



Pulse Furniture Design

Client profile

Callum Beattie

A little over a year ago we were approached by a man with a plan. His plan (which could also be described as a dream) was to design and build modern furniture that could then be sold to the public for a much lower price than its European counterparts. His name is Jeff Golfman and he is the President of Pulse Furniture Design. A division of Regal Furniture out of Winnipeg, Pulse is now a year old and has added several new lines to its already successful family of furniture. They have been featured in several design publications and have been the talk of the North American furniture market. Pulse's innovative designs, value pricing model, quick delivery times and "designed by you" versatility allows their clients to get the furniture they want when they want it.

Where does neuhaus fit in to this picture? When Pulse first approached us, they were operating under a different name. They discovered that they required a new one as their existing moniker was already being used by a company providing a similar product. And that was where it all started, neuhaus named the organization PULSE (an acronym for Positive Urban Lifestyle Experience) and came up with a simple yet elegant logo. They also required a brand image. This was done through a clever mixture of photography and illustration. When all was said and done, neuhaus helped Pulse with their entire campaign having developed in part or all of, a name, a logo and stationery package, a catalogue, postcards, point of purchase, a fabric bag, a video, website and a trade show booth. neuhaus is looking forward to a long and successful relationship with this progressive organization.

