

The Business of Furniture | April 19, 2017

# BOF



# REINVENTING

The Whiteboard

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## BDI Bink

BDI is tickled pink with the introduction of its latest hue for the popular Bink mobile media table. Currently offered in seven colors, Bink will now be available in a fresh pink, with proceeds from its sales benefitting breast cancer research at City of Hope, a world leader in research and the treatment of cancer, diabetes and other serious diseases.

Lorri Kelley, president of BDI, is active on the board with City of Hope, and has seen firsthand the impact the organization has on cancer patients and families.

"More than 250,000 people will be diagnosed with breast cancer this year alone, and it will provide an enormous challenge for them and their families," Kelley says. "It is our hope that the proceeds from sales of our Pink Bink can support the outstanding research, clinical programs and overall level of care City of Hope provides for cancer patients and their families each day."

Designed by Matthew Weatherly, the best-selling Bink is widely popular as a mobile media table for everything from a laptop to lounging by the pool with a cold drink. Constructed with steel and aluminum, it is a durable side table that can be used inside or out. Weighing only 23 pounds, Bink is lightweight and designed to easily slide on floor surfaces and under sofas or chairs.

The Pink Bink will boast a custom-designed BDI breast cancer awareness ribbon on its base, allowing retailers and consumers to show their support for this cause. BDI will produce a limited edition quantity for sale during the promotion time period, with each signed by Weatherly.

Retailers can see Pink Bink and place orders for it at the spring High Point Furniture Market, April 22-26, at the BDI showroom. The tentative shipping date for Pink Bink will be late third quarter, in time for in-store sales during the October Breast Cancer Awareness Month and the remainder of the year. **BoF**