

Handle with Care

Appropriate Care Ensures a Solid Return on Investment

New furniture! You can't help but be excited about how it will support your marketing message – your brand. How will you keep it looking great and serving your customers for years to come? Here is a three-pronged approach that ensures a safe and attractive environment, avoids the disruption caused by defective product and delivers a solid return.

Invest in a High Quality Product

Purchase a high-quality product, which is easier to maintain than lower-quality furniture. You'll find high-quality furniture, at a variety of price levels, from a well-established company with a good reputation. "Learn the history of the company from which you want to buy," says Steve Walker, assistant director of North Carolina State University's (NCSU), Furniture Manufacturing and Management Center (FMMC).



Implement a Furniture Maintenance Program

Different kinds of furniture require different maintenance procedures. The key to success is to create a standard protocol based on expert advice and implement it effectively. Keep accurate records of inspection and repair to insure warranties are not voided.

Limit Your Liability

Timothy Palumbo, managing partner in the Chicago law office of Kopka Pinkus Dolin and Eads, notes that the first priority is to purchase a quality product, appropriate for the application.

Learn the actions required to insure your furniture serves you well for many years.

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