

A startup that thinks a manufacturing reset is overdue for the world's consumers



California, Santa Rosa, Mar 15, 2021 ([IssueWire.com](https://www.issuewire.com)) - Almost a year to the date that Americans first learned about COVID-19, without then realizing the disruption to unfold in their lives, **2ulfab**, a California-based startup believes a manufacturing reset has been overdue. Seeded in 2016 around the idea to enable one-to-one custom manufacturing, the founders targeted furniture and expanded their vision to empower distributed manufacturing by decoupling the furniture manufacturing supply and retail value chain. Soon thereafter, the team expanded across three continents. Comprising an American, Asian Indian Americans, an Indian, and an Israeli-German, the cofounders of this “global startup” as they refer to 2ulfab, have not been waiting for the world to change.

A tech-enabled, distributed manufacturing and retail commerce company creating unique furniture buying experiences, 2ulfab, announced the addition of **makēmakē**, a collection of playful children's furniture by Normandy-based French designers, Laurence Hamelin and Stephanie Giles to its **New Edge** portfolio of global furniture designs.

“We are excited to welcome makēmakē as one of our ecosystem design partners,” said Ronen Kadushin, who leads 2ulfab's European Operations and is the Company's Chief Creative and Design Officer as he announced the news. *“Laurence and Stephanie's collection fits perfectly with our mission to grow our portfolio around designers with a focus on uniquely distinctive yet functional furniture to*

enhance any work, home, or play space". Zulfab's platform, in turn, provides makémaké global marketing and direct to consumer retail reach.

"For makémaké, a new exciting adventure is beginning" said Laurence Hamelin a cofounder of the French design boutique. "Our partnership with Zulfab is a nice way to provide an international dimension to our kids' furniture collection. Working along the same lines and way of thinking, we look forward to creating new products for Zulfab" she added. "The Zulfab idea was to offer playful furniture with the flatpack concept. By assembling the pieces as a construction set, everybody has fun, and it also stimulates kids' creativity. At the same time, we wished to propose poetic shapes and designed some models as small abstract sculptures" chimed Stéphanie Giles.

"I am just plain delighted to have my collection in such good company," added Kadushin, alluding to his own FIT collection being a part of Zulfab's expanding range of ez2assemble, fit2need custom made furniture offerings.

*"We aspire to having each item of furniture purchased from Zulfab to being manufactured in a geography closest to our customers," explained **Randy Wolf**, Zulfab's cofounder and Chief Operations Officer. The Company's mission is to evolve manufacturing as a service to customer neighborhoods by empowering a global ecosystem through its click2edge distributed manufacturing platform. Each of us and every member of the ecosystem that Zulfab is enabling, is and will be aligned around this mission for the platform that Zulfab is scaling" he emphasized.*

*"Our proprietary platform couples a mass2MaaS hardware suite with our click2edge software suite to bring a seamless, transparent, single pane of glass visibility into our entire globally distributed manufacturing ecosystem." enumerated **Deep Nayar**, Zulfab's Chief Technology Officer and founder of 83Incs.*

Zulfab's quest is to elevate customers furniture buying experiences through its unique 'complete custom, global design, neighborhood made' one-stop global phygital commerce platform. The Company currently offers a limited but expanding range of **"make and buy local"** furniture in six global US and European metros but also ships orders outside these metros.

"For a rapidly digitizing economy with relatively weak distribution infrastructure like India, Zulfab's distributed manufacturing platform offers promising applications noted Gajayinder Singh, Chairman of Zulfab India who is helping build the company's global ecosystem support infrastructure. "I fully anticipate India's young demographic skewed consumers will come to embrace Zulfab offerings of global furniture designs for digital local manufacture" he added.

"The timing is right for us to catalyze a post-covid reset for a global reboot to 21st-century manufacture and retail," stated Bharat Nauriyal, founder of IC Ventures who seeded the concept and is the company's chief financial and strategy officer. "Zulfab represents our collective conviction that consumers are ready for the reimagined retail experience we offer." The company's mission includes contributing manufacturing jobs and local economic revitalization within global smart city endeavors by making a meaningful, positive social and economic impact across global metros.

Media Contact

lux-o-mat

helpdesk@2ulfab.com

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