



Law Firm: Increase perimeter office footage

ROK Enterprises, a successful Stelterr Dealer in Vancouver, BC., sells office furniture, a line of file cabinets and Mizer mobile shelving. They were aware that a national Law Firm was planning a major move and were involved early thru a design firm they worked with. When the client and designer began discussing how many new file cabinets they would need; instead of taking an easy order for file cabinets, Scott Keuling of ROK, suggested **Mizer mobile shelving** to minimize the needed floor space. He did this for two good reasons:



1. It was the best move for the client:
Minimizing the file storage footprint with **Mizer** mobile shelving, allowed the designer to use the space savings to re-design the entire floor, enlarging the lawyers' offices and widening the central hallway by more than a foot. Along with the significant space gains, the actual file storage capacity was greater than if cabinets had been used.
2. It was in his best interest:
Profit on file cabinets is usually between (5-10%). On **Mizer** mobile shelving the average is usually between (20-35%). Along with the higher profit margin, additional furniture was needed to fill the recovered floor space.

A real win - win!

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