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## General Office Products Evolves, Changes Name to Acre

*New name, brand, office and leadership team showcase corporate momentum, vision of limitless possibilities and commitment to present and future*

**ST. LOUIS PARK, MINN.** — JULY 13, 2022 — [General Office Products](#), a leader in workplace design and furnishings, today announced that it has changed its business name to Acre. Along with the new name and brand, the company recently installed a new leadership team and plans a move to new offices by the end of the year.

“Our old brand made people think office furniture sales, but our list of services goes well beyond procurement. We aim to be a true partner to our clients,” said Ben Crawford, vice president and managing director of Acre. “Our team sees office spaces as being full of limitless possibilities, and we transform them from blank canvases to destinations that propel and enrich organizations and their cultures. The changes we’re making are all about fueling this passion of ours, and helping our clients achieve their unique potential.”

“Thanks to General Office Products, we now have what we think is one of the most vibrant and inspiring workplaces in the entire Twin Cities area,” said David Wheeler, executive vice president, human resources at International Dairy Queen, who recently worked with General Office Products to transform its corporate headquarters. “They’ve been fantastic partners since the earliest stages of the project, and we still work with them to get more use and value from our spaces.”

Throughout its nearly six decades in business, Acre has built strong relationships throughout the region and has established a reputation for hard work, honesty and quality. As a leading contract furniture dealer in the Upper Midwest, the company has helped thousands of organizations of all sizes equip their workers for success. Services include design, space planning, workplace strategy, procurement, project management, installation and warehousing. Acre also represents more than 400 unique brands of furnishings, including industry leader Steelcase.

Within the last several months, Acre has begun the transition to the next phase of its corporate history. This includes naming a new leadership team:

- Ben Crawford was appointed Vice President and Managing Director.
- Megan Little was appointed Vice President of Strategy and Engagement.

Crawford and Little have assumed day-to-day management and leadership of the company. Owners John and Dave Boss, who have led the company for more than 28 years and are the sons of the late company co-founder Jack Boss, will be transitioning to more advisory roles.

In addition, Acre intends to move to the new 10 West End office building in St. Louis Park before the end of 2022. This new office will serve as both a new corporate headquarters and a state-of-the-art showroom, where Acre can help organizations experience designs and furniture concepts. Partners on the relocation project include Gensler, JLL and Greiner Construction.

“A lot has changed in the world in the last few years. Organizations now need to entice their employees to come back into the office, and risk losing them if they don’t create places where they truly want to work,” said Crawford.

“Forward-thinking leaders have begun to see this, but often don’t know where to start. We counsel our clients on the entire process from A to Z – we use creativity and data to design spaces for collaboration as well as focus. Then we help furnish them according to their vision.”

### **About Acre**

Founded in 1963, Acre – formerly known as General Office Products – is a Minneapolis-based, full-service workplace environment provider. Through research, creativity, design and furnishings, the company creates amazing places to work that energize people, give them purpose and make them feel alive, welcome and healthy.

For more information, visit [www.acreworkplace.com](http://www.acreworkplace.com).

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