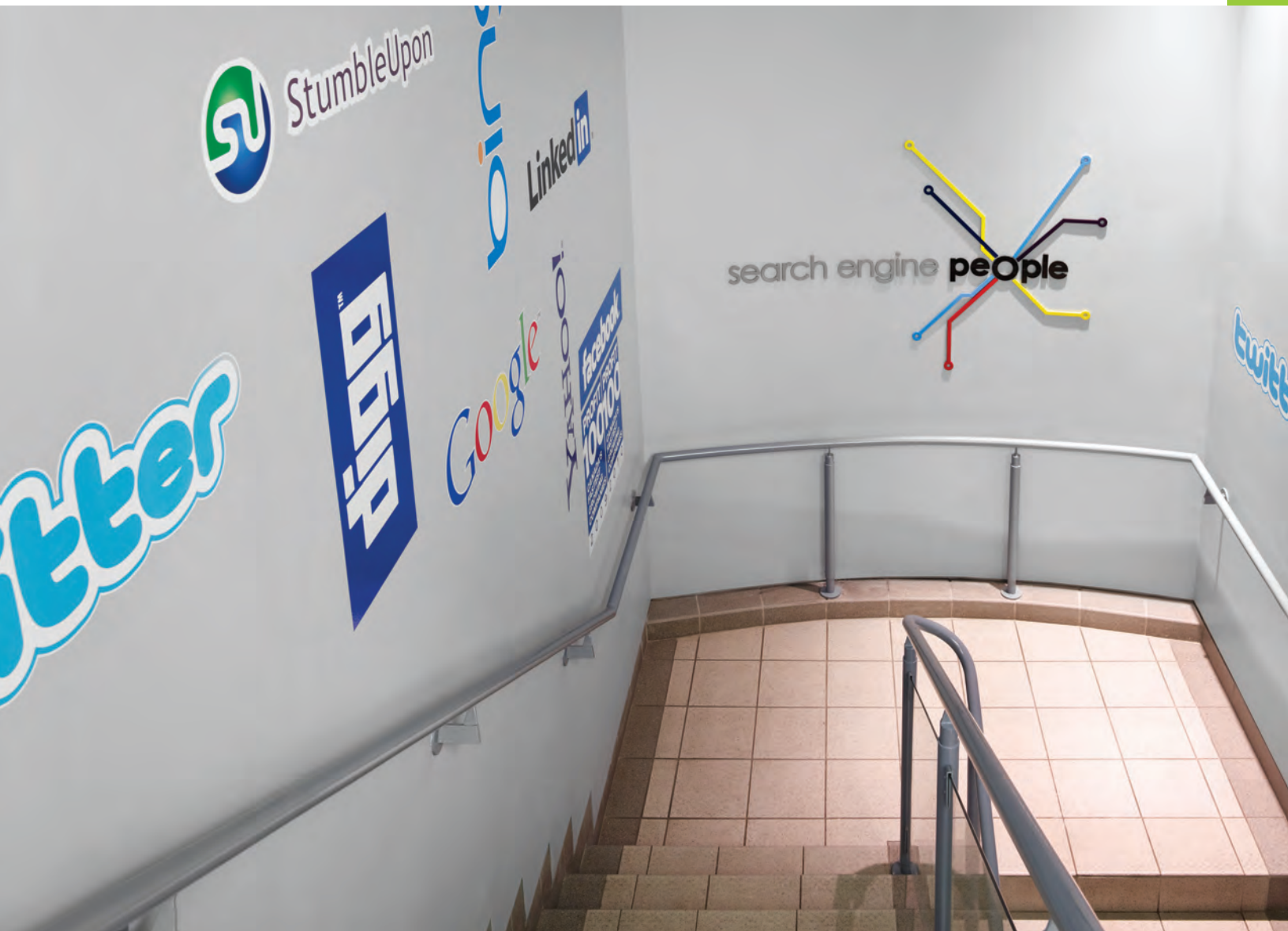


PROJECT PROFILE

SEARCH ENGINE PEOPLE



BUREAU SPEC



“We view Grand & Toy not only as a one-stop shop for all our office needs, but also as a thought partner for office problems we identify.”

