

Constructive Ideas

# modular Caseworks

Modular/Flexible/Durable





PPremium in almost any business environment, storage space posed a particular challenge for ELEMENTS, a sleek, full service office furniture dealer in Colorado. “We are in the business of providing literature and samples to our customers and influencers,” says ELEMENTS principal, Traci Lounsbury. “The literature consists of a lot of brochures and paper, but we also have to provide large items like carpet samples, and very small items like fabrics and wood samples.” The puzzle of designing a clean, organized system to house the myriad shapes and sizes of goods was compounded by the fact that the Denver location was a working showroom. Any square footage dedicated to storage potentially consumed area that could be used to display product. And as with every functional area in the showroom, the solution needed to exemplify ELEMENTS’ capabilities and creativity.

“We went up,” said Ms. Lounsbury. “Isn’t that always what you do when you look for extra footage?” Teaming with Advanced Systems Plus’ Maryjane Casey, Ms. Lounsbury utilized a barrier wall and increased storage space by 50%. Strategically leveraging the physical space, a place was found for everything and now everything is in its place: sample books sit handsomely on shelves of precisely suited height, bins offer storage for fabric swatches on rings and base vertical shelves house heavy floor tiles. Doors cover the unruly samples. All of these ostensibly custom solutions were available as standard options from Hamilton Sorter. Even the designer white laminate styled to match the decor of the store was a standard finish.

Hamilton Sorter offers over 10,000 standard products. Standard choices shorten the turn-around time and reduce costs to the customer. In addition, standard means that if a company decides to reconfigure or replace in the future, transformation is easy and affordable.

With decades of experience, Hamilton Sorter also crafts unique pieces very well. The one custom piece requested by Ms. Lounsbury was the matching two story ladder built to resemble a traditional rolling library ladder. Hamilton Sorter built a product as functional and transformative as Ms. Casey and Ms. Lounsbury had envisioned.



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