



# THE **Flash** REPORT

APRIL

How WPF Members are Growing Sales and Profits with the Industry's Most Progressive Dealer Group

## Teamwork Among Two WPF Dealers and the Rental Experts at OFRA Yields Welcome Christmas Gift for Major Client



It was two weeks before Christmas and while most of the country was focusing on last-minute gifts and trying to remember where they'd put the holiday decorations, the folks at WPF member dealer OEC Business Interiors and one of their major clients had other things on their mind.

OEC is located in Elmhurst, IL, just outside of Chicago, but this particular client, a major financial institution with branches across the country, had a serious and unexpected need in their Melville, NY facility: temporary office space, including workstations, filing, reception area furnishings and more, for 51 people. And they needed it yesterday!

It was a situation that could have turned ugly very quickly: a location hundreds of miles from the dealer's main headquarters and timing that couldn't have been worse.

But with the help of the Office Furniture Rental Alliance (OFRA), WorkPlace Furnishings' partners for rental solutions, and an expert assist from fellow WPF dealer Waldner's, OEC got the job done smoothly

and efficiently, and the client's new office space was up and running in just a few short weeks.

"It was almost miraculous," reports OEC account manager Jody Hertenstein. "We were facing a totally unforeseen situation with a major client and it was all executed very successfully."

OEC account specialist Madeleine Sletten played a key role coordinating the various players and, she says, everyone contributed to what was a true team effort.

"Our OFRA reps Janet Dumas and Lois Orsini were always very accessible and responsive," she reports, "and even though a lot of planning for the project was done during the holidays, we got all the information we needed very quickly, the OFRA product arrived in excellent condition and our punchlist on the install was very minor."

Jody also gives kudos to fellow WPF dealer Waldner's for their role in the project and their ability to adjust to inevitable last-minute changes and still maintain high service levels.

"The end users who are working in those offices are very pleased, the client's project manager was pleased and we're certainly pleased with how this project played out," says Jody happily.

If you've got a client with an emergency need for office furniture or if you'd like to explore the potential of a well run rental program, the rental experts at WPF partner OFRA may have just the answer you're looking for. For more information, visit the Suppliers section of the [www.wpfdealer.com](http://www.wpfdealer.com) web site.



**OEC BUSINESS INTERIORS**

