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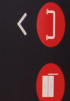
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## CASE STUDY: SPACE-SAVING SHOWROOM

New York, New York



## *A Commitment to Quality*

Häfele America Co., a manufacturer and distributor of upscale residential and commercial hardware, recently designed a new showroom in Manhattan to showcase its innovative fittings, slides, and other products. The design team wanted every aspect of the showroom display to reflect Häfele's dedication to innovation and premium quality.





## *The Challenge: Fitting more product in a smaller space*

The situation presented the design team with a challenge: the new space would be smaller than the previous showroom, yet the company's product lines were expanding and more product needed to be displayed.

"Our last showroom was really not flexible enough to meet our growing and changing needs," said Christine Bengtson, senior marketing manager for Häfele America Co., who oversaw the showroom design project. "We knew we needed some sort of 'product library' that would be able to expand and contract and change around as we needed it, in order to display as much product as we could fit into the space we had."

Häfele brought in the architectural firm Perkins+Will to tackle the challenge. "They were moving from a 5500-square-foot showroom into a 3500 square-foot space," said Arjav Shah, the interior project designer who headed up the project for Perkins+Will. "They had all these products but they didn't have enough space to display them."

Shah thought a Spacesaver compact storage system would provide the ideal solution. He had worked with the Manhattan-based Spacesaver team on previous projects and thought the carriage-and-rail concept would be a perfect fit, both for the physical space and in terms of Häfele's commitment to quality.

"I had recently used Spacesaver for a law firm," he said. "I realized that using a high-density storage system would give Häfele more surfaces to display their product. We started playing around with the idea of modifying a storage system to make it almost like a jewel box: we wanted to create something that would display products as well as store them. It was like thinking of a hardware store as a Tiffany shop. It would take their hardware to a whole new level."

*"We wanted to create something that would display products as well as store them."*

*-Arjav Shah, Interior Project Designer at Perkins + Will*



## *Building a solution together*

Shah worked with a local Spacesaver consultant to design the compact system. In addition to providing insights about the system layout, the Spacesaver consultant also addressed other concerns.

"He was constantly involved," Shah said. "From the very first meeting, he gave us all the numbers we needed, in terms of how much weight we could put on the system, slab reinforcements, everything."

Shah's primary concern was safety. To prevent any risk of tipping, Spacesaver's Wisconsin-based engineering team worked with the local Spacesaver consultant to ensure that a balanced system was designed. The system also has built-in safety features to ensure that no one can get trapped in an aisle.

"There was a lot of back-and-forth, but it was totally worth it," Shah said. "We rely on our dealers to provide the details because we aren't experts at everything. It's always a joint effort to come up with something like this."



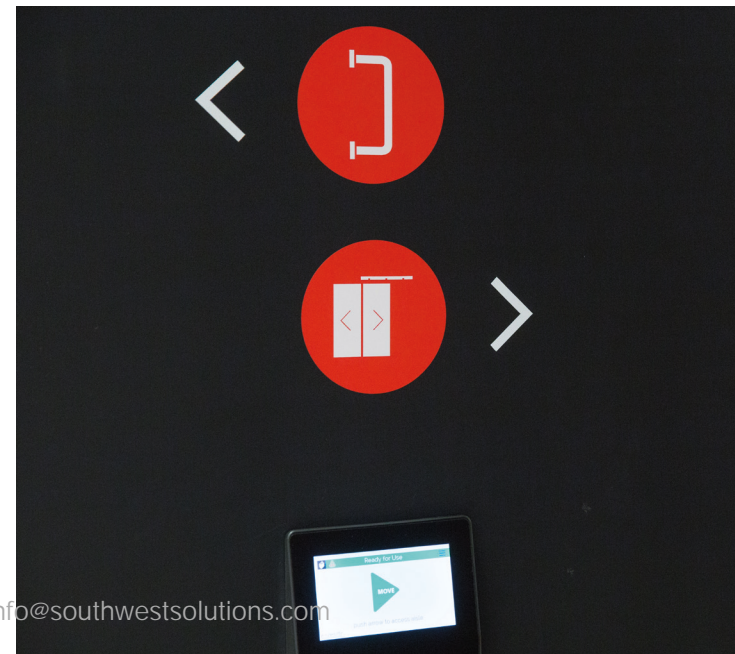


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Shah also wanted to make sure the system reflected Häfele's brand, so he designed custom millwork to display and store product in an attractive, easy-to-use format. When the system is opened, every aisle showcases different topics, from LED lighting to functional hardware like drawer slides. Icons on the sides of the Spacesaver system convey the theme of each aisle, and the aisles feature display space at eye level and drawers below for storage.

Spacesaver's Touch Technology Control provides intuitive carriage operation, allowing users to open an aisle with the press of a button.

"It collapses into nothing, and then you can expand it," Shah said. "And then you can have aisles in between so clients can go into those spaces and have a really good look at the products at a very personal level. That was the whole concept."





## *A 'transformative' system*

The client is thrilled with the system, too. "It's transformative," Bengtson said. "You can be standing in one aisle, talking about small items like hinges, and then you simply press a button and walk two feet over and you're talking about massive sliding architectural hardware. This system is a key element in our showroom, providing us the flexibility for transforming our space." Bengtson added that the Spacesaver system integrates perfectly with Häfele's mission and philosophy, providing an impressive and innovative experience to showroom visitors. "It's always a 'wow' moment for our customers," she said.





*"This was a brilliant system to work with. It's very sophisticated and it looks great. I'm really happy with it."*

*-Arjav Shah, Interior Project Designer at Perkins + Will*