



CASE STUDY

ELEMENTS is a full-service enterprise providing progressive furniture and architectural products that redefine how interior spaces are constructed.



INTEGRATED COMMUNICATIONS CREATE A UNIQUE SHOWROOM EXPERIENCE

The ELEMENTS Discovery Center, located in Denver, Colorado, serves as the strategic hub of the company's operations, and an invaluable business resource for its clients. The space invites customers to experience ELEMENTS' growing product portfolios first hand in an environment that fosters learning and hands-on demonstrations. A central aspect of this experience is the seamless integration of technology into its showroom settings and its products. This includes IP communications, audio/video, sound masking, and other technologies often found in the workplace.

To create the sleek technological integration unique to its customer experience, ELEMENTS sought to retrofit its network infrastructure with Superior Essex communications cabling solutions that would serve as an operational utility, as well as an exemplar of what the company and the Discovery Center represent: workplace environments with fully-integrated technologies, and products that are manufactured with some degree of sustainability.



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// Tiana Kronebusch, Managing Partner at TruLink

FINDING SUCCESS IN COLLABORATION

A critical component to the overall success of the project was the close collaboration between the design and installation teams at C2, TruLink and ELEMENTS. “Taking a partnership approach on this project really set us up for success,” says Tiana Kronebusch, Managing Partner at TruLink. “It allowed us to understand fully the needs and desires of the client, and to work closely with each team on this project in order to ensure that ELEMETNS got exactly what they wanted from their system. It also allowed us to devise some clever solutions to some of the unique challenges we faced during the retrofit, and to do so without impacting the timeline.”

MAKING THE WORKPLACE WORK FOR YOU

The project was executed in two phases. The first phase centered on retrofitting ELEMENTS existing warehouse and storage space with Superior Essex Category 6A cables and new cable management hardware. A DIRT raised floor was also introduced into the lower level, through which Superior Essex cable was routed to the various workstation locations throughout the lower level of the Discovery Center. The second phase of the project required retrofitting new Superior Essex CAT 6A cable into the existing office space on the upper floor. The same cable management and raised flooring technology was used to route Superior Essex cable throughout that space as well.





50 WORKSTATIONS
26 HD DISPLAYS
5 PRIVATE OFFICES
4 CONFERENCE ROOMS
600+ CABLE DROPS

SUPERIOR ESSEX CABLING HELPS ELEMENTS ENRICH THE WORK ENVIRONMENT

Currently, ELEMENTS' data network supports over 50 workstations, 26 HD displays, 5 private offices and 4 conferencing rooms. The wireless network also broadcasts three independent SSID's to support three independent VLANS throughout the Discovery Center. In all, the project required over 600 cable drops, as well as toning, termination and testing of each cable.

"The work...is exceptional," says Marty Wilson, IT Director at ELEMENTS. "The attention to detail, professionalism and cleanliness of the installation has allowed our data network and AV control equipment to be seamlessly integrated into the building. We are confident that the Superior Essex solution will allow for future expansion of our technology needs." //

