



For more than 100 years, we've created smarter workplaces that solve customers' business issues. We bring together the best strategies, products and services that help people work more effectively, today and tomorrow.



They say your most demanding customer is – yourself.

When LOTH, Inc., based in Cincinnati, purchased Columbus Steelcase dealer T.W. Ruff, the need for a **new showroom space** was evident. Thus began a **major learning experience**.

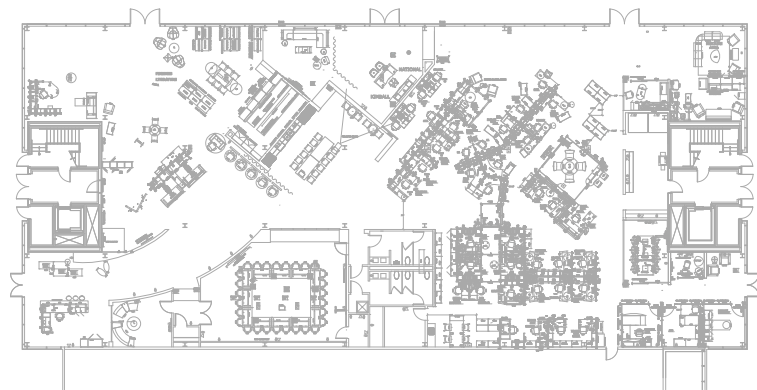
Challenge:

- **company culture:** how our space can tell our story
- **provide a functional workspace:** accommodate our employees and the needs of each department
- **a true working showroom:** create a working model of how we serve our clients

Strategy:

- **best use of space:** provide an open-plan environment
- **provide for different scenarios:** create “I” and “we” spaces
- **age groups in the workplace:** accommodate multiple generations
- **create an inspiring space:** an environment that is not just a workplace but a destination
- **enable hospitality:** the ability to host both large and small groups
- **a space for today:** an emphasis on technology and collaboration

LOTH
provides
workspace
solutions
for major
changes



Solution:

- **established zones:** neighborhoods to create purposeful adjacencies
- **variety:** provided open and enclosed settings
- **workplace research and insights:** incorporated from manufacturer/partner Steelcase
- **collaborative technology:** utilized media:scape and LearnLab to maximize sharing information and ideas
- **customer centric:** created an Options Studio for product, fabric and finish selections

Result:

- **a showroom/workspace:** an example of how a company functions in an office setting
- **smaller footprint:** maximizes a smaller real estate footprint
- **functional space:** provides each team member with an appropriate workspace
- **integrated technology:** uses technology to enhance collaboration and productivity
- **collaborative interaction:** supports collaborative interaction within an open-plan setting