

PROJECT SPOTLIGHT

Pure Circle

Project Lead:

Kristin Vesely
Kentwood Office of Lombard, Illinois

Client:

Pure Circle, Chicago IL

The innovative leading producer of stevia sweeteners for the global beverage and food industry.

“Even with several unexpected last-minute changes, the ease of installing Trendway’s walls, along with their design flexibility, allowed the team to stay on track, on budget and on time.”

- Kristin Vesely, Kentwood Office



The Challenges

- **Attract and Retain Talent** | Choose a new location and create a space that appeals to today's young talent
- **Brand Enhancement** | Create an attractive, modern space that reflects the company's vision
- **Diverse Work Styles** | Balance the need for open collaboration with privacy and executive leadership needs
- **Schedule** | Fast speed to occupancy to ease employee transition

The Solution

Volo®, Clear Wall and TrendWall® Architectural Walls



Originally, the client intended to specify another manufacturer of movable walls for the project, but quickly grew dissatisfied with the high costs, complexity and long lead times the system presented. Kentwood Office suggested Trendway Architectural Walls as a simpler, more affordable solution that would satisfy their design requirements.

Trendway's response included a blend of all three different Trendway Wall products that easily combined within a floorplan. This smooth integration allowed Pure Circle to achieve the high-end seamless glass storefront look they desired while incorporating unique and functional design elements for the co-working areas. Affordable TrendWall provided structural framing to satisfy budget concerns.

Central Michigan University Incubator for Business



Dealer

Kentwood Office Furniture

Rep

Great Lakes Architectural Products Group (GLAPG)

Client

Central Michigan University/SVRC Industries

“We definitely took the time to develop a relationship and understand more about what they were looking for, before talking any furniture.”

-Del Eldridge, Great Lakes Architectural Products Group



Kentwood Office Furniture and Great Lakes Architectural Products Group recently completed an exciting project with Central Michigan University in conjunction with SVRC Industries. The redevelopment project transformed 100,000 square feet of the historic Saginaw News building into mixed use facility, including Central Michigan University’s Small Business Incubator. Modeled after popular co-working spaces, it allows short term leases, some as short as a month, for local startup businesses.

The renovation required the flexibility to reduce or expand spaces quickly and required the kind of speed-to-occupancy performance that Trendway is known for. This positioned us well against our competition.

Kentwood Office Furniture worked hard to understand the needs of the client and provide solutions to meet their budget and timelines. ‘We started with a trip to Chicago over St Patrick’s Day weekend and met our customer for dinner’ says GLAPG principal Del Eldridge. ‘We definitely took the time to develop a relationship and understand more about what they were looking for, before talking any furniture. The next day we took them on a Chicago showroom tour and they were very impressed.’



Volo Movable Wall was selected to create private spaces within the open plan environment. Timing was critical for the success of the project, and Volo fit the bill with dependable and competitive lead times. The install was flawless, and the client was thrilled with the outcome.

The team cites the Chicago showroom as a key factor that helped secure the business and beat out the competition on this beautiful AP project.

PROJECT SPOTLIGHT

Tufts Health Plan



CLIENT: Tufts Health Plan

Tufts Health Plan is nationally recognized for providing innovative, high-quality health coverage.

REP: Matt Kane, Kane Contract

DEALER: Bill Sawyer, Sawyer Contract Interiors

DESIGNER: Allison Carroll, Workplace Strategy - Real Estate Group, Tufts Health Plan



THE CHALLENGE:

- Complete a restack and refresh of a 6-story, 500,000 sq. ft. facility to incorporate new ways of working, optimize limited real estate, and maintain flexibility for future change.
- Manage the needs of an inter-generational work force while creating an environment attractive to younger talent.
- Enhance the work environment with more natural light throughout the entire space and better access to exterior views.
- Minimize environmental impacts of demolition.

THE SOLUTION: Volo® Wall

Tufts Health Plan had been working with Bill Sawyer of Sawyer Contract Interiors for almost 20 years, first to install TrendWall in 2001 and then with reconfigurations over the years. In that time, approximately 80% of the TrendWall installation had been touched with change.

Recently, the facility came due for a refresh. While the TrendWall was still in good condition, many design changes were desired to address new ways of working, and a larger workforce within the same square footage of space. Tufts Health Plan trusted Sawyer Contract Interiors and the Trendway team to work with them on this large project.

Working with a movable wall product proves to be much easier in the demolition phase than traditional drywall – less time, mess and reduced need for skilled trade.





As the team looked at new Trendway wall options, they selected Volo as the perfect solution to create the right kinds of design and acoustic features they desired in this 30,000 square foot space.

