

Case Study

Industry
Dealership

Product
Terrace 2.6, Relate™;
Get Set™, Nimble™

Opportunity
Create an open and inviting environment for customers and employees while expressing the auto manufacturer's brand.

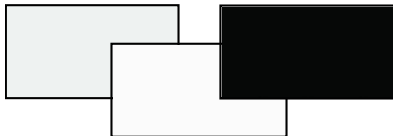
Color Palette

Worksurface Laminate
COM Pionite Pearwood

Tile Laminatet
COM Pionite Pearwood

Tile
Glass, Frosted Glass

PVC Edge
Black



Terrace® Drives Car Dealer's New Image

When a local car dealership built their new 44,000-square foot facility, they needed a look that would match their aesthetic standards. Using the flexibility of Terrace, they achieved that look while realizing a greater value than the competition could provide.



Reasons for Success The Allsteel dealer and Allsteel team worked a local car dealership to better understand their needs for the new facility. Of special importance was aligning with the auto manufacturer's brand while expressing their own. Because Terrace accepts a wide range of materials, we were able to utilize their own laminate on the panels and on the tops of all of

the worksurfaces – all at a lower cost than the furniture used in their old building. In addition, the team also worked to allow their marketing end caps to fit on the ends of Terrace panels.

Unlike the old facility with built-in glass offices, Terrace's glass panels in the new facility now allowed the auto dealer to save money due to ease of reconfiguring and avoiding costly remodeling. This, in addition to Allsteel's lifetime warranty made a big impact with the auto dealer.



As well as solutions for customer areas, Get Set tables were used in the training area to allow the dealership to configure and reconfigure the space as needs change. Closely matched to their own blue color, Nimble chairs were used in the break room. And perhaps most important in securing the business, Relate chairs were provided for the entire staff, with side chairs for customers.

The auto dealership is getting great feedback from their customers on their new looks. As a matter of fact, others are also taking note. A local newspaper article touting the facility's opening noted that their corporate executives called the new facility a "jewel of the Northwest."

Terrace's flexibility and material versatility allows you to bring your corporate vision to life. It's durable and easy to reconfigure system is all backed by a lifetime warranty.