*Jeff Quipp,
Founder/CEO,
Search Engine People*

A photograph of an office cubicle. The cubicle has a light-colored wooden desk and a black office chair. A white filing cabinet is visible under the desk. The cubicle walls are a light beige color. In the background, there are other cubicles and a window with blinds. A blue semi-transparent box is overlaid on the right side of the image, containing a quote and a name.

“I am very impressed with my Grand & Toy representative’s understanding of our business needs. He thinks about our challenges after he leaves our offices; I’ll quickly get follow-up calls with solutions to the problems we’ve talked about.”

*Jeff Quipp,
Founder/CEO,
Search Engine People*

THE CUSTOMER

Search Engine People (SEP) is one of Canada’s largest and most trusted Internet marketing companies. Based in Ajax, Ontario, the company started out as a basement business in 2001, but quickly evolved into a team of over 40 seasoned experts, and the choice of 300+ clients worldwide.

Many of Canada’s top brands have enlisted SEP for help navigating the challenges of the online channel. And through greater visibility on search engines like Google, Yahoo! and Bing, are now enjoying a significant increase in their Internet business.

INDUSTRY
Internet Marketing

PROJECT SCOPE
Newly designated sales area requiring
15 workstations, seating and
ergonomic accessories

INTERIOR DESIGN
Grand & Toy design support

PRODUCTS
Workstations:
Global Contract Evolve

Task Chairs:
Humanscale Liberty

Ergonomic Accessories:
Humanscale

THE CHALLENGE

Rapid business growth and a recent move to a 12,000 sq.ft. space created an urgent need for new office furniture.

For two consecutive years, in 2009 and 2010, Search Engine People was named one of Canada's fastest growing companies by PROFIT Magazine. Their move to a more comfortable new headquarters and a rapidly growing team, meant SEP needed to source and purchase new office furniture quickly, while still addressing some very specific concerns.

- Within the open-concept, collaborative and creative work environment, the sales team also requested privacy to conduct client calls.
- Because revenue needed to be earmarked for financial growth, any solutions had to be cost-effective, with a preference to environmentally sound options.
- With windows on all four sides of the building, obstruction of the natural light that flowed throughout the space had to be kept to a minimum.





THE SOLUTION

Since SEP had been a Grand & Toy office supplies client since 2005, their dedicated Business Solutions Advisor took the opportunity to introduce them to the extensive interiors solutions available from Grand & Toy.

After gaining a full understanding of SEP's current and future business needs, Grand & Toy's Business Solutions Advisor recommended a comprehensive mix of products; 15 Global Evolve Panel workstations, Humanscale chairs, monitor arms and keyboard trays. All were delivered and assembled — on time and on budget. The company's design and wellness goals were also addressed.

Having had a positive experience utilizing our suite of benefits specifically designed for small business, SEP now considers Grand & Toy a partner essential to their business success.

What they experienced...

- **Consistent Support** — From beginning of the project, right through to the end, Grand & Toy's Business Solutions Advisor was only a phone call away, available to provide ongoing support and viable solutions.
- **Added Value** — As a one-source stop with expert help available for virtually all areas of their business, Grand & Toy was able to provide a streamlined and efficient project experience.
- **Sustainable Options** — Having expressed a desire for environmentally responsible solutions, Grand & Toy responded with GREENGUARD certified product suggestions from Global and Humanscale, two furniture companies who make extensive use of recycled materials. Respect of SEP's wish to ensure that all their employees benefited from the facility's ample natural light was adhered to.
- **True Partnership** — Because wellness was also high on their list, Grand & Toy organized a complimentary Ergonomic Assessment Lunch 'n Learn for all SEP employees. An ergonomic expert was invited and made recommendations to alleviate the ongoing problem of repetitive strain injury. The result? A much healthier work environment.

INTERIORS WITH A DIFFERENCE

As Canada's only true national office furnishings solutions provider, Grand & Toy delivers fast and reliable service from coast to coast, with 15 full-service facilities to cover every major market.

Furthermore, from interiors, technology, print and promotional solutions, to a wide range of office and facility supplies, we can help drive operational efficiencies and cost savings by streamlining your procurement with our complete portfolio of business solutions. In addition, our sustainable business practices and environmentally favourable product offerings will help you get closer to your own sustainable goals.

To put our solutions to work for you, contact us today:

1.800.362.2730

grandandtoy.com/interiors

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