



daltile®



Custom 3x8'
work surfaces at
standing height

Solid and lasting: the relationship between Dal-Tile and Business Interiors is something to stand on.

Dal-Tile is a world leader in tile and natural stone. Based in Dallas, the company began operations in 1947 and is now part of a family of companies including American Olean and parent, Mohawk Industries. Their continual growth makes the corporate facility dynamic. With the need for additional office space, Bill Stockton, Corporate Facilities Manager, had the challenge of transforming warehouse space previously used for storage. Five departments consisting of 70 employees were to move into the 20,000 SQ FT finished-out space. He had decided to negotiate with Business Interiors for the space plan and furniture rather than bid the project. Having worked with the office furniture dealership for over two years, he commented, *"I occasionally bid a facility project, but pricing is always close and my comfort level is with Business Interiors."*



BUSINESS INTERIORS

“It’s not all equal out there. The key to the process is working with a dealer who has the capabilities and the commitment to perform.” BILL STOCKTON, DAL-TILE

When Bill Stockton accepted the position of Corporate Facilities Manager at Dal-Tile, he recognized the need for improving service levels and began interviewing candidates who could better support the company’s furniture and design needs. Bill was introduced to Marc Zarcone, account manager at Business Interiors, through David Thole, Dal-Tile’s Manager of Facilities and Equipment. David relied on B.I. to outfit 275 Dal-Tile storefronts across the nation. With his referral, Bill tested Business Interiors over a period of time with projects of increasing size. *“Bill likes the quality of the products we carry,”* commented Marc *“but more importantly, he appreciates our response to his concerns and questions.”*

Without hesitation, Bill Stockton called Business Interiors when it came time to develop the third floor plan at headquarters. *“I had high expectations and they always take the time to get familiar with our issues, ask for feedback and take care of us.”*

The overall design had to be flexible and needed to support and encourage communication. Bill wanted “touch down” areas strategically located so that individuals and groups could comfortably meet, share, and brainstorm. It was also important that employees feel valued and appreciated—the workspace needed to be beautiful, stimulating enough to attract and retain top talent in the industry.

Bill shared his vision for the new space with Marc and a Business Interiors designer. They also met with end users on multiple levels to understand what each department needed to work efficiently. *“This is where B.I. really exceeded my expectations. I spoke with a designer in general, conceptual terms,”* Bill said. *“It was amazing to see a perfect interpretation of our conversations on paper.”*

The result was a free flowing, open,

collaborative plan. Bill understood this was a complete departure from what they had. After owning the building for over 50 years, they had collected furniture from every era. Workers in cubicles were wrapped in high panels and isolated in huge 12x8’ workstations.

The furniture application was distinctly non standard in appearance, but a perfect reflection of each job function: workstations with 54” panels, slatwall worktool support, upmounted bins, and lighting; open lounge and meeting areas; lateral file islands; private offices; and conference rooms with floor-to-ceiling glass walls. Engineering workstations were custom-made to 3x8’ worksurfaces at standing-height to accommodate large floor plans.

The product was a combination of Steelcase, Turnstone, Vecta, Details, and Polyvision. *“We went with Steelcase,”* Marc explains, *“because Dal-Tile wanted to preserve their initial furniture investment with products that would adapt over time. And, it was ergonomically sound... from the chairs, to work surface heights, to lighting...all designed to keep the individual employee healthy.”*

Bill Stockton reviews the outcome, *“We reduced the square foot per person, yet nothing looks cramped and everyone feels productive.”* The space was well received and naturally supported the interaction Bill had hoped to achieve.

When the time comes to implement future facility changes, Dal-Tile is likely to call Business Interiors again. *“I was so pleased with their effort,”* Bill emphasized. *“Both Business Interiors and Steelcase work hard to earn our favor by providing value above cost. We’re committed to one another from conception through installation and have a successful working relationship.”*

“There’s a reason for the confidence Dal-Tile has in Business Interiors —we take pride in our work, on every level.”

MARC ZARCONI, BUSINESS INTERIORS

