

Case Study

Creating a Flexible, Human-centred Global Headquarters

The Background

When LIPTON Teas and Infusions became an independent company in 2022, it faced a rare opportunity to create a workplace identity of its own for the first time. Previously operating from a partially shared environment, the business needed a new global headquarters that reflected its brand, supported its people, and enabled its teams to collaborate with colleagues, partners, and stakeholders around the world.

Amsterdam was chosen as the home for the new headquarters, offering a central location close to Schiphol Airport and placing LIPTON Teas and Infusions at the heart of the business capital of the Netherlands. More than a new office, the space would become the heart of the global number one tea business, supporting everything from executive meetings and global townhalls to brand activations, podcasts, focused calls, and everyday collaboration.

LIPTON Teas and Infusions selected Kinly as its trusted technology advisor to deliver on the ambitious brief. It needed a flexible, multi-purpose workplace where every space could serve more than one function. Technology had to enhance the experience without overwhelming it, integrating seamlessly into custom furniture, branded interiors, and the architect's design vision. From the beginning, the goal was clear. To create a workplace shaped around people, not around technology.





LIPTON
Teas and Infusions

The Solution

Working closely with LIPTON Teas and Infusions, their architect, furniture designers, and project partners, we delivered a full AV implementation across their new Amsterdam headquarters. The deployment included the LIPTON boardroom, Forum area, Pukka Loft, TAZO room, T2 room, the CEO room, communication screens and several smaller meeting booths, and scheduling infrastructure. All these spaces worked in unison to create a connected environment designed for flexibility, simplicity, and daily use.

A large Sharp/NEC LED screen welcomes employees and visitors as they enter the office, displaying product imagery, marketing campaigns, and brand content to create an immediate sense of identity. The screen is also linked to the Forum area, allowing content to be synchronized across both spaces for high-impact communications and events.

The LIPTON boardroom was designed as the most advanced collaboration space. Supporting multiple layouts, including standard boardroom and front-row configurations, it features an AI-powered Crestron One Beyond camera system with Sennheiser ceiling microphones that detect the active speaker and automatically frame the conversation. All equipment, including racks, cables, and processors, is concealed within custom-built wooden cabinetry to preserve a clean and uncluttered aesthetic.



The Forum area provides a multi-functional communication hub for global townhalls, webinars, podcasts, leadership presentations, and all-hands sessions. With a retractable projection screen, beamer, lounge-style setup, QSC audio, microphones, and synchronized display capability, the space gives LIPTON Teas and Infusions a flexible platform for internal and external communications.

For more informal collaboration, the Pukka Loft offers the largest flexible workspace. Movable furniture allows the room to transform from a brainstorm space into an auditorium, workshop area, or open townhall environment, supported by ceiling microphones, 2 cameras, and two large screens.

Across the five meeting rooms, we implemented Logitech collaboration technology to provide a consistent and intuitive meeting experience. Each room features Logitech Rally Bar systems, Logitech Tap Schedulers, and LG Pro 4K displays, creating simple, and reliable spaces for everyday hybrid collaboration. Logitech also supports the wider scheduling and collaboration infrastructure, forming an important part of the day-to-day workplace experience at LIPTON Teas and Infusions.



SECTOR
**FOOD AND
BEVERAGE**



LOCATION(S)
**AMSTERDAM,
NETHERLANDS**



SOLUTION
COMPLEX AV



LIPTON
Teas and Infusions

The Result

The new Amsterdam headquarters gives LIPTON Teas and Infusions a dynamic, brand-led workplace designed around how its people actually work. Every space has a clear purpose, but none are limited to a single use. From critical meetings and international stakeholder calls to townhalls and creative workshops, the environment supports a wide range of communication needs without adding complexity for users.

For remote participants, the experience is more inclusive and natural. In the LIPTON Boardroom, intelligent camera tracking, clear audio, and high-quality visuals help people feel part of the conversation, whether they are in the room or joining from another country. The result is a more connected headquarters that strengthens their ability to operate as a global organization.

The workplace also reflects LIPTON Teas and Infusions identity at every level. From the LED welcome screen and tea-inspired meeting room names to the custom AV integration and clean interior design, the technology supports the brand without dominating the space. Behind the scenes, sustainability was also considered throughout the AV design, with power-saving display modes, energy-efficient LED technology, and hardware choices aligned to Lipton's wider ESG priorities.

Built with flexibility and future innovation in mind, the AV ecosystem is designed to evolve as LIPTON Teas and Infusions their needs change. New developments, including emerging AI-powered capabilities, can be integrated into the existing infrastructure without major hardware replacement, helping protect their investment while keeping the workplace ready for many years to come.

Why Kinly?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



The Testimonial

Bart Hartsema, Workplace Operations Manager, LIPTON Teas and Infusions:

"Working with Kinly has been a very positive experience. Their support team is excellent, I know the technicians by name, and I have their direct phone numbers. Despite Kinly's scale, the relationship feels very personal, which creates a warm and trusted partnership."

I believe this office is ready for many years to come. With the technology architecture that's in place, new and increasingly important developments such as AI can be integrated into the existing environment, making the workplace highly future-proof. The new headquarters has helped us collaborate more effectively with our external stakeholders and the AV solutions enable us to switch faster between conversations, meetings, and global interactions."