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

FireKing Sparks Healthy Profits on PA Dealer's Hospital Project

One of the nice things about the booming healthcare market is that it's not just about selling highly specialized products for patient rooms or nursing stations. Just ask Linda Iagnemma in the Reading, PA office of WPF dealer **Interior Workplace Solutions**.

One of the Linda's major healthcare accounts is currently building a new, three-story School of Health Sciences and IWS is providing the interior furnishings part of the project. Among the requirements: nineteen fireproof files to house student records and other vital documents. Who you gonna call for that kind of product? Who else but WPF vendor partner **FireKing**!

"FireKing has a great reputation in the industry and their partnership with WorkPlace Furnishings is just one more reason to use them for this project," Linda explains. "I've always found them very good to work with and very responsive on any special requests or service issues."

In addition to FireKing, other WPF vendors involved in the project include Magnuson Group, Mayline and Tennsco, providing further evidence of just how well the WPF product portfolio can support a dealer's healthcare marketing efforts.

"There are a lot of benefits for a dealer from using WorkPlace Furnishings vendors," says Linda, "both from a profitability standpoint and also, in terms of gaining access to new products and manufacturers we simply wouldn't know existed otherwise."

And with Linda's client having ambitious expansion plans going forward—both for its main campus and other branch locations, it looks like the WPF product mix is going to come in handy for IWS and its healthcare-related business for quite a few more years!

For more information on FireKing and other fine WPF vendors, visit the Supplier Information section of *www.wpfdealer.com*.

FireKing®

IWS Interior Workplace Solutions