



### Easy on Hold - Kalamazoo, MI



*"My company had an aggressive move-in date for a new space in downtown Kalamazoo--historic building with brick walls, wood floors and a great view. In 60 days, we had to convert this completely open 5,300 square foot space to offices, a recording studio, an editing suite and a section for our sales team, while honoring the industrial vibe. Our goal was to 'just put up some walls' and our google search for 'office walls' revealed NxtWall. We explained to them our situation and incredibly tight deadline, and Mitchell and his team got right to work measuring and suggesting materials, providing layouts the next day, and walking us through installation details, all with amazing accuracy.*

*We hit our move-in date and regularly tell people all about NxtWall. They worked hard for us--and I believe their growth will be exponential in the coming years."*

**– Julie Cook Brown, CEO, Easy on Hold**

#### **Project Profile:**

Easy On Hold® is a Michigan based company providing custom audio services for businesses worldwide. Over 21-years of service, Easy On Hold® has been a leader in the telephony music on hold messages space. Since inception, Easy On Hold® has focused on innovation in an industry that had grown stale. They have replaced repetitive, unimaginative phone-on-hold messages with dynamically generated content. The result is a friendly, professional, always-up-to-date sound that will impress callers and reduce hang-ups.

#### **Challenge:**

Easy on Hold was running out of space - they need more room to accommodate their growing business. A larger building in the perfect location became available but they needed to move quickly. With just 60 days to make the move, Easy On Hold came to NxtWall for help. They wanted to design their new office space using a demountable wall system so that it could be reconfigured to accommodate continued growth or taken apart and moved to a new location, if need be. The overall goal of the design was to create privacy yet also incorporate an open design plan to encourage collaboration.

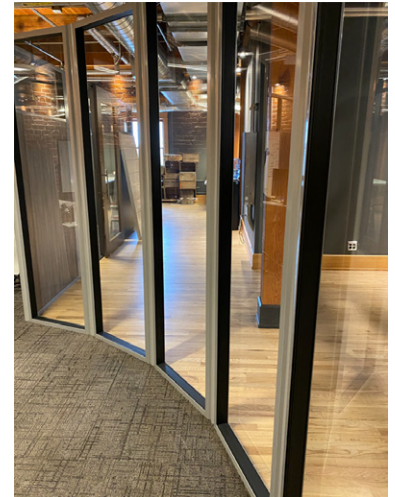


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#### Solution:

In the short time given, NxtWall designed a workplace environment that not only fit the unique older building blueprint but also incorporated the physical elements that support worker well-being such as natural light, view of the outdoors and individual privacy. Easy on Hold chose to use the NxtWall Flex system for their office configuration because they wanted to make the most of the space available. The unique flexibility of NxtWall's Flex Series incorporated curved walls, walnut fiberboard laminate walls and matching full lite sliding doors. Cork boards and dry erase walls were also used to add functionality where needed. The 8-foot freestanding walls used MS Silver framing with black glazing bead which enhanced the edgy industrial look.

Easy on Hold was also able to take advantage of Section 179 - the money saving tax deduction. Since NxtWall demountable walls are considered furniture, Easy on Hold was able to depreciate their walls over 7 years vs the 39 years needed for typical drywall construction. NxtWall demountable walls were exactly what the management team wanted at the price point they could afford.



#### PROJECT INFO:

**Client:** Easy on Hold

**Photographer:** Staff

**NxtWall Products:** Flex Series

#### NxtWall Product Description:

Flex Series free standing walls with power. Walnut fiberwood framed full lite glass sliding doors. Aluminum framed full lite glass doors, tackable fiberboard, and whiteboard wall inserts. MS Silver frame finishes with Black glazing bead.

#### NxtWall

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