



case study

august 2003

Customer: **The Freeman Companies**, Seattle, Washington

Dealer: **Seattle Office Furniture**

Product: **Parallel® Panel System**

When the Seattle sales office of **Freeman Companies** outgrew their old space, they realized they needed not just more room, but improved working conditions and the ability to continue adding staff. Freeman transitioned from a cluttered and crowded situation to a flexible and efficient setup by choosing the **Parallel Panel System** from **Maxon Furniture Inc.**

Making the Most of the Move

Freeman is a full-service contractor for expositions, conventions, corporate events and exhibit programs with offices throughout the U.S. and Canada. The rapidly growing Seattle branch simply “ran out of room” at their old location, says **Cookie Vigil**, office manager for corporate event services at Freeman. **Employees were crammed together with a hodgepodge of furniture and desks**, they were using the floor for storage, and the lack of privacy caused a poor work atmosphere.

Freeman rented an entire floor in the Provident Building, an historic red brick structure located just south of Seattle’s historic Pioneer Square. Before moving in, Freeman built out the offices along one wall. In the open space across from these offices, the company realized **employees needed more privacy** between desks. To achieve this, “we were either going to do the cubes or we were going to have hard walls built,” says Vigil. They were still debating between workstations and permanent walls when General Manager **David Gauthreaux saw the Parallel Panel System at Seattle Office Furniture.**

Opting for Flexibility

After realizing the potential of the Parallel Panel System to meet their needs, Freeman opted for the flexibility of the workstations. Parallel allows Freeman to use their space more efficiently because it’s **easy to reconfigure**, so they can change their floor plan and **make room for more employees** in the future, says Vigil. Yet the privacy of the panel walls enables employees to be more productive because it **improves the work environment** in the hectic atmosphere of the busy office.

Ryan Schumann at Seattle Office Furniture adds that **Freeman liked the power and data features**, and the 6' x 8' and 8' x 8' dimensions met their size requirements. The affordability of the Parallel Panel System appealed to Freeman, as well. Freeman also realized that moving and purchasing new furniture gave them an **opportunity to consider ergonomics**, and Schumann says “**they went the extra mile to outfit their employees**” with Parallel’s ergonomic options.

Improving the Work Environment

Vigil says the Parallel workstations have received nothing but **positive feedback** from everyone. Employees like all the work space because it’s more than they had with their previous desks. They also like being able to pin things to the walls and using the overhead shelves for storage. Account Executive **Kris Kristjansson** agrees that he enjoys having more room to work, but he also appreciates the privacy of the panel walls that makes it easier to work. And improving the work environment for the busy employees of this rapidly growing office is just what Freeman set out to do.



F R E E M A N

Companies

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