Allison Carroll, Project Designer for Tufts Health Plan was the lead on this particular project. She knew there was an opportunity to create an enhanced environment with open space for better collaboration, as well as providing more quiet retreats, huddle spaces and private rooms.

The number of workers in the space was increasing, while the basic footprint would be the same – a common dilemma facing organizations everywhere. Solutions are not always easy, requiring creative use of space. The design team also wanted to address the needs of an inter-generational workforce – workers nearing retirement have different desires than recent college grads entering the workforce. With five generations of workers coming together, it's challenging to balance everyone's preferences.

Because she was starting with a footprint of movable walls instead of traditional drywall, Allison had more flexibility for change since demolition impacts to ceilings, carpet etc., could be avoided. It also meant less time, mess and reduced need for skilled trade. Over 800 linear feet of TrendWall was removed in one day without disturbing any part of the building's infrastructure, then sustainably recycled and reused with the help of Bill Sawyer's team.

Allison began her design by exploring the geometry around three blocks of offices and meeting spaces and used the flexibility of the Volo system to divide the space into three distinct work zones. This allowed a logical separation of work teams and helped break up the expanse of cubes. One team worked in a very concentrative way and valued quiet, while the other spent more time on the phone and in group meetings.

Acoustics was very important, as confidential information is often discussed in the work area. Using outserts increased the overall acoustical performance. A variety of finish materials were used to create a rich wood look and contrasting color throughout the office environment.

Due to space constraints, most workers were moved into an open plan environment with lower panel heights, smaller footprints and a perception of less privacy. While the lower panel heights allowed for natural light to permeate the space, workers needed access to spaces for privacy, focused work and team meetings. Volo was used

to create new private meeting rooms of varying sizes that offered an opportunity for both group work and focused privacy. These bookable rooms provided the entire floor with privacy options as needed, instead of dedicated private offices that are under-utilized and accommodate just one individual.

A large bank of windows facing the city provided exceptional views, and Allison wanted to open these up to everyone on the floor. Specifying full glass panels in strategic areas opened up the entire floor to the natural light and town views.





Touchdown spaces along the window were created for the mobile and remote workers who spent less time in the office and did not require dedicated spaces. These also afford areas for teams to connect and socialize away from the open plan offices. Inside the private spaces, entire walls of marker board outserts were utilized for strategic planning, brainstorming sessions and other team activities.

While moving into a new space is always exciting, change can be difficult for some, like getting used to the smaller workstations and open plan. However, the response has been positive to the new openness and better access to the incredible views, natural light and new private rooms beautifully created with Volo Movable Walls by Trendway.

PROJECT SPOTLIGHT

Premier Packaging

Dealer: New Horizons Interiors, Aaron High

Client: Premier Packaging, Louisville, KY

The Solution: TrendWall®, Volo®, Clear Wall, Capture®, Confer®

Premier Packaging is a nation-wide supplier of packaging products and services. If you have ever received an Amazon shipment, you've likely seen their carton. They are a long-time New Horizons Interiors customer. "We love working with them," says Jill Gaynor, project designer and part-owner. "They work like we do: non-stop."

Due to their fast growth, the company leased an additional office and warehouse location in a newly built, 15,000 s.f. facility. A complete new interior was needed, and their leadership knew additions and facility changes would be needed every 2 - 5 years. They also needed to attract and keep new talent from the younger ranks of workers.

Conventional drywall interior construction was the original plan, but seeing a movable wall installation opened them up to the idea of movable walls, especially because they know changes were coming. Aaron High of New Horizons knew that Trendway offered a better idea than the competition, with equal aesthetics and versatility — at a significantly lower price. The full solution included TrendWall, Volo and Clear Wall plus Capture and Confer work stations.



"We love New Horizons. They work like we do: non stop!"

-Jill Gaynor, project designer and Premier part-owner



With Trendway support, the installation of work stations and almost 400 linear feet of Wall was finished on time as promised.

The Premier team is thrilled to be in their beautiful new work place, and morale is high. They have all the amenities they wanted like adjustable-height work surfaces that are especially valued by the "millennial" worker. And when the need for layout changes arrives, they'll be ready.

Minds Co/work

Location: Miami, Florida

Dealer: Creative Office Solutions

Designer: Amir Saghir

A fast-growing co-working space located in the Wynwood arts and design district of Miami, Florida. Minds Co/work provides comfortable short-term leased spaces for creative and professional talent. The hip design features plenty of collaborative open office and amenity spaces, surrounded by a variety of private spaces created by Trendway's architectural movable walls.

**THE CHALLENGE:**

- Meet the client's tight project schedule via proprietary planning tools, exceptional lead times, and a fully trained local install team.
- Accommodate historic building codes that constrain demolition and construction resulting in challenging site conditions and building requirements.
- Limit project costs with a superior product that fits the desired aesthetic while staying in budget.

