



2020 Press Kit

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“Our daily goal is for our customers to have a seamless, fun, and satisfying experience working with us and using our products.”

Kevin Anderson
Chief Shelf Nerd

What we do and why

We design and manufacture premium M2M shelving and storage products that organize and beautify homes, shops and offices. Our goal is to help designers, builders, and homeowners maximize their available square footage in fun, stylish, and super-useful ways. Life is too short to be mean-spirited or cutthroat. We decided long ago to never be that way and to pass our happy mojo on to our customers. Our daily goal is for our customers to have a seamless, fun, and satisfying experience working with us and using our products.

We do this six ways— Which we call our “Principles of Rad:”

① **Über Quality.** Everything we make is painstakingly manufactured with premium grade raw materials and designed to last lifetimes. In other words, heirloom quality. Crappy stuff sucks. We don’t buy or build crap, neither should you.

② **Super fast lead times.** We hate waiting, so we designed all of our operations to make custom stuff super fast. 1-3 weeks max. Usually faster. I dare you to order something—and start your stopwatch.

③ **All Super Flexible M2M products.** No two spaces are exactly alike so why does everyone need the same size furniture? We hate trying to cram standard sized furnishings into funky spaces. Standard + Funky = like, zero high fives. At Shelfology you order the exact size you need for every product we sell. We have made this easy and fast through our website. Buy it for just your space, not the standard sized imaginary vanilla hut everyone else builds for. Flexible + funky = like, a million high fives.

④

On trend, cutting edge designs. We are all designers and hate boring stuff. We are always adding new fun designs to our selection. We pivot to new trends fast. We got into this business because we live for designing and building new things. New things are sweet.

⑤

An Available and Engaged Team. We thrive on exceptional customer experiences. Chat, email or call us. We pick up the phone/mail/message every time, plus we are enabled, knowledgeable, and actually want to help you. Basically we are the opposite of your local cable company.

⑥

Yes men. We say “yes” to our customers as much as possible. Why say no when you don’t have to? That’s silly. We say yes because it’s fun and makes people happy to work with you. Half of our product lines come from saying “hell, yes!” to weird requests. “Hell yes!” is damn good for our customers and devilishly good for business.

We believe that any company that excels at this mixture will win every time. It almost doesn’t matter what the actual product is, because the experience is so exceptional. Exceptional experiences sell products and make happy, repeat customers. All of our efforts are all ultimately directed to this end.



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Shelfology
brackets are
hiding inside
shelves at Apple,
Goop, Gucci,
Single Thread
Farms & more.

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Featured products

We manufacture the strongest floating shelf, mantle, desk, and counter brackets in the industry plus a sweet suite of righteously modern M2M shelving products. These are our customer faves:

Aksel. We were first to patent and bring to market a high strength floating shelf bracket, the Aksel floating Shelf Bracket (US Patent 9861198). We were also the first to lose a patent on floating shelf brackets to Etsy copycats. We took home some valuable lessons, and yes this is 100% an understatement. We grew up and systematized Aksel to make it the most comprehensive floating bracket system available. Eat that, copycats. With six weight capacities and fifteen sizes per capacity, we quite literally have a bracket for almost any shelf you need to float. Every size is in stock right now and always, ready to ship, same day or next.

Aksel is supporting some killer products and services you've likely heard of. Find Aksel Bracket hidden inside shelves at Apple, Goop, Gucci, Single Thread Farms (+ more whenever we find them).

Tromso. Aksel's modern Viking cousin debuted last year in an NYC apartment reno and had incredible attention showered on it recently at KBIS 2020. A modernist's dream shelf, the Tromso measures in at ¼" thick yet can handle roughly 90 lbs per linear foot. Yes, you can finally put your liquid mercury collection on the wall!

Tromso is available M2M by the inch in depths to 18" and by the length to 84" and in more colors than a unicorn fart*. Plus, our 1-3 week lead time is faster than most unicorns can ride to your home*.

Fans, Buddies, Homies

Shelfology product has been featured in numerous blogs, websites and designer projects over the past 8 years. Since we are nerds, we just figured out last year we should have been tracking all the sweet places we've been installed or mentioned. So, here's the best of to date that we know about:

Jenna Sue Design Co
[Heights House Kitchen Reveal](#)
[Riverside Retreat](#)

Emily Henderson
[Velinda's Makeover Takeover Small Kitchen Ideas](#)
A mention in her new book out this year!

Jean Stoffer Design
[Stoffer Home Coffee Bar](#)

House Beautiful
December 2019 issue, "Designer's Guide to Shelving"

HGTV
Season 2 of "Unspouse Your House"
Season 8 of "Love It Or List It"

Stay tuned for more.

To download images from our press kit library, [click here](#).

For more information on any of the above, reach out to:

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*Not necessarily a factual statement, due to unverified/unproven reports of actual existence of unicorns or details regarding their biological processes