

## Q&A with Michael Pucci, Co-founder of Cubicall, Inc. bringing to market their Communication and Call Booth made from Sound Absorbing Materials Providing Privacy for Sales and Marketing Teams with Ethernet Cables, 2 USB Outlets and 120-Volt Outlet Ready for Computer & Devices



**Michael Pucci**  
Co-founder

Cubicall, Inc.  
[www.cubicallbooth.com](http://www.cubicallbooth.com)

Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO: Mr. Pucci, what is the concept and vision behind Cubicall®?**

**Mr. Pucci:** The concept was developed by my two sons; Anthony Pucci and Nick Pucci when we changed offices from a traditional office plan to an open office plan. One of the challenges was taking phone calls with our clients. We were near each other and are very opinionated. While on a phone you would hear sighs, laughs & whispers of what you should have said. Thus, it became antagonistic more than anything working in an open environment. We had to find a solution. We started looking at old phone booths to see if we could buy one. Nothing was available at a reasonable price – not to mention they were

hideous. So, as a marketing agency, we started designing our own. We wanted something that was aesthetically pleasing, easy to build, acoustically pleasant, and could be moved / reassembled, just in case we moved offices again. The original concept was just for us. However, after we made it we said, “Wow! Other offices might actually want these.” After some initial testing, we got the idea to customize the booths, which has been a huge plus for us. This is just the beginning...

**CEOCFO: Would you tell us how the booth is set up and particularly about access to your computer or paperwork?**

**Mr. Pucci:** The booth is made from a unique interlocking system, which enables the booth to be easily built & ship flat, but, once built, it's a robust structure. The exterior and interior walls can be customized with almost any color, pattern, or customized graphics. Our bi-folding door also allows Cubicall to fit into smaller offices where every inch of space is critical. With two people the booth can be easily built in under an hour with minimal tools.

The interior also includes acoustic panels which helps absorb sound and gives the Cubicall it's simple, yet, elegant look. There's a bench built into the wall that's covered in vinyl, which can be ordered in various colors and textures. The table is also built into the wall and can also be finished to match the walls. Two USB ports, a 120-volt outlet, Ethernet port and LED light sensor are built directly into the desk. Low powered LED lights are fitted within a drop-ceiling, which hides a fan that moves 110 cubic feet of air per minute.

Therefore, the booth is ready to handle any communication needs. Whether you're using a computer, tablet, cell phone or IP phone, Cubicall is prepared for any conversation. Within enough room for a computer and notebook, Cubicall is also great for the times where you just need the extra focus on privacy on an important project.

**CEOCFO: Are you manufacturing now? Are you still in development?**

**Mr. Pucci:** We are manufacturing now! Having only launched in July of 2017, we are quite thrilled with the response and orders we have been receiving. We knew businesses were going to love these, but, it's very rewarding to be vindicated.

**CEOFO: *What is your marketing plan? How are you getting the word out? Who are you targeting?***

**Mr. Pucci:** We were a marketing agency first, so this is our bread and butter. Again, having launched in July of 2017, we're just getting started. But, our biggest tool is our website with our "Build Your Booth" customizer – which allows visitors to build their booth within an interactive 3D environment. They can see their exact specifications before they buy! We're also big fans of SEO & SEM, so, that's a big focus for us. Of course, social media, as well. But, we're just starting to grow our accounts. Reaching out to press & blogs will also be a focus for us in the coming months. Nothing totally special, to be honest. It's a traditional digital marketing plan, but luckily, our product speaks for itself!

**CEOFO: *Who in an organization have you been dealing with?***

**Mr. Pucci:** We originally thought that smaller creative / marketing agencies would be contacting us, as those are the type of companies who have really embraced the open office design – and most of them are probably not building their own private booths within their office plan. However, to our surprise, we have received a lot of interest from major corporations. We've also seen a lot of interest from interior design companies, office planners, & industrial organizations. Really, our clients run the gamut – which is encouraging. Our market is bigger than we originally thought!

**"The original concept was just for us. However, after we made it we said, "Wow! Other offices might actually want these." - Michael Pucci**

**CEOFO: *Why a booth and not a small conference room set up by an organization for privacy?***

**Mr. Pucci:** Many offices already have conference rooms built into their office plan. A lot of these rooms must be "booked", are communal, or offer no sense of visual privacy. Most of these rooms are meant for groups of people – not one or two people. To book an entire conference room for one phone call isn't efficient. Furthermore, we have found for one-on-one phone calls, there's something "cozy" and comforting about a smaller private space. For the same size of a conference room, you can give 6-8 employees their own private space. All of our clients have conference rooms. But smaller private spaces really serve a different purpose – and it's a purpose that employees really appreciate.

But don't get me wrong, I'm not diminishing the need for conference rooms. They are essential and definitely serve a purpose. We never expected Cubicall to replace conference rooms. Cubicall provides another tool for employers to increase employee productivity and morale. In fact, we are currently designing a 4-person Cubicall that provides a table in the middle. More details about that should be unveiled soon...

**CEOFO: *There are so many possibilities for Cubicall!***

**Mr. Pucci:** So many! And we're just getting started. We recently launched an "Art Series" of Cubicall booths utilizing famous artworks under Getty's Open Content program. This includes painting like van Gogh's *Iris*, Monet's *Sunrise*, and Munch's *Starry Night*. We're also planning to work with modern and local artists to design their own version of Cubicall booths.

But another industry where Cubicall can shine is for advertising & promotions. Because we can totally customize our booth, they can be great advertising billboards for organizations. Imagine them in an airport, at a trade show, or in a mall. Not only can the organization's message be communicated on the outside, but, also on the interior as the occupant is using the booth.

This also doesn't include the multiple versions of the Cubicall Office Phone Booth, which are currently in development.

**CEOFO: *What did you learn about manufacturing and custom manufacturing, so that you know you have the quality, you know you have got the ability to ramp up, you know the materials are used correctly?***

**Mr. Pucci:** You have to have a great partner helping you and we do. We have a lot of experience sourcing products in foreign countries, including: Switzerland, Italy, China & Indonesia. Therefore, we are quite familiar with production and logistics. We knew from day one that we wanted Cubicall to be Made In the USA. Not only do we believe in American Made products, but, having it Made In the USA was the only way to maintain the quality we desired, and to keep the price reasonable, believe it or not!

Fortunately, we had the perfect supplier in mind – someone that we have worked with for years. They are a renowned manufacturer in the Los Angeles and have been in the industry for many years. We are thrilled to have them as our partner.

Of course, for both of us, there was a discovery phase. Cubicall has been in production for over a year. During that time, we tested many different designs and materials until we settled on the latest iteration – which is currently on sale. We feel that Cubicall is the perfect marriage of quality, utility & value.

**CEOCFO:** *Do you see potential distributors that might work with, for example airports or with hospitals, as opposed to you directly going there?*

**Mr. Pucci:** Of course! And we've always thought we might serve various markets since the beginning – but offices were the most obvious. Since we've launched, we have been gaining interest from many different industries, including: interior design firms, office furniture distributors, schools, and trade shows. We also have some more ideas up our sleeve... There are many opportunities for Cubicall.

**CEOCFO:** *Then people should pay attention to Cubicall today!*

**Mr. Pucci:** I agree! We've been thrilled by the response we've received in such a short amount of time. We've launched our brands before, and helped other people launch their brands – but, for us, Cubicall is different. It's invigorating. It's fun. It's exciting. And it's something that people *need*. We're just starting out, and we're not stopping. We have a lot of ideas & plan in the pipeline. This is just the beginning!