THE SOLUTION: TrendWall®

Minds Co/work was under a tight schedule to complete its first co-working site in the Miami arts and design district of Wynwood. They were evaluating several movable wall options when the project architect, Amir Saghir, introduced them to Trendway. The first issue for Minds Co/work was getting fast and accurate pricing to keep bank financing in place. Trendway's proprietary budgeting tools accomplished this in minutes. After comparing lead-times, ease of installation and overall cost, they decided to work with Trendway on the project.

“Flexibility is important, as we want to reconfigure the private office spaces often to accommodate different client needs.”

-Juan Yousseff, principal of Minds Co/work

Trendway’s three complimentary and integrated lines, Clear Wall, TrendWall® and Volo®, offered Minds Co/work great options. They ultimately selected TrendWall due to the attractive price point, durability and



industrial aesthetic. TrendWall’s lead times of 3-4 weeks also far surpassed competitors’ quotes of 10 weeks. Additionally, offsite manufactured components typically shave 30 – 50% off a project timeline compared to traditional construction.

Rehabbing historic, non-conventional locations of this kind is challenging, as building codes limit the construction and demolition that can be

utilized. With unpredictable floor runs and other unexpected site conditions, the built-in adjustability of TrendWall panels helped meet the code requirements while minimizing the use of skilled trades. Both 8-foot and 9-foot ceiling heights were used in the space to accommodate the construction. Acoustical privacy was also very important for the space,

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“Flexibility is important, as we want to reconfigure the private office spaces often to accommodate different client needs” said Juan Yousseff, principal of Minds Co/work. Multiple private spaces were created with a variety of private areas that can be used for collaboration, conference, training and small private offices. A total of 285 linear feet of

TrendWall was used to design 21 different rooms of various sizes for short term leases. Many of the rooms utilize an applied film on the writable glass panels as a cost-effective way to visually capture notes and ideas for teams.

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Throughout the project Minds Co/work collaborated with the team, making numerous changes up until the time the product was ordered. “Working with the Trendway team was easy” Yousseff noted. “I’m very proud of the final design and aesthetic of the space. The overall vibe is amazing! The product even arrived early, helping us take charge of the project schedule to save time and money.”

The installation was performed by a local certified installer who provided a flawless “no punch list” finish. The result for Minds Co/work is a creative and comfortable space with mellow zones, fully loaded meeting rooms and the perfect place for their clients to work, create and enjoy.



Department of Health + Human Services

Dealer:

Renee Tayman with American Design Associates

Rep Group:

The Michela Group represented by Kim Thompson



“We love the design that the team brought to life for us. They did an amazing job listening to our vision and making it a reality.”

- Richon Nebhard, Program Manager at DHHS

The Challenge

Overhaul a tired, dated office to bring new energy and improve morale while maximizing space for better efficiencies, collaboration and cost savings.

The Solution

A complete makeover with Volo, Choices, Live, Training Tables, Plus, Pack and more...

When Kim Thompson of The Michela Group and Renee Tayman of American Design Associates stopped by the Department of Health and Human Services (DHHS) to repair a chair, they walked into an opportunity for a brand-new project. The office was on the list for a major overhaul and they were looking for a new partner. Their previous supplier had disappointed them with poor response times and service, and they were ready for a change.

This was just the opportunity the duo needed to provide a better solution with Trendway. The team immediately began working on design concepts to modernize the space, take advantage of more natural daylight and incorporate new collaborative areas into the stagnant, dark and uninviting office.

They also wanted to better utilize the real estate space to allow more workers in the same footprint. This would mean smaller workstations and a challenge for change management.

Yet, it was an exciting opportunity to take the customer’s vision and translate it into a beautiful new space that would thrill the customer.

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It had been 30+ years since the last office remodel, so everyone was excited to get new workstations, but also tentative about what the changes would look like. The project was complicated due to the numerous columns in the office, which can be tricky to design around. Trendway's design team shared multiple layout ideas and worked hard to perfect the vision onto paper.

Volo was incorporated into the project to divide space and create private offices. Choices was used as the new system, bringing panel heights down to provide more natural light in the office and better utilize the space. Sit to Stand tables were incorporated along with gathering islands for impromptu meetings and touch down spaces. Live, Plus, Pack and Sketch rounded out the office providing a variety of spaces for different types of work.

After the design was complete, the team worked tirelessly to get everything installed to allow occupancy to meet project timing. The project was a huge success with minimal punch items, and a very happy customer.

"We love the design that the team brought to life for us. They did an amazing job listening to our vision and making it a reality. Everyone loves the change; we had been living with a disappointing space for so long it was hard to trust that it would be this good. The team did an amazing job!" says Richon Nebhard. Program Manager at DHHS.



