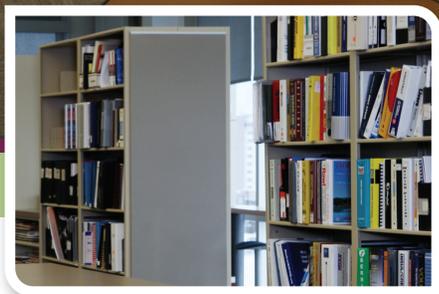


CASE STUDY



Marshall Erdman & Associates Madison, Wisconsin



Architects & Designers

CHALLENGE:

Amy Doyle is the Resource Director for Marshall Erdman & Associates a design-build firm that specializes in hospitals, clinics and other healthcare projects. The company completed its headquarters in Madison, Wisconsin, which required Doyle to consolidate 20 small resource libraries into one user-friendly space.

“We looked at several shelving suppliers, but only Aurora could provide the different configurations and flexibility we wanted, along with a level of service that went well beyond our expectations.” Doyle needed to make samples and periodicals accessible and keep them organized for the architects and interior designers.

PRODUCT HIGHLIGHTS:



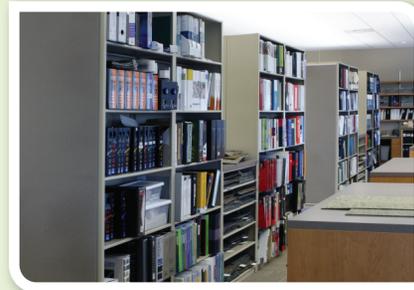
Periodical Display



Resource Library



Waist High Countertop



Binder Storage

SOLUTION:

Doyle: “The space itself is designed as a refuge for our staff to do research and brainstorm away from their offices, and a place where our clients would feel welcome.”

“Aurora was the only company that could provide the periodical storage I wanted - slanted display shelves with storage for back issues underneath - and they had most durable book-end system for keeping our heavy binders organized.” Waist high shelving with countertops created spacious work zones for collaborative meetings.

“Aurora and its dealer are excellent to work with. They were involved from planning through installation, and helped us make sure we had enough storage for what we currently had, as well as the flexibility to expand as we grow.”

