Case Study: Café William

Location: Sherbrooke, Quebec, Canada

Number of employees: 50

Square footage: 12,417

Partner: EMBLM

Essential Plus

logiflex

Café William is a Quebec business that's passionate about the art of roasting and specializes in distributing sustainable, high-quality coffee. It's a leader in its commitment to eco-friendly production, fairtrade business practices and innovative technology. Café William, a certified B Corp, is proud to choose its coffee beans carefully and work directly with producers to guarantee fair, human-centered working conditions.

The objective: Bringing all divisions of this growing business together in a minimalist, timeless work environment

The goal of Café William in relocating was to create a new headquarters that brought the company's three divisions together under one roof. According to the company's vision, the layout was designed to feature an immaculate, streamlined appearance, incorporating biophilic elements to evoke the atmosphere of a café. The client wanted to provide its employees with an inspiring work environment to support their comfort and creativity.

It also wanted to ensure alignment with its manufacturing standards and corporate values. The furniture had to be durable, and the space needed to optimized and functional to welcome the company's 50 or so current employees, with some room to spare for potential newcomers.

The solution: Configuring the open spaces with the Xtension collection and equip the work areas with customized furniture

To meet the challenge of bringing as many employees as possible into open-plan spaces, the Xtension collection was the perfect solution for Café William. The panel system created numerous workstations while allowing ample space for movement. Xtension's electricity management system also helped organize the space in a functional and aesthetic way.

“We took on the challenge of creating a workspace that reflects the company’s identity. With the Xtension collection and customized furniture solutions, we were able to blend durability and functionality in an inspiring space.”

– Anny Audit, Project Manager, Logiflex

Neutral hues create a bright, gentle atmosphere that helps with focus. This conservative color choice makes for a timeless style, in line with Café William’s sustainable vision.

Next, several private offices were set up with personalized furnishings that reflected the company’s brand. Features like rounded corners, delicate legs and simple colors help evoke the calming atmosphere of a café. The other spaces were laid out in practical, user-friendly meeting spaces, including a welcoming reception area, a cafeteria and several conference rooms.

Lastly, a room dedicated for the factory workers was equipped with 100% custom-designed lockers. Each detail was carefully considered to ensure the team's specific needs were met, including a sloped common area, optimized clothing rod height and a secure locking latch system.

> **"I absolutely love the private offices. Each one is unique and reflects the company's image. The perfectly aligned Xtension panels create a gorgeous effect in an open-plan workspace."**

– Marieve Laurin, Account Manager, EMBLM | Estrie

The result: A peaceful, café-inspired workspace

Café William's new offices, outfitted by Logiflex, are a perfect reflection of the company's core values: sustainability, innovation and social responsibility. Each space was designed to combine functionality and creativity, wrapped in cafe-inspired decor. The professional setting is tailored to the team's current needs while supporting the company's ongoing growth, providing an exciting space for its young, dynamic team.

"Our office furniture is both modern and timeless, and it aligns perfectly with our values of sustainability. The workspaces are tailored to our needs, so our employees can co-create in an inspiring environment that looks like us."

– Hélène Gagnon, Director of Human Resources, Café William

CATEGORY OF CUSTOM FURNITURE

ESSENTIAL PLUS

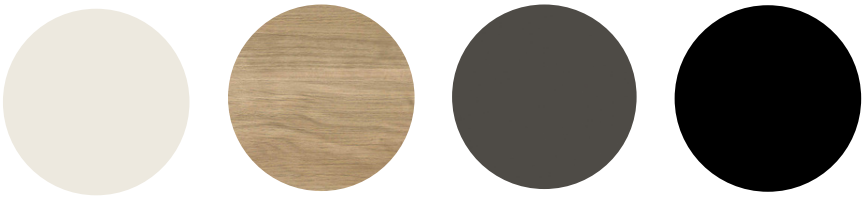
Do you want to change the location of your furniture components? Why not! For example, add or move a wire grommet, modesty panel, leg, connections, etc. These types of customs include adding casters to seating/storage and adding handles and different lock options to nonstandard products.

DISPLAYED COLLECTIONS

- XTENSION
- MAGOG
- RECTANGULAR BASES CONFERENCE
- TABLE TMT
- LOCKERS
- INBOX
- TEXTO
- SLIM

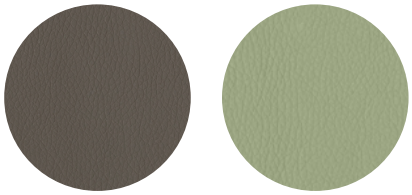
ILLUSTRATED FINISHES

LAMINATES



Gris Saule | Cosmos | Ingot Grey | Jet Black

FABRICS



Stock Fabric
Dillon
Graphite DL69

Culp Contract
Dillon
Sage TDCT