



From start to finish the product accurately met the specifications of the customer.

Full color renderings show the customer what the tower would look like.



Sustainable Personalized Tower

designed by Lauren Murphy

SITUATION

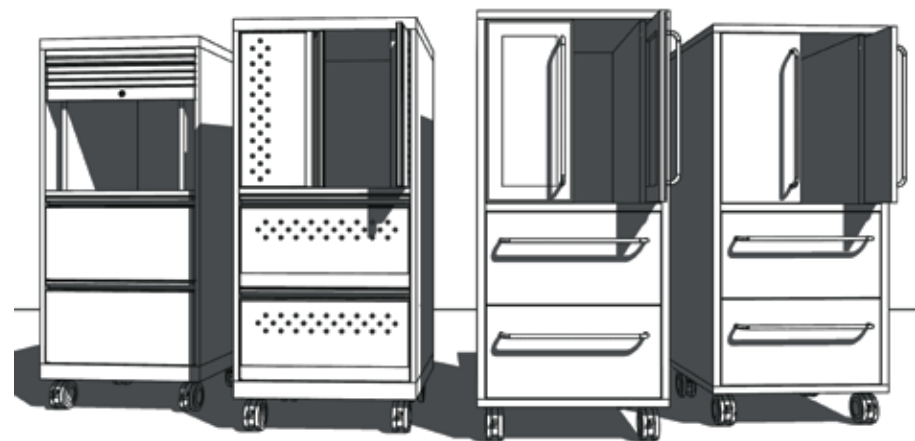
A major tech company was looking for a storage options to fit within the small footprint of their standard offices. The dealer was competing against a Teknion dealer, and in addition to needing a solution, wanted something that would differentiate the product and them as a dealer.

SOLUTION

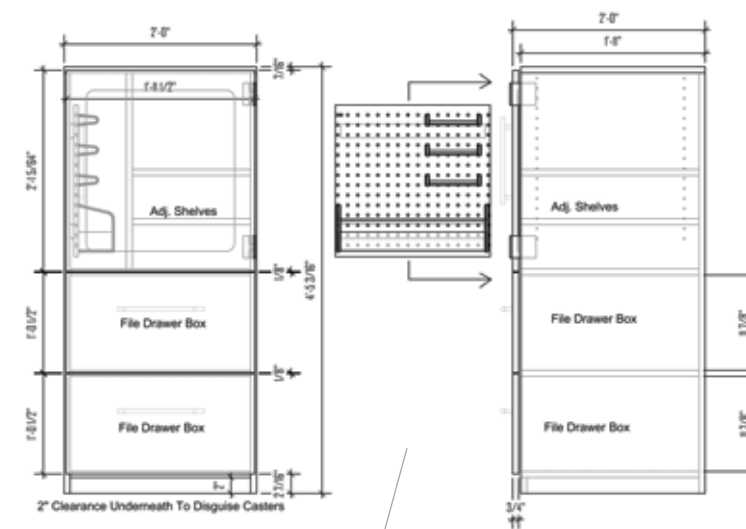
The Vanerum•Stelter STUdio design team went to work to create a series of storage towers, with various options and configurations – Techie, Monk, Gadget and Store-It. Each option provided a package of goodies that allowed the users to store various personal items. Three of the tower options were metal, with the fourth being a totally sustainable offering. The sustainable offering was made of Skyblend Formaldehyde-Free Cores, Greenguard Certified laminates and Sunflower Dakota Burl drawer and door fronts.

RESULT

The client was delighted with the variety to choose from, and the fact that options were created really gave the dealer points of differentiation. The project is still under evaluation, and the dealer has received requests for other opportunities as a result.



Original rendering shows four options that fit specific user needs.



Detail sketch shows internal components of the tower.