



CASE STUDY | Custom Storage Credenza

Products designed to seamlessly integrate into existing installations or products specified by other manufacturers.

Single piece tower unit that incorporates side storage and user facing Box-Box-File drawer access.



Laminate Tower and Credenza

designed by Greg Parker and Dante Zeppa

SITUATION

The customer had a specific need for a customer storage tower. The tower needed to have the wardrobe off the back and side shelving and to be built as one unit. There also needed to be options for laterals in the cabinet, built as one unit as well.

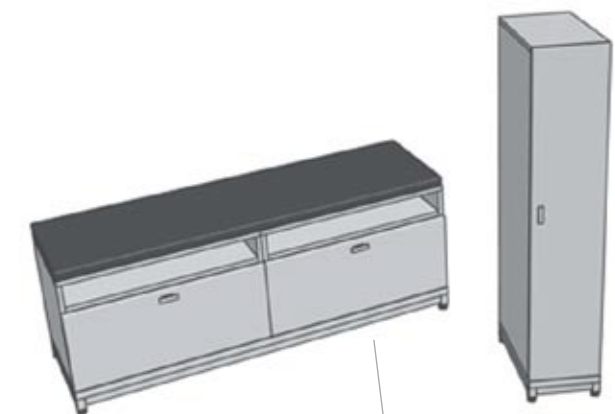
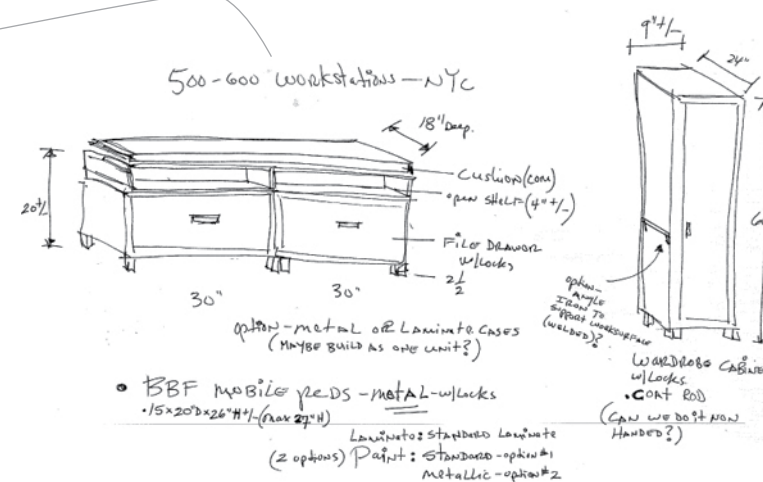
SOLUTION

We responded by turning around a mock for the dealer and customer in a week and a half. The solution was EXACTLY what the customer was asking for, with only minor aesthetic modifications required.

RESULT

Not only did the customer love the product, the mock up secure the project for the dealer as well. The customer loves the product. We have received the order for the first phase of 474 pieces and the next phase of 500 units is expected to come soon.

Original customer sketch outlining requirements and product details.



Initial rendering depicting the interpretation of the sketched drawings.

