

## PERA 2017

### EMERGING BUSINESS FINALIST

#### DeskStand



**Ryan Roberts**

Ryan Roberts have been in the advertising and design business for 12 years and founded DeskStand™ in February of 2015 after recognizing a need for him and others to have healthier postures and ergonomic, eco-friendly products in the work environment.

The Original DeskStand™ is an affordable and adjustable standing desk workstation that sits on top of a desk and is used as a healthy alternative to sitting all day. Standing while using the Original DeskStand™ improves posture keeps you focused for longer and maintains a high energy level. His product found a niche in a market where people wanted to live healthier and more active working lifestyles.

DeskStand™ won a runners up award at Design Indaba in 2015 and has gone on to be featured in various magazines and online articles. Ryan was interviewed on LIVE TV on the Espresso Morning Show in 2015. DeskStand™ has exhibited at Decorex Johannesburg and Cape Town and was featured on Carte Blanche in December 2016.

Products include the Original DeskStand™, which is an adjustable retrofitted standing desk; the Mini DeskStand™, which is a cost effective product and mobile sit-stand desk; the WallStand™, which is a wall mounted Sit-Stand 'HOT' desking solution; and the A-Stand, which is a free standing Sit-Stand desk.

The business is looking to grow its factory and employ more workers to help with the growing demand of ergonomic products. Next year the business is looking to enhance and push international sales with their new and existing product range. They plan to acquire new customers and upsell existing customers with value added product offering and customer service.

To contact DeskStand™, email **Ryan Roberts** at [ryan@deskstand.co.za](mailto:ryan@deskstand.co.za) or call 0815915079/0741261189