

# Price Modern Expands Offerings for Healthcare Centers with Premium Charging Technology

*Through the POWER UP™ Reseller Partnership Program, Price Modern incorporates innovative charging products into healthcare facility designs*

## Background

Headquartered in Baltimore, Maryland, [Price Modern, LLC](#) provides modern office furniture and design solutions for the corporate, government, healthcare, education and hospitality industries. The company offers office design services, end-to-end project management solutions, workstation planning, inventory repurposing and furniture specification to create modern office designs for a more efficient and productive workspace. With global clients and a national network of distribution partners, Price Modern is an industry leader aligned with the strongest manufacturing, logistics and installation companies.

## Challenges

A provider of modern furnishings, Price Modern consistently seeks to expand its offerings with innovative products that will help grow its client base throughout Maryland, Virginia and Washington, D.C. Recognizing a growing demand in the healthcare industry for an enhanced patient and visitor experience, Price Modern sought to incorporate cell phone charging technology into its product offerings for hospitals and medical facilities. The company needed a technology partner that could not only provide innovative products, but would also be willing to develop custom solutions for the unique specifications of its healthcare industry clients.

## Solution

Price Modern began working with [POWER UP™](#) (a Barcoding, Inc. Company), the industry's premium charging technology company, as members of the POWER UP™ Partner Program. The program is designed to offer exclusive benefits, such as discounts on direct to consumer sales, lead referrals and free self-serve branding, to a select group of vetted partners.

POWER UP's family of products includes high-quality cell phone charging tables, lockers, stations, towers and more. Made in Baltimore by a team of dedicated professionals, the convenient, flexible and secure solutions are designed to connect moments that matter for companies, events and facilities whose guests depend on a fully charged device.

"This is a product that's unlike anything we've previously offered. It's a smart, innovative solution that perfectly fits the need in many public spaces for device charging technology. The fact that POWER UP is part of the Baltimore community is an added bonus and made the partnership a natural fit for us." said Jorge Garayta, director of healthcare and education, Price Modern, LLC.



## At a Glance

### Background

- Price Modern LLC provides modern office furniture and design solutions for the corporate, government, healthcare, education and hospitality industries.
- The company is an industry leader aligned with the strongest manufacturing, logistics and installation companies.

### Challenges

- Expand product offerings with device charging technology
- Needed custom solutions for unique healthcare facility requirements

### Solution

- POWER UP™ Partner Program
- POWER UP Charging Towers, tables and lockers

### Results

- Increased networking opportunities through lead referrals
- Expanded business with architectural design firms for healthcare facility designs
- Gained competitive edge when bidding on projects
- Obtained Custom solutions for unique client needs

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## Results

Since joining the Partner Program, Price Modern has leveraged its partnership with POWER UP to open up networking opportunities through lead referrals and negotiate more business with architectural design firms to incorporate POWER UP products into healthcare facility designs.

As one of POWER UP's preferred vendors, Price Modern has gained a competitive edge when bidding on projects, most notably securing a bid with a major occupational health center in Maryland. Working closely with Price Modern and the health center, POWER UP designed a custom charging tower for the facility. Made from medical-grade stainless steel, the charging towers are durable, easy to clean, ergonomic, unobtrusive and meet the unique requirements of the facility.

"What works for one health system may not work for another, as each organization may have a different set of standards and needs. POWER UP's willingness to develop customized products has added tremendous value to our partnership and our clients," said Jorge Garayta. "For Healthcare facilities, it is essential to care for both the patient, as well as the family members who are there for support. Easy access to power is a simple, affordable way for health systems to increase patient satisfaction by ensuring they can keep devices charged during critical moments."

Price Modern aims to expand its partnership with POWER UP beyond healthcare into additional markets. The company also plans to further leverage the Partner Program to create more business opportunities for itself and for POWER UP, and will next be displaying a self-branded POWER UP product on its high-traffic showroom floor.

"From a networking perspective, our partnership has been extremely well-received, and we've gotten great support from the POWER UP team. Moving forward, Price Modern is excited to take full advantage of the Partner Program's great benefits, and bring the innovative charging technology to a wider range of clients," said Garayta.

### **About POWER UP™ (a Barcoding, Inc. Company)**

POWER UP™ is the industry's premium charging technology company. Our mission is to connect moments that matter for companies, events, and facilities whose guests and customers depend on a fully charged device. Proudly manufactured in Baltimore, Maryland, POWER UP™ innovation transforms device charging into lasting relationships and exceptional experiences for our clients' brands and users. To learn more visit us at [www.powerupconnect.com](http://www.powerupconnect.com).