ASSETS

IMAGE LIBRARY

USING OUR IMAGES

Images are provided in high quality resolution on our website and are free for our dealers to use to sell our products. All images can be edited by our dealers to improve salability. Using the most up to date images is encouraged. We are constantly improving our visuals so please check our resource library frequently. When selling our furniture, we also encourage taking photos of the furniture to show it in different lighting to help the customer decide if the piece is right for them.

LOGO USAGE

LOGO

When using our brand, use either our logo or a text reference.



PRODUCT LISTINGS

LISTING OUR PRODUCTS

Every listing should include: brand, product line and finish name.



i5 Industries
Fusion Metal Leg Desk, 30" x 60"
Product Code: FDS3060.HEM.NF.NG
\$1,421

Laminate Finish	Harbor Elm
Base Finish	Silver

KEY SELLING POINTS

KAI COLLECTION



- Sustainably Sourced Laminate
- Modular Furniture
- 15+ Connection Points
- 3mm Fluted Edge Banding
- Heavy Duty Cam and Dowel System
- Commercial Quality
- All Storage is Lockable
- European Import
- Integrates with iRize, Fusion, Connect



RAYNE COLLECTION



- Sustainably Sourced Laminate
- Modular Furniture
- Heavy Duty Cam and Dowel System
- 3mm Flat Edge Banding
- Soft Close Drawers
- Commercial Quality
- All Storage is Lockable with Removable Cores
- European Import
- Integrates with iRize, Fusion, Connect



KEY SELLING POINTS

IRIZE COLLECTION

- Steel Straight Bases + L-Shaped Bases
- Compatible with Most Standard Size Tops
- Seven Button Remote with 3 Height Presets
- Anti-Collision and Anti-Pinch Sensors
- Ultra Quiet <50 Decibels
- Timed Reminders
- Integrates with Kai, Rayne, and Fusion



FUSION COLLECTION

- Modular Steel Base System
- Custom Desk Builds
- Integrates with Kai, Rayne, and iRize



CONNECT COLLECTION

- Top Flips to Store at 90 Degrees
- Nests with Other Connects Up To 10 Deep
- Steel Base
- Integrates with Kai and Rayne



SEATING COLLECTION

- Ergonomic
- Feature Rich
- Superior Build
- Commercial Quality





i5 Industries
12069 SH 30
College Station, TX 77845
979.776.2100 option 2
i5industries.com

Orders Department

orders@i5industries.com

AR Department

ar@i5industries.com

Andrew Campbell

andrewc@i5industries.com

Tara Laughter

tara@i5industries.com