

# DISPLAYS2GO

CLIENT: Displays2go

Displays2go connects people and brands by providing a wide variety of easy-to-use, brand enhancing products and personalized display solutions. Its products are used in all types of businesses throughout the United States and Canada.

LOCATION: Fall River, MA

PROJECT LEAD: Bob Black, Director of Facilities and Operations  
Kristen DellaGrotta, Director Human Resources

DEALER: Jerry Godin, National Business Furniture

DESIGNER: Trendway Design Studio



## THE CHALLENGE:

Relocate 200 manufacturing and office employees into one location.

Transition from traditional closed office environment to open plan.

Elevate Displays2go corporate image with new furnishings and design.

Provide a product solution to easily accommodate frequent facility changes.

## THE SOLUTION: Capture® + Choices® System | Intrinsic® Freestanding | Live and Jet Seating

Over the last 10 years, Displays2go experienced tremendous growth in its business as a supplier of display and signage solutions for industries of all types. The company was operating in multiple locations and decided it was time to unite all of its operations under one roof. A move of this magnitude doesn't happen often and the team at Displays2go, led by Bob Black, Director of Facilities and Manufacturing and Kristen DellaGrotta, Director of H. R., knew they had one chance to get it right.

They chose National Business Furniture and Trendway as their partners for designing and selecting the furnishings for their nearly 150 office workers in Fall River, Massachusetts. Prior to the move, the offices were primarily private, with tall panels, walls and doors. The move provided an opportunity to make a change, and the team worked to design spaces that were more open and

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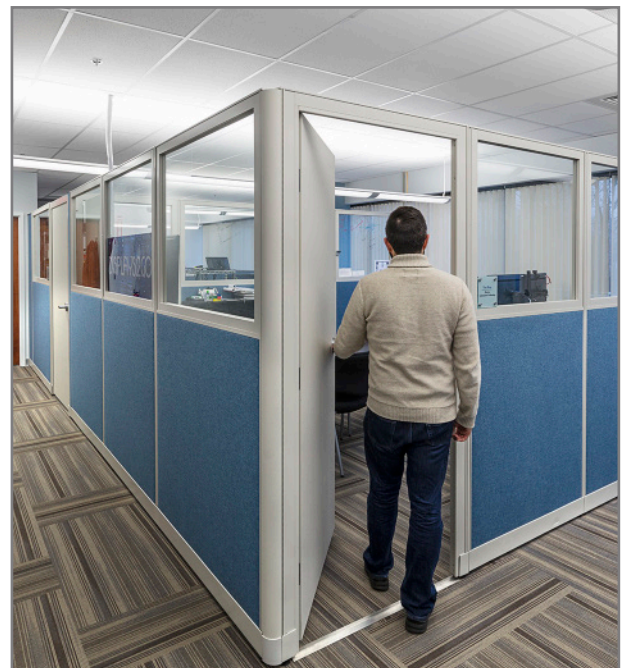
— *Bob Black*  
*Director of Facilities and Operations*

collaborative. They wanted to encourage better interaction among departments while taking advantage of abundant natural light the new building provided. A variety of spaces were planned throughout the 30,000 s.f. office area to accommodate heads-down work, break areas for relaxation, and large team meeting areas.

To meet these requirements Trendway’s Capture System was selected, along with Intrinsic Free-standing and Pack Filing. Multiple configurations and layouts were used throughout the new facility to accommodate different needs in the office. Jet and Live seating were also selected for guest office seating and break rooms.

“Trendway was a great partner, helping us with multiple design renderings and palette selections. They took the time to ensure we got exactly what we wanted. There were no surprises because Trendway worked with us on every detail throughout the project” according to co-project leader Bob Black.

When installation began the Displays2go team knew they had made the right choice. The construction of the Capture panels made the process fast and easy, while ensuring the ability to adapt and change with additional growth. Reconfiguration and change are a given in today’s workplace and Capture is flexible enough to accommodate all the moves, adds and changes that are sure to happen at a growing company like Displays2go.



The breakroom is an especially popular place for employees, who frequent the area throughout the day. Trendway's café height tables were selected with Jet bar stools to create a modern and airy environment. The café was situated near a bank of windows, making it the perfect place for relaxing and catching up with co-workers.

While open floor plans improve team collaboration, there are times people need privacy. To accommodate this, Displays2go chose Intrinsic Freestanding for private executive offices and focus rooms. The focus rooms are available for anyone who needs extra privacy to work undisturbed on projects requiring concentration.

"It was important that we spent the time understanding the needs of our employees as we

designed our new space" says Kristen DellaGrotta. "By adding amenity areas throughout the new location we were able to improve employee satisfaction with their work environments."

Now that Displays2go is settled in the new location, they are noticing improved dynamics among departments and increased efficiencies. The clean modern look they achieved has boosted team morale and will give them an edge in attracting and retaining the best talent needed to continue their fantastic growth pattern.

Bob Black added, "Working with partners like National Business Furniture and Trendway made the process of change much more manageable by working with us from design through installation."

