

NATIONAL STOOD UP TO ALL THE DESIGN CHALLENGES AND EXCEEDED ON ENGINEERING AND QUALITY OF THE PRODUCTS PRODUCED.

LOCATION
HearingLife
Louisville, KY

SIZE
Each facility is approximately 1000-1500 sq. ft.

CASE STUDY
HEARINGLIFE



THE CHALLENGE

Due to exceptional growth and acquisitions, HearingLife proposed to transform itself through a Global Rebranding Project by creating modular stores throughout a wide variety of markets. With over 500 locations in the United States, consistency was essential to their rebranding

efforts. Their store concept was a key factor when positioning within the retail component of added value hearing care. The primary purpose of these stores was to create a leading, international retail culture with a consistent vision and shared direction, that could be carried across all markets.

THE DESIGN

The HearingLife team determined that the key zones in this transformation were the store front, window zone, welcome and reception zone, lounge zone, counseling rooms, and technical kitchen. By choosing National to outfit these

spaces throughout the HearingLife locations, they were able to keep a consistent brand standard as well as create a comforting and familiar space for their clients.

THE FURNISHINGS

HearingLife had a tremendous amount of customized furniture requirements, stemming from their Corporate Concept Manual. The specifications were provided from their Denmark facility, so in addition to standard products, National's Pizazz Product Modifications Team was challenged to match their established design with seamless edge details.

Clients are welcomed with Tellaro lounge and Wixler occasional tables, creating a comforting first impression. The fully custom reception stations and modified WaveWorks tables and storage provide a clean aesthetic with extreme functionality. Counseling rooms, testing booths, and technical kitchens feature additional WaveWorks with Laudio task seating, Volute guest seating, Footings tables, and Rizora stools.

THE RESULTS

The store concept embraces today's environment of a caring culture. The design and layout intentionally have a contemporary feeling that conveys trust and quality while providing a soft, medical feel. Employee morale has increased throughout the completed stores

and excitement builds for the stores that are transforming. The staff has enjoyed rolling out their new facilities to existing clients and are pleased to work in a functional and productive environment.

SCOPE

- Store Front
- Window Zone
- Welcome and Reception Zone
- Lounge Zone
- Counseling Rooms
- Technical Kitchen
- Testing Booths
- Tech Bar

PRODUCTS

- Footings™ Tables
- Laudio® Seating
- Rizora® Stools
- Tellaro® Lounge
- Volute® Seating
- WaveWorks® Desks, Storage, and Tables
- Wixler® Occasional Tables
- Pizazz™ Product Modifications

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1610 ROYAL ST, JASPER, IN 47546
PHONE 800.482.1717 WEB NATIONALOFFICEFURNITURE.COM

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