



Modular, elegant and all about balance

Consistency and flexibility, balance and change. Sometimes the realities in today's work world seem to contradict—but they don't have to. KEEL, the casegoods solution by ABCO, is all about maintaining balance in settings that call for flexibility.

Each space is unique. Some have small footprints and space-division needs, others have private offices in the mix, and the need for consistency across a variety of connected spaces. Whatever the particular demands of the space, the components in KEEL's simple menu of worksurfaces and storage combine in consistently elegant, streamlined ways for a broad range of solutions.

At the heart of balance and good design

The key to all that balance lies at the core of the structure. Designer Paul James was inspired by the keel in ship-building: "Laying down the keel" is the first and most important step, because all of the ship's strength and stability rely on that simple yet integral piece. Our casegoods solution has a "keel," too: A simple, integral piece that offers extra strength, easy assembly and options. A variety of worksurfaces, storage units, and accessories connect to the keel, providing both visual interest and functional versatility.

For all of its modularity and function, KEEL has an incredibly light, sleek feel. With its four finish-heights and the freedom to place work surfaces and vertical storage anywhere along the keel, designers can create more traditional looks or push boundaries in new, unexpected ways. A variety of color and finish options offer more ways to create just the right look.

The perfect ABCO and izzy+ blend

As a part of the izzy+ family since 2008, ABCO has been long-admired for its sturdy, dependable, all-purpose appeal and budget-friendly price points. The introduction of KEEL takes those classic ABCO traits and pushes them into a realm of more design possibility and options. ABCO's KEEL is a perfect representation of cool, affordable design.



Designed by Paul James for ABCO

KEEL was designed for ABCO by Paul James, an award-winning industrial designer who also designed ABCO's Z Series table. James' work spans a range of industries, from consumer products to furniture and environments, both contract and residential, but his mission is constant: to drive innovation and create elegant solutions. Based in Minnesota, James' numerous awards include four Best of NEOCON awards and two Best of Year Roscoe Awards from Interior Design Magazine.

