



# loll Research Packet





## COMPANY HISTORY AND MISSION



Loll Designs from left to right, Nate Heydt, Greg Benson, & Jeff Tally

**[1] Company origins in skate park construction:**

“Loll’s history dates back to 1997 with the creation of TrueRide, a design and build contractor specializing in custom municipal skate parks. The TrueRide crew designed, built, installed and serviced more than 400 custom skateboard parks across the nation and abroad during a 10 year period.” In 2007, TrueRide was sold by its founders to prioritize their new outdoor furniture venture: Loll Designs.

**[2] Changed materials in 2007:**

Loll Designs used postindustrial plastic as their primary material up until 2007 when they switched to post-consumer plastic. This change shifted Loll’s product and company towards their current green status.

**[3] Cradle to Cradle Certified 2019:**

In 2019, Loll Designs went through the rigorous process of getting Cradle to Cradle Certified. Certification requires products be evaluated on five categories, including material health, material reutilization, renewable energy/carbon management, water stewardship, and social fairness.

**[4] Continues to partner with designers/firms to create new products:**

As of January 2021, Loll Design’s product line include design works from Salmela Architect, Ralph Rapson, Studio Murmur, Pfeiffer Lab, Brendan Ravenhill, and Ive Haugeland.

**Mission Statement:**

“Loll Designs uses thoughtful original designs and unique materials to create innovative, fun and high-quality products proudly crafted in the USA. We enhance people, planet and company in everything we do.”



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## TARGET MARKETS



For people who value fashion as much as green business practices.



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- [1] **Furniture for the modern lollygagger:**  
“Loll Designs makes outdoor furniture for the ‘modern lollygagger,’ people who play hard, work hard, relax hard, and appreciate the outdoors.”
- [2] **Good looks and good for the environment:**  
Loll’s target market appears to include people who value fashion as much as they value environmentally-friendly business practices. Their use of post-consumer plastics is definitely a major selling point as much as their distinctive forms and bold colors.
- [3] **High-value, value/emotion-driven customers:**  
Loll’s advertisements, promo videos, and tutorials often appear to be targeted toward high to extremely high salaried buyers with young families as well as empty nesters. They prefer to purchase products that are built to last and don’t require constant or grueling maintenance. Unintended markets include corporate clients who want to give outdoor areas a sense of whimsy, class, and minimalist character.
- [4] **Buyers are extroverted minimalists:**  
Buyers of Loll Designs’ products are responsive to emotional appeals and prefer companies that have a sense of character, humor, and color to them and don’t take themselves too seriously. Buyers tend to be outgoing, exuberant, and looking to make a statement. Simplicity is a major plus as well both in construction and overall appearance.



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DESIGN LANGUAGE



Shown above: Fresh Air Round Table and Norm Dining Stools



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**[1] Minimal, flat-packed aesthetic:**

Loll's design language is flat-packed with aspects of geometric architectural design. Overall design appears to blend Bauhaus minimalistic sensibilities with the flat surfaces, square shapes, and distinct colors of the De Stijl movement. All furniture is design to be flat-packed.

**[2] All fasteners are hidden from view:**

"When we design our products, we want the end result to be clean lines and smooth surfaces. Visible screws and bolts are an eyesore, which is why we have designed all pieces of our fastening system to be hidden from view. You will notice the majority of hardware and fasteners are located underneath, behind panels, or to the backside of the product. Even further, those fasteners are recessed into the material so they lay flush to prevent dirt and grime from building up."



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**[3] Rounded edges:**

All parts of the furniture have a distinctly smooth, rounded edge. This gives the product a much softer feel and promotes tactility with the product. Furthermore, the curved edges mean dirt and grime has fewer places to build up resulting in a product that is also easier to clean.



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**[4] Built with replaceable parts in mind:**

Loll products are designed so that if a part of the furniture breaks, the owner can simply purchase the broken part and replace it.



BRAND ARCHETYPE AND DIFFERENTIATION STRATEGIES



**Core Archetype: The Jester | Influencer Archetype: The Creator**

Loll's status as a Jester/Creator brand is supported by the bombastic energy of their promotional videos and products paired with their promise of self expression through outdoor relaxation and recreation. Yet despite their sense of humor, Loll also has heart. Their use of recycled materials and anti-obsolence practices show that the company cares for environmental health as much as their consumers. In all of their marketing efforts, Loll supports their archetype expertly.

**[1] Furniture designed to be hosed off:**

Because Loll's furniture is made primarily of pure, non-porous High Density Polyurethane (HDPE), cleaning and care is as simple as hosing the furniture off and scrubbing the surfaces with a sponge. Combined with a UV package to prevent fading and colors that are baked into the material itself, Loll furniture is a stand out product that actually delivers on the often-touted promise of durability and long life.

**[2] Bottle openers and wine glass holders included on select products:**

Loll furniture is designed for the "modern lollygagger," so it makes sense that some of their most popular lounging chairs come equipped with a bottle opener and wine glass holder. This playful yet humanist mentality is evident in every Loll product. It's never a gimmick; it's always a feature.

