



## Success Brief in Retail.

Giftcraft,  
Brampton, Ontario Canada

From concept to completion, Business Interiors<sup>sm</sup> by Staples makes it easy to bring your workspace to life. From individual workstations and receptions areas to complete furniture solutions for multiple locations, your dedicated Account Manager will manage every detail from on-site assessment, design services, product selection to delivery and installation.

Here's an example of how we went above and beyond for one company's office furniture solution.

### Executive Summary

- Located Brampton, Ontario, Giftcraft's new office space required a complete furniture solution filling nearly 70,000 square feet.
- In addition, they needed a seamlessly managed installation that would go to work for the company immediately.
- Working in tandem with Giftcraft's designer from concept to floor plan and design, the Business Interiors<sup>sm</sup> Account team provided an aesthetically pleasing and productive work environment.

Serving over 15,000 retailers across North America, Giftcraft is a premiere provider of gift solutions for the home and garden. As a designer, importer and manufacturer of inspirational giftware, the company is truly an industry leader.

***“ This was a full-service project and we received a full-service response. Start to finish, the Business Interiors<sup>sm</sup> team worked efficiently and responsively. The results speak for themselves! ”***

STACEY COHEN  
Head Designer  
Giftcraft



## A winning combination.

Giftcraft + Business Interiors<sup>SM</sup>

**“Our goal is to make the work environment work for the client for years to come. And that all starts with the best customer service in the business.”**

JENNIFER CURTIS  
Account Executive  
Business Interiors<sup>SM</sup> by Staples,

### The Challenge

Moving from a smaller to a much larger new space in Brampton, Ontario, Business Interiors<sup>SM</sup> Giftcraft client needed a complete furniture solution filling nearly 70,000 square feet. The new work environment not only needed to be more modern and aesthetically pleasing than the old space, it needed to work more efficiently and productively. And that meant hours and hours of space planning and design before everything was delivered and installed. With just a few days to complete the project, the Business Interiors<sup>SM</sup> account team needed to work seamlessly to handle every detail from on-site assessment to product selection prior to the final installation.

### The Solution

Jennifer Curtis, Business Interiors<sup>SM</sup> Account Executive, worked closely with Giftcraft's designer to pick all fabrics, finishes and paint colors. Selecting neutral, natural colors that worked well in the light filled office space – the results were dramatic!

The open office space was soon filled with a combination of Allsteel<sup>®</sup> and Gunlocke<sup>®</sup> workstations and freestanding desks –many with custom finishes. Plus, there was a new boardroom table that was anything but boring. Soon, the floor was filled with both management and executive offices... all chairs ergonomically adjusted, all paint applied and all carpet installed. From conception to completion, the new work environment really worked for Giftcraft.

### The Results

Giftcraft looked to Jennifer for a full-service project – from conception to completion and Business Interiors<sup>SM</sup> delivered. “They were so responsive and so organized, it was just amazing.” said Stacey. “They handled every detail and that made such a difference in the final installation.”

Today, the new office space meets all of the client's demands. And those hours and hours of thoughtful planning really paid off. The new space is open, bright and beautifully designed. Employees are happier and more productive. It's a work environment that works seamlessly to suit their needs.

### Our Commitment

At Business Interiors<sup>SM</sup> by Staples we know your time is precious. That's why our account teams are there every step of the way, providing total project management from individual work stations to complete furniture solutions for multiple locations. We think of everything so you don't have to. It's this approach that ensures seamless execution at every stage as well as a workplace you'll value for years to come.

Business Interiors<sup>SM</sup> by Staples provides:

- Space planning
- On-site Consultation
- Installation Services
- Project Management
- Product Solutions
- Assets Management

To find out how to make furniture purchasing a part of your program, call your Business Interiors<sup>SM</sup> representative, visit [bistaples.ca](http://bistaples.ca) or call 1.877.272.2121 today!



[www.bistaples.ca](http://www.bistaples.ca) or call **1.877.272.2121**