



Allsteel®

PROJECT PROFILE

CREATIVE MEMORIES
{ ST. CLOUD, MINNESOTA }



SPECS

316K sq. ft. of expandable space
 A new working showplace for employees, consultants, and visitors
 Located on 52 acres, which will ultimately become a corporate campus

PROCESS

Purchased land to accommodate growth and vision goals
 Collaborated with architects and interior designers to capture the vision
 Allsteel showroom and factory tours
 Ordered and installed a totally Allsteel workplace
 Extend the vision to other corporate and factory offices

UNIQUE DETAILS

Custom acrylic surfaces plus Gunlocke® wood
 Products were delivered, installed, and ready for use in six weeks

GAINS

A new reception and welcoming area to greet visitors
 Great teaming adjacencies
 LEED credits for systems furniture

ALLSTEEL PRODUCTS

Terrace® 3.4 frame-and-tile system
 Persona™ and Essentials™ storage
 Marbles® tables
 #19®, Calebra™, Energy™, and Get Set™ seating

“We like Allsteel’s quality and responsiveness. Products are well-styled, solid, and durable. It’s easy to make them look great.”

—Ole Dam, V.P. operations, Antioch/Creative Memories

Creative Memories has experienced dramatic growth since its inception in 1987. This successful manufacturing and direct-sales business quickly outgrew its factory, distribution, and office-support capacity as demand for its photo albums and album pages escalated. A 52-acre parcel with convenient access to highways was purchased for a new corporate campus. This new factory showroom with support offices is the first building on campus with others soon following.

Proof that an office space can also express company values.

“Allsteel offered us the best quality and an extremely responsive delivery cycle,” said Ole Dam, vice president of operations. “We were able to create our own unique look with relatively standard products. Allsteel helped us achieve our taste, our vision, and our budget.” Creative Memories is an employee-owned company that believes that a workplace should do more than just facilitate productivity: it should establish a positive work community and a warm, welcoming environment. “We’ve found that it doesn’t cost that much more to make things really nice,” said Ole Dam.

For more information about Allsteel solutions, please visit allsteeloffice.com.

Allsteel®

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