

WORKSPACE  
**Interiors**  
by **G&T GRAND&TOY.**



Project Profile:

Ember  
Business  
Exchange



## The Customer

Founded in 2013, Ember Business Exchange helps women entrepreneurs launch and grow strong companies. They assist members in succeeding faster through the power of community, expert mentorship, and funding opportunities. Ember is a place where entrepreneurs collaborate and share ideas, contacts, and strategies for growth. Located in downtown Toronto, they offer everything that a new or developing women-led business would need: connecting them with investors, other like-minded mentors, providing workspace to operate from, meeting rooms for live events and many online tools.



### Industry

Non For Profit Business Incubation  
for Small and Mid Businesses

### Project Scope

Project coordination and installation of eight new offices,  
two new meeting rooms, a new reception area, and a  
new training area.

### Space Planning

Workspace Interiors – Furniture Specialist, CAD and  
Project Management

### Products

- Office Supplies
- Cleaning & Breakroom (microwave, kettle, brewer,  
tissue, wipes)
- Technology
- Furniture (movable walls, workstations, filing, seating,  
meeting and training room tables, sound proofing,  
custom reception (Manufacturer | Partner: Global)
- Ink & Toner



“ The Grand Rewards program is great because they add up really quickly — anything you can get as a Small Business that helps stabilize your cash flow goes a long way. ”

Gail Gillian,  
Director,  
Ember Business Exchange



## The Solution

Grand & Toy was already a trusted partner for all office products and Ember was also enjoying the benefits of Grand & Toy's MaxPerks rewards program which gives small businesses 5% back on their spend in reward points to be used on future purchases. However, selection criteria for the Interiors project was very stringent – four potential providers were reviewed and Workspace Interiors was selected based on their experience and expertise in Interiors, dedicated customer service, wide selection of quality furniture, and Canadian-made offerings.


- **Partnership** – The resulting modern, free-flowing, and modular space came out of a true partnership. Workspace Interiors demonstrated strong understanding and anticipated the needs of Ember, offering furniture solutions to their specific pain points. Ember had a vision in mind that they wanted realized, and the Workspace Interiors team brought that vision to life.
- **Complete Package** – Ember was looking for one strong partner they could rely on; from furniture and office supplies, to product warranties and design. Ember is itself a small business, so it was essential that they find an efficient and economical solution. By working with one partner for all their office needs including the renovation project, they were able to streamline their procurement and maximize efficiency and savings.
- **Canadian** – Supporting Canadian businesses is Ember's mission, so working with a Canadian brand was important for them. Made-in-Canada products were also a big factor in their vendor selection, one reason they are now looking to Workspace Interiors for their next office expansion.

- **Quality** – The quality of the products was extremely important. Ember was looking to create an inspiring and motivating environment that only high quality furniture and finishing would create. Workspace Interiors was able to meet and exceed their vision.

## The Challenge

As a business incubator looking to strongly support women entrepreneurship, Ember wanted a space that would help their clients feel empowered. It was important that their members have a space where they feel inspired to take their business to the next level, so they can grow their business and create new jobs. Ember needed a partner who understands small business; the specific challenges and needs that they face. Today's entrepreneurial environment is not like it was five years ago. New and developing businesses now need the edge of having modular, collaborative, free-flowing and open workspaces in order to remain competitive. For an organization looking to assist its members make an impactful impression, it was essential to them that the space reflect entrepreneurial growth. It was also important that the space and furniture be scalable to meet the needs of their clients as their businesses grow.





“ Workspace Interiors offers the complete package that small and mid size businesses are looking for – from office supplies to technology, from kitchen supplies to furniture for your space; it’s all in one place. ”

Gail Gillian,  
Director,  
Ember Business Exchange

## Interiors With A Difference

As Canada’s only true national office interiors solutions provider, Workspace Interiors delivers fast and reliable service from coast to coast, with 15 full-service centres 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

[workspaceinteriors.ca](http://workspaceinteriors.ca)

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