**[3] Upcycled plastics as primary material source:**

Loll's use of recycled plastics as their primary material sets it apart from other environmentally conscious outdoor furniture manufacturers; instead of simply reducing plastic waste by designing products that can be recycled or are long lasting, Loll further creates products from recycled materials thereby reducing plastic waste with every piece they create.

**[4] Every furniture part is replaceable:**

Loll is one of the only luxury outdoor furniture brands that position their furniture as directly repairable through replacement parts.



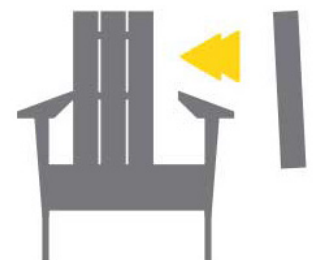
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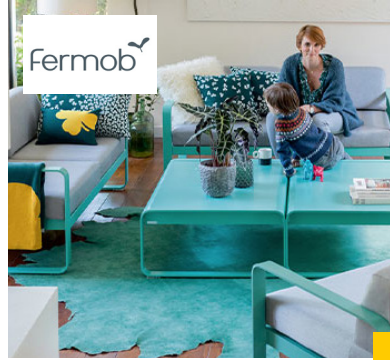
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COMPETETORS AND THEIR ARCHETYPES



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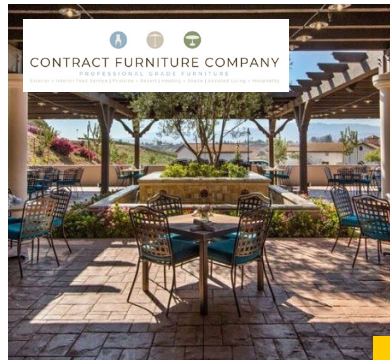
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Top 6 competetors based on Zoominfo statistics ranked in decending order.

**[1] Royal Botania: Lover/Ruler**  
Designer and manufacturer of luxury outdoor teakwood furniture. The company is known for its “sustainable business model based upon regenerative forest growth.” Sales and distribution of their products are based on a limited-access showroom business model.

**[2] Fermob: Creator/Ruler**  
Designer and manufacturer of luxury metal furniture. The company is known by its choice to use metal as its primary material and its commitment to removing “superfluous detail” in its designs to promote eco-friendliness.

**[3] Caluco Inc: Ruler/Lover**  
Designer and manufacturer of custom designed commercial patio furniture. The company is known for its manufacturing expertise and has operated in the Los Angeles area for over 15 years. Its products are also known for their durability, quality, and comfort.

**[4] Homecrest Outdoor Living: Ruler/Creator**  
The first outdoor patio furniture manufacturer in the United States and developer of the Swivel Rocker mechanism. The company offers a comprehensive line of affordable luxury outdoor patio furniture ranging across 30 unique collections.

**[5] Contract Furniture: Everyman/Creator**  
Furniture designer and manufacturer that specializes in restaurant, bar, and other service-centered environments. The company is known for their range of customization accommodations including custom materials, sizing, and visuals.

**[6] O.W. Lee: Ruler/Sage**  
Designer and manufacturer of fine, handcrafted outdoor furniture established in 1947. The company emphasizes the attention to detail in their designs and their use of hand-applied ornaments and techniques which result in a long-lasting, high-durability product.



**PUBLIC PERCEPTION AND HOW THEY STAND OUT**



**Public perception sourced from limited online product reviews.**

Overall, Loll's position as a Jester/Creator stands out dramatically against the Ruler-dominated, often extremely stuffy market of outdoor furniture. While Loll's environmentally-conscious business practices show a distinct maturity and wisdom, their design language, marketing, and promotion reveal a much more childlike creativity and promotion of customer expression and inspiration. As a result, the company is seen by its clientele both as the pinnacle of environmental friendliness and expressive creativity. Also, their customer service is bar none.

**[1] Positive Perception: Environmentally Friendly**

Customers view Loll products as the best option for beautiful, sturdy modern furniture made in an environmentally-friendly way. From one reviewer: "I like the message about being environmentally friendly which is why we felt good about ordering patio furniture from this company."

**[2] Negative/Positive Perception: Very Expensive Product**

While the price point of Loll's products make it a sought-after luxury item and adds value to the product, the price point can be a turn-off for some buyers on the lower end of their financial market. As one product owner said: "Wish they costed slightly less. Have been wanting their planters but the price is keeping me away for now."

**[3] Positive Perception: Extremely Helpful and Caring Customer Service**

Loll's pursuit of product excellence is matched only by their pursuit of their excellence in customer service. As one recent client who had shipping difficulties claimed, "When I called Loll someone picked up right away, who resolved the issue in a way where I now almost feel guilty. Like, I really came out on top, to the point of feeling kind of embarrassed... I owe you, Loll!"

**[4] Negative Perception: Difficult to Assemble**

While buyers assert the product is very attractive and sturdy, some find that assembly can be difficult. Pre-assembly options often requested.



**1**



**mondo quad planter (50 gallon)**  
\$845.00

**2**



**3**



**4**