



SitOnIt • Seating®



# Project Spotlight

A Dealership with Tradition Looks for New Seating from IDEON and SOI

## Trent Cadillac Buick GMC

New Bern, NC

### INSTALL FACTS:

**Sales Rep:** Luther Associates

**Dealer:** Branchs Furniture

**Time Frame:** Feb – Sept 2013

**Product:** IDEON: Visit

SitOnIt Seating: Focus, Focus Side

### ABOUT THE PROJECT

When a car dealership with a tradition of service and success since the 1950s was looking for furniture, it needed something that would reflect its history in the business, but that would also fit other specific requirements. The seating needed to be able to take a lot of wear and tear while matching the look the dealership had imagined.

Fortunately for Trent Cadillac Buick GMC, they found furniture dealers with the same dedication to service and reliability that they boasted. And they found great products in SitOnIt Seating and IDEON.

### WHAT MADE THE DIFFERENCE?

Branchs Furniture had a relationship with the dealership and the company's Fred Wilson was able to give a lot of creative input to the project. And Fred had an ally in listening to the client and delivering exactly the right products for their needs – Andrew Luther of Luther Associates.

A number of products were brought in for sit tests, Focus along with Focus Side, won the day. Focus beat the price point and with the great variety of textile and vinyl made for an unbeatable combination of textiles and price.

The auto dealership wasn't thinking about lounge furniture at first. But when they saw IDEON, they liked the whole package. Photos alone showed the dealership that this was the look they wanted. The dealership said the auto brochure captured exactly the look that they were going for.

The Focus task and Focus Side were the perfect combination for the dealership. And the Visit products helped with the flow and style of the space.

Timing worked out perfectly. No quick shipping was necessary.

### WHAT'S NEXT

Few locations see more day-to-day traffic than car dealerships – especially successful ones! With Trent Cadillac, that means that all these customers will get to experience Focus and Visit first-hand. And that's the kind of exposure that always means good things for SitOnIt Seating and IDEON.