

MEDIA RELEASE

Yellowbox launches into the US, driving hybrid working within Multinational PR firm's New York Head Office

FOR IMMEDIATE RELEASE

Sydney, NSW - Yellowbox's smart locker system was installed into BCW's New York Headquarters last month. BCW, also known as Burson Cohn & Wolfe, is a multinational public relations and communications firm employing over 4,000 people in 42 countries.

The need for smart lockers has been driven by the shift into hybrid working and workplaces redesigning their physical spaces to cater to who is in the office for the day.

According to Microsoft's Work Trend Index (2021) (<https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work>), 66 percent of business decision makers are considering redesigning physical spaces to better accommodate hybrid work environments.

"Hot desking has left staff without a 'homebase' to call their own when in the office. This is where smart lockers have become a critical enabler for flexible working environments, in providing that 'homebase' for staff when in the office," said Ho Jun Tang, Head of Product for Yellowbox.

The Yellowbox (<https://yellowbox.app/>) system now provides flexibility for BCW staff to come to work, knowing they have a locker they can book and open with just their phone.

On the management side, the Yellowbox system has helped BCW avoid hours of admin time in manually allocating lockers, with the ability to know who is using the lockers without an up-to-date spreadsheet.

Yellowbox partnered with Modern Office Systems to provide the smart locker solution for BCW. The ability to install Yellowbox's wireless smart lock onto Modern Office System's lockers meant installation was simple and seamless.

This installation marks Yellowbox's launch into the North American market, home to the largest commercial real estate market in the world. Yellowbox has already established partnerships with the highest quality locker manufacturers and storage dealers within the US.

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About Yellowbox (<https://yellowbox.app/>):

Yellowbox is an Australian technology startup that has developed an IoT, cloud-based smart locker system built around usability. The system allows users to intuitively book and open their locker with an app, or their existing access card, and managers to assign and keep track of locker usage.

The Yellowbox locker system is installed within the workplaces of ASX50 companies, multinational companies, private organisations and large councils, and public locations such as the State Library of NSW. Yellowbox operates in Australia, New Zealand, Europe and now North America.

Yellowbox was founded in 2018, by four UNSW students through a pitching competition. The team has since disrupted the global smart locker market and grown the business to be a global, profitable company.

Photos:

<https://drive.google.com/drive/folders/1-UXq2Ut4rxc6KBBLWHwOdBB9qFU7h2on?usp=sharing>

Caption is required for the below photos (linked above).

Caption: "Yellowbox Smart Locker System at the State Library of NSW, Lockers by Planex."

- Yellowbox at State Library of NSW_Lockers by Planex_1
- Yellowbox at State Library of NSW_Lockers by Planex_2
- Yellowbox at State Library of NSW_Lockers by Planex_3
- Yellowbox at State Library of NSW_Lockers by Planex_4
- Yellowbox at State Library of NSW_Lockers by Planex_5