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PRESS RELEASE

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Contact: Karen Doodeman

Phone: 954-893-7300, ext. 4833

Fax: 954-893-7500

E-mail: karendoodeman@retailenvironments.org

The Boden Alexander Group Receives A.R.E.'s Above & Beyond Award for Bank of America Projects

Hollywood, Fla. (March 28, 2008)—A.R.E.'s annual Above & Beyond Award recognizes member fixture suppliers who deliver exceptional service to their customers, exceeding expectations, and in some cases making the impossible possible. From the first rough sketches of a new job until the last fixture is safely installed in the store, the companies that receive this award accomplish manufacturing feats through commitment, determination, and above-and-beyond customer service. Sherry Shirey of Bank of America nominated Portland, Ore.-based Boden Alexander Group for this year's award. The award was presented March 18, during A.R.E.'s Design Awards presentation in Chicago, during GlobalShop.

Shirey, vice president and supplier manager for Bank of America, says that Boden Alexander's long-term relationship with the company has included project management, manufacturing, delivery, and installation for the company's banking centers for more than six years—without ever missing a deadline. In 2007 alone, that included fixtures and millwork for 100 new stores, 50 major renovations, 1,000 minor renovations, and the normal replacements that are part of "business as usual."

Boden provides a wide range of fixtures and millwork to Bank of America, including the teller lines, check desks, host stations, workstations, several variations of media walls, overhead teller phone media fixtures, universal conference room furniture, ATM check desks, and coffee carts, many of these in variations to fit the size and scope of different locations. Boden has done significant work in both improving the function of fixtures, and at the same time offering cost-effective value-engineering options, including engineering a modular teller line system that made it possible to produce fixtures that could be installed in a variety of locations, rather than built as one-offs by the general contractor on-site.

"The partnership they've built with the bank is exceptional," Shirey says. "It's not a typical supplier relationship."

Dan Dunn, vice president of marketing and sales for the Boden Alexander Group, agrees. "From the very beginning, Bank of America has treated us like a true partner, ensuring that we have always understood the big picture of what they were trying to achieve in their stores." Dunn says that the company also continuously provided opportunities for Boden Alexander to make suggestions regarding better ways to meet the bank's goals.

Shirey says that Bank of America has often asked Boden Alexander to meet very short turn-around times, including one instance when Boden managed the production of a new fixture from conceptual design (coordinating with an outside design firm) to shop drawings to prototype in just three weeks.

Recently, Boden Alexander has been instrumental in furthering Bank of America's corporate commitment toward Green construction. In 2007, Bank of America piloted four LEED-certified banking centers. The Bank of America Tower at One Bryant Park is the first high-rise office tower to strive for Platinum Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council.

"The Green program has been a joint learning experience," says Dunn. Based in Portland, Ore., which was named the "Greenest City in America" in 2008 by *Popular Science*, Boden Alexander has long had a commitment to sustainable principles within its own operations, recycling all wood and metal scrap, installing energy-efficient lighting in its plant and offices, and more. "We found that many of the things that we have been doing as a normal



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course of business are LEED contributing practices,” he explains. Boden has created an internal department to identify additional areas that offer opportunities to employ environmentally friendly practices in business operations as well as in product construction. For Bank of America, Boden worked with knowledgeable suppliers in the Northwest to identify eco-friendly materials to be used in fixtures that would help the retailer earn LEED points in a variety of categories—without changing the look or feel of the fixtures.

“Going forward, we’ll continue to use these materials in all of our stores,” says Shirey. “Boden's contribution will assist us in our goal of LEED certification for new banking stores.”

This kind of customer service, says Shirey, is why Boden Alexander is the sole millwork supplier for all of Bank of America’s banking centers from coast to coast, which now number some 6,500 locations. “What Boden does improves the experience of our customers when they walk through our doors,” she says.

Entries Accepted for 2009

Retail customers are encouraged to nominate vendors that have gone “above and beyond” on a store fixture project. To be eligible, the vendor must be a store fixture member of the Association for Retail Environments. Contact Karen Doodeman at 954-241-4833, or see www.retailfix.com for more information and nomination forms.

Deadline for consideration for the 2009 awards is Dec. 15, 2008.

Note for editors: Images for publication online or in print are available, including the award logo, store, and installation shots. See www.retailfix.com for images, and contact Karen Doodeman (as above) for original files, interview contacts, and more information.

About A.R.E.

Members of the Association for Retail Environments (formerly NASFM) are retail environments professionals and proven industry leaders—companies that are well known for excellent craftsmanship, topflight service, and cutting-edge innovation. More than 800 member companies offer a full range of products and services for retail environments, and include store fixture suppliers, retail design firms, suppliers of visual merchandising products, and suppliers of materials and equipment for the retail environments industry. Member capabilities include importing, exporting, consolidating, installing, project management, engineering, design, and more.



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