

## 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.