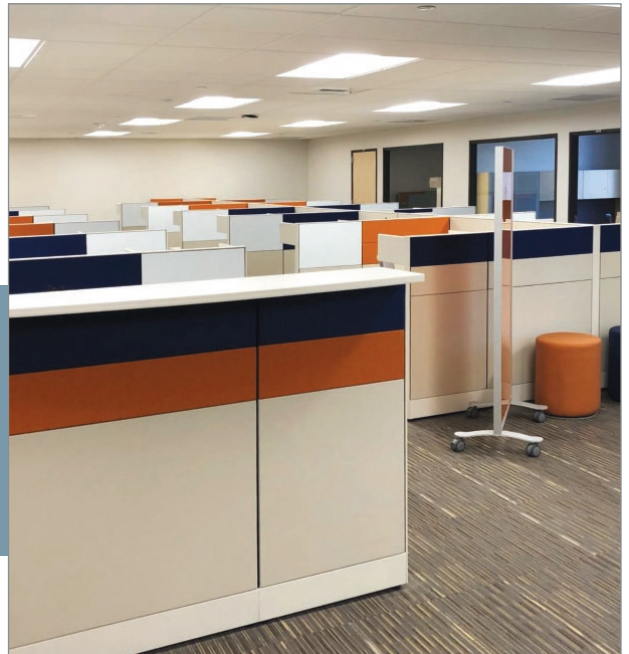
CAL STATE UNIVERSITY, FULLERTON

Dealer:

Crider Contract Interiors in Fullerton, California

Designer:

Meg Crider



“We appreciated Trendway’s willingness to work with us on specials to meet the custom needs of this project”

- Meg Crider
Crider Contract Interiors

The Challenge

Create a fresh and flexible design for a fully renovated 4 story, 46,000 square ft. space to give the client flexibility to adapt to evolving faculty, staff and business needs.

The Solution

Capture Systems, Choices Desking, and Pack Storage were used to create a standards program with great flexibility and superior quality designed for years of heavy use. A range of modular typicals were developed to address unique work styles and a diverse need-set within the university community. The Omnia Partners Agreement was used due to its compliance with publicly bid and awarded procurement requirements.

Three years ago, Meg and Dave Crider, owners of Crider Contract Interiors (CCI) earned the opportunity to design the interior finish and furniture package for a newly acquired building at Cal State University in Fullerton CA. The Crider team had been referred to the University due to their reputation for creativity and responsiveness. They impressed the client with their willingness to present multiple design concepts and color palettes to the division leadership team. The final building design clearly reflected the needs and personal style of the client team. As a boutique dealership, Crider Contract Interiors is known for their comprehensive approach and creative interior solutions.

The success from the first project opened the door for the next big project nearby on campus which would house two university divisions; Extension & International Programs and two departments from Student Affairs.

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This project involved the complete renovation of a 4-story, 46,000 square foot office building. The building required significant seismic, fire, ADA and structural upgrades. After interviewing several vendors, CCI was hired to work with the tenants and building owners to develop the complete interior finish package. The product specifications utilized the Trendway specials team to adjust product dimensions in order to maximize available real estate.

Due to the high degree of flexibility inherent in the Trendway product lines, the client chose to standardize on Trendway's Capture, Choices and Pack as a fully integrated solution. The high quality and flexibility of these products was very important to this client. The Extension and International Programs division has undergone significant change during the recent bans and restrictions for international student visas. Those significant changes to the business structure put the flexibility of Trendway's furniture selections to the test as multiple design revisions were required to keep up with the changing organization. The Trendway product lines met the challenge with ease.

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For the Choices desking, the team created 4 typical office standards with a modular kit-of-parts allowing the client to quickly adapt to staff changes and needs. CSUF also wanted to embrace school pride as the entire building is used to represent CSUF to incoming students from around the globe. They took full advantage of the extensive laminate and panel fabric options available from Trendway to create a powerful impact through color and texture throughout the building. Capture's design flexibility was fully utilized with a beautiful blend of fabric, glass, laminate, and marker boards.

Many unusual conditions in the building created the need for creative use of specials throughout. "We appreciated Trendway's willingness to work with us on specials to meet the custom needs of this project" explained Meg Crider. "That's one of the huge advantages of working with Trendway". The client team worked closely with Meg selecting all of the building finishes including flooring, paint, casework, and furniture. "It has been a pleasure seeing the client faces light up as they saw their vision come to realization".

Since this was a public sector project, the team led with Trendway's Omnia Partners Agreement. This allowed the client access to a broad range of contract-approved products with extremely favorable pricing.

At the end of the day the project turned out amazing. The team from Cal State University, Fullerton is excited to be moving into their brand-new offices customized perfectly for their needs today and in the years to come.

