



SitOnIt • Seating™



# Project Spotlight

A Financial Institution's Rebranding Means a Whole New Look



## INSTALL FACTS:

**Sales Rep:** Contract Office Marketing, Inc.

**Dealer:** iSpace Furniture

**Time Frame:** March – May 2013

**Product:** IDEON: Visit

SitOnIt Seating: Focus Side, Sona

## ABOUT THE PROJECT

Profinium, Inc. is a financial institution that offers full services including banking, mortgages, insurance and investment with longstanding links to its community in Minnesota. Born out of the combination of two established financial institutions – the Martin County National Bank of Fairmont and the People's State Bank of Truman – Profinium launched with a new culture and a forward-looking philosophy: "Amazing is Possible". So when it came to choosing seating for their offices, they wanted chairs they could get excited about. Sales rep Amanda Larson at iSpace recommended SitOnIt Seating and IDEON because of its high quality, comfort and design that would match the style of the new branding. The dealer had worked with SOI and IDEON frequently and knew the advantage of having product families – like the Focus collection – in offering options that can be matched and coordinated.

## WHAT MADE THE DIFFERENCE?

Profinium representatives were excited to try the recommendation from Amanda, trusting her understanding of their needs and how they would use the furniture. She knew their fabric requirements and knew, too, that SitOnIt Seating and IDEON's textile program offered the flexibility that they needed.

On Amanda's recommendation, the financial services company decided to go with Sona for its conference rooms, Focus Side and IDEON Visit for its guest seating. With the seating installed, Profinium loved the quality and style of SitOnIt and IDEON. And with solutions from soft to side seating, the package was complete.

## WHAT'S NEXT

Profinium, Inc. is currently in the process of re-branding and remodeling its locations as well as expanding to new locations in a process that should last several years. This will mean a lot of furniture needs. With a hit renovation already under their belts, a partnership may well be in their future.