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## Kismet opens new 50,000 s/f co-working concept in Newton, MA

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Newton, MA Recognizing the unique needs of growing businesses and e-commerce entrepreneurs, Kismet launched a new commercial real estate offering that combines workspace and services not currently available in Greater Boston. The 50,000 s/f facility includes a mix of traditional workspaces in flexible sizes, plus shipping and fulfillment services, a co-working café, and additional amenities designed to support growing businesses.

“In a dynamic workplace environment, businesses, and e-commerce entrepreneurs are looking for enhanced value in commercial real estate. By mixing flexible workspace options with comprehensive solutions, Kismet addresses a need that the current market does not serve,” said Jonathan Arnone, chief operating officer at Kismet Commerce. “We are thrilled to open our doors to Greater Boston’s business community and give our partners the opportunity to focus on their business growth, while

we solve their space, storage and fulfillment challenges.”

The new space welcomed its first tenants this month and celebrated its opening with an event attended by mayor Ruthanne Fuller; Greg Reibman, president and CEO of the Charles River Regional Chamber; Peter Abair, executive director of MassEcon; Bill Manley, CEO and CIO of Calare; and small business and entrepreneurs across the region.

Kismet was designed by veterans of the real estate and fulfillment industry to provide a comprehensive solution in one place for both businesses and e-commerce entrepreneurs. Its unique combination of individual customizable workspace units and operational services including e-commerce fulfillment, amenities, and staff addresses a need that has until now has not been served.

Kismet’s fulfillment service is designed to free its clients from the most time-consuming and cumbersome aspects of their business by providing them with personalized and customizable support close to where they live. Kismet handles fulfillment for clients of all sizes and stages.

“A warm welcome from the city of Newton to Kismet Commerce. We’re excited to have Kismet open their innovative facility offering individual customizable workspace units, amenities and services including fulfillment near Auburndale Village where businesses and e-commerce entrepreneurs can set up shop,” said mayor Fuller.

Located at 77 Rowe St., Kismet’s new facility is centrally located at the intersection of Rte. 128 and the Mass. Pike affording convenient access for greater Boston clients. Designed to meet the needs of growing businesses that may not yet benefit from traditional warehouse services or have the resources to invest in bespoke fulfillment models, the Kismet facility offers:

- Individual workspace units ranging from 150 to 2,000 s/f;
- Staffed shipping and receiving;
- Personalized and customizable e-commerce fulfillment
- Stylized co-working café with stocked pantry
- Co-working membership for fulfillment clients who only want fulfillment service
- On-site client services manager and staff
- Conference rooms with video capability
- Photo and podcast studio
- Daily pick up by UPS, USPS, and other major carriers

- Individually enterprise-level secured Wi-Fi
- 24/7 enterprise-level security

“As my business outgrew its existing space, I didn’t see options that were geared for a company of my size. Kismet not only offers the services and space I need, it has the flexibility to support the continued evolution of our company,” said Greg Vanthong, founder of Ultra Supply Company.

Kismet’s workspace clients span across industry segments, from local businesses to Fortune 500 companies such as Siemens. Kismet e-commerce clients desire personalized service close to where they live and include a wide range of brands and products.

Kismet has already leased 47% of its first phase.

“As I started my search for our U.S. business expansion, I thought we needed a separate office, warehouse, and fulfillment service. When I found Kismet, I discovered that they have the three in one place,” said William Yu of Imago US.

“Even though I’ve just started working with them, I am incredibly impressed with their friendliness and commitment to service. Most importantly, they have significantly reduced my stress and made the transition smooth and efficient,” said Eli Gurock of Bumprider. “I highly recommend Kismet Commerce to any small business looking for a supportive and professional logistics partner.”

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