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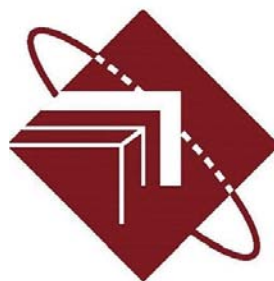


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NeoCon 2011:
Preview & New Products



Office Furniture Dealer
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Waldner's
Business
Environments

Communicating Teamwork

By Alicia Ellis

Combining several offices into one is never an easy task, but according to Kevin Kennedy, vice president of sales for Waldner's Business Environments in New York City, a melding of the minds made the consolidation of Publicis Healthcare Communications Group's three offices with three distinct groups of employees into one centralized location one of the easiest projects of the year.

An aligned Steelcase dealer since 1939, Waldner's is a certified women-owned dealership that does about \$100 million a year out of three locations in Farmingdale, Westchester, and New York City, NY.

Waldner's preexisting relationship with a member of the project management firm responsible for the new real estate allowed the dealership to avoid the bid process and jump into the project very early in the planning stages.

A leading healthcare communications agency offering a wide range of corporate communication and media services, including creative advertising, media and campaign planning, marketing, and public relations, Publicis' decision to move into a brand new office building in Ardsley, PA would require all new furnishings to fill the three-story space, including 280 workstations and 82 private offices for its more than 375 employees.

"The project manager, Steve Whaler of WG Project Management, did his homework well in advance," said Kennedy, who explained that Whaler had priced out a number of different manufacturers



and dealers in advance of deciding on Waldner's. "Whaler knew what his clients were looking for and what would fit the space."

"Today's new business reality has changed," said Kennedy. "Clients are more budget conscious and want a high-quality product that is aesthetically pleasing and has great functionality and they want it without spending a lot of money."

Working with the tight budget, AIS was chosen as the primary manufacturer for all 362 workstations/desks and the office's break-room areas with the conference room furnished by Nucraft and seating from Global-The Total Office, Humanscale and Steelcase.

"Some of the workstations would be used for employee groups that have to work together and communicate frequently," said Kennedy. "Although not publicly released, the design firm for the project was introduced to AIS's new Calibrate freestanding desk-ing solution and liked the open feel and low panels. AIS's DiVi monolithic workspaces were chosen for the private offices."

Orders were placed and time lines arranged to coordinate the installation in three stages. Because AIS's Calibrate product was so new and the client wanted customization of Calibrate panels and

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benching, Kennedy worked very closely with AIS senior vice president of sales Ben Maxwell and executive vice president of sales and marketing Rob Lazarus.

"We were happy to work with Waldner's and to further develop our Calibrate product to suit Publicis' needs," said Lazarus. "Our goal is to make it easier on the dealer to complete a project and maintain their profitability."

Furnishings were shipped directly to the site and Waldner's team of installers was able to put everything together within the aggressive



sive schedule with no problems to speak of.

The combination of project manager, client, design team, manufacturers and support staff at Waldner's helped to make everything run smooth," said Kennedy. "You hope for a couple of these types of jobs a year and start to finish, this was one of them."



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