



FOR PROPERTY MANAGEMENT
New York City · Vendor brief

The freestanding room divider system NYC management approves

— *because it actually is freestanding.*

No drilling. No permits. No damage. Classified as furniture under NYC code.

Also serving commercial spaces, events, and pop-up installations.

1W2R.COM

01 • THE CATEGORY PROBLEM

Your residents want temporary walls. The DOB doesn't care what you call them.

Every NYC management office is fielding the same question. Residents in studios and one-bedrooms want privacy, a home office, a nursery, a roommate. The historical answer was a temporary wall — built on-site and integrated into the apartment.

That answer has gotten harder to give.

- **DOB enforcement is accelerating.** Temporary walls built on-site are increasingly cited as unauthorized construction — regardless of whether they're marketed as pressurized walls, bookcase walls, or flex walls. The violation lands on building ownership, not on the resident who hired the vendor.
- **Resident demand is structural, not cyclical.** The studio-to-2BR pressure in Manhattan has reshaped how renters use space. Saying "no" doesn't make the demand go away — it routes residents toward vendors you didn't approve and didn't vet.
- **Marketing names are not legal categories.** The same product gets sold as "pressurized wall," "bookcase wall," "flex wall," or "freestanding bookcase divider" depending on which question the resident is asking. The trade name on the proposal doesn't change what's actually being built in the apartment — or how the DOB will classify it.

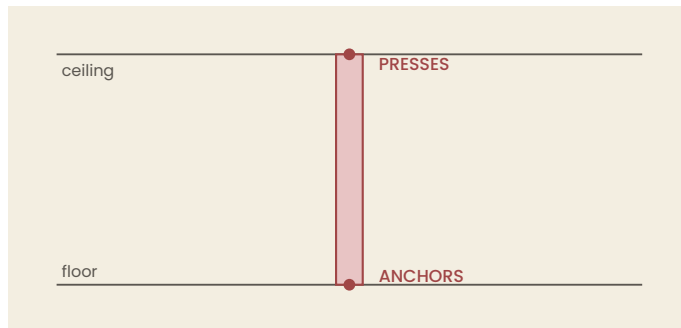
The category needs a product that's actually freestanding — not a product that says so.

02 · THE DIFFERENCE

What "actually freestanding" means.

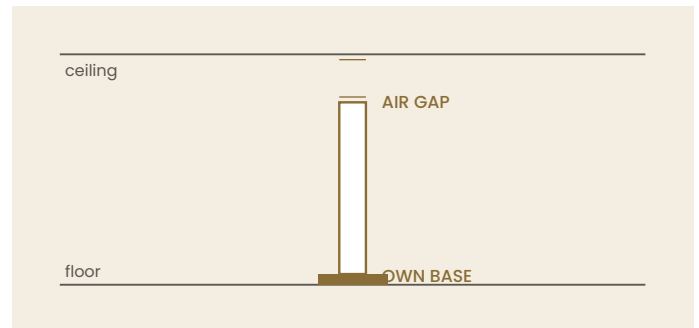


Installed 1W2R freestanding room divider system. The frame sits on its own base — with no contact to ceiling, walls, or floor.



PRESSURIZED WALL

Contacts ceiling and floor.



1W2R DIVIDER SYSTEM

Stands on its own. No contact with the apartment.

Our system stands on its own. It does not press against your ceiling. It does not fasten to your floor. By any reasonable inspection, it is furniture — a freestanding room divider, not a wall.

Three concerns. Three responses.

01 DOB & lease compliance

Buildings can be cited for unauthorized construction even when the resident hired the contractor. With 1W2R, there is no construction — only furniture delivery. No permits. No filings. No certificate of occupancy exposure. The system even ships flat-packed and can be self-assembled, like any piece of furniture — further evidence of its legal classification.

02 Height specified to your house rules

Height is specified to your house rules — not the other way around. We build to any height, from short partial-height partitions up to full ceiling height. If your buildings permit only sub-ceiling dividers, we build to your line. If they permit ceiling-height divisions, we offer that too. The constraint is yours, not the product's.

03 Zero unit damage

No drilling into ceilings, no anchors in floors, no contact with apartment finishes. The system stands on its own weight and base — stable without ceiling tension or floor fastening, and movable post-install without compromising stability. Removable in hours, with no patching, no repainting, and no security-deposit dispute when the resident moves out.



Frame self-assembly during install.

Drill drives screws joining one frame component to another. No fasteners enter the apartment's walls, floor, or ceiling. The completed system sits on its own base.

04 · WHAT WE OFFER YOUR PORTFOLIO

More than a product — a vendor program.



Available in multiple finishes — white, black-frame, aluminum, custom. Specified to the aesthetic of your buildings.

Vendor Approval Letter

A customized approval document your management office can distribute to residents — with legal classification details, lease-compatible language, and a clear checklist of what is and isn't being approved.

Single Point of Contact

One vendor across your portfolio. Standardized COI, scheduling, and resident communication. Your office gets fewer one-off vendor requests to manage, and a known quantity to refer residents to.

Flexible Install

Two paths. Professional installation by our team — same-day completion, COI in advance, service elevator coordinated. Or self-install: ships flat-packed, takes a few hours, requires only a screwdriver and two sets of clamps. Residents choose; you don't have to coordinate either way.

Flexible Move-Out

Residents can take the system with them at no cost, or schedule professional removal by our team for a flat fee. Either way: no drywall to patch, no paint to match, no security-deposit dispute over wall damage.



05 · WHO WE ARE

More than 25 years in this category.

More than 25 years inside NYC's residential partition category. We saw what wasn't working — the structural compromises, the building liability, the resident-vs-management disputes — and built a system that solves those problems by design, not by marketing claim. Today, 1W2R is the only NYC vendor whose system is engineered to not touch your ceiling, walls, or floor.

FOR OUR MEETING

We'll bring a working sample.

A scale panel with a functioning slider, hardware, and finish samples. Fifteen minutes, in your office.

NEXT STEP

Schedule the 15-minute call
calendly.com/1w2r/15min

212.671.0722 · info@1w2r.com

— The 1W2R Team

**1W
2R**