

profile



On The MOVE

by MEG LAPPE

Law firms and other businesses across the country turn to EthoSource when looking to create or refurbish their office space with high-quality furniture at a low cost

EthoSource owner John Gallen Jr. founded his business in 2001 to provide high-end office furniture for businesses in the Philadelphia area and across the nation.

They are called “growing pains” for a reason. Although a business’ expansion signifies success, headaches inevitably arise between phases. This is where companies such as EthoSource come in, as Washington, D.C.-based law firm Sterne, Kessler, Goldstein & Fox can attest. When the firm needed beautifully refurbished office furniture to furnish three floors of one of the city’s premier office-space locations, EthoSource was the only source upon which it needed to rely.

Throughout the project, EthoSource worked closely with the firm and Gensler Architects to provide a customized and functional furniture solution that reflects the progressive and sophisticated tastes of the firm. Complete design, project management and installation services were provided as well. The most astonishing part of the project, however, is that the furniture cost significantly less than equivalent new furniture, enabling the firm to utilize those dollars in other ways.

Environmental Design (LEED). A LEED-certified office takes into consideration environmental benefits such as the origin of a product and the amount of recycled content it contains. If a company is moving, downsizing or renovating, EthoSource takes the office furniture, “instead of having [companies] throw furniture into landfills,” says Kauffman. “[We] ship it out to our recycling facility, facelift it and sell it out into the market. Even in the refurbishing process we apply recycled fabrics and other used accessory pieces to products as well.”

These recycled pieces can be used in the two types of spaces that law offices normally require. First, there are partner and conference rooms, which tend to require exceptional quality. “Instead of spending \$15,000, [firms] can spend \$3,000 and get an equivalent product,” Kauffman says. The second type of space includes workstations for paralegals and support staff workstations, which is EthoSource’s specialty. “We can refurbish the

them questions and investigate with them to understand the scope of the project, what their goals are and their vision,” Kauffman says. “Our website is very informative, but we pretty quickly want to have a conversation.”

The website reflects the current active inventory, where “we can buy furniture in St. Louis and within a week people can see it up on the site,” Kauffman says. The company also has two showrooms—in King of Prussia and Reading—where “the customers can engage us, and can see, touch and pick the products,” says Kauffman.

Once initial contact has been made, the next step is to figure out the exact style and design that the client desires. The design team can illustrate how a client’s employees will fit into the space, as well as provide renderings and 3-D color images showing what the finished space will look like. “Once the design has been agreed on, we make the selection of fabric, finish and paint colors, all of which can be customized,” Kauffman



Above, left: EthoSource has two showrooms in King of Prussia (shown here) and Reading, where “the customers can engage us, and can see, touch and pick the products,” says Bryon Kauffman, vice president of sales for EthoSource. Above, right: EthoSource has earned a reputation for giving clients’ office spaces, such as this one from Washington, D.C.-based law firm Sterne, Kessler, Goldstein & Fox, a much-needed facelift in an economical, environmentally friendly manner.

“We provided close to 50 partner offices and provided work spaces for about 200 employees of the support staff,” says Bryon Kauffman, vice president of sales for EthoSource. “It looks like a brand-new installation, but [the law firm] spent a third of the price they would have.”

Given EthoSource’s reputation for giving each of its clients’ office spaces a much-needed facelift in an economical, environmentally friendly manner, this story is a familiar one. EthoSource has been providing cost-effective, high-end office furniture for businesses in the Philadelphia area and across the nation since 2001, when owner John Gallen Jr.—then a liquidator for another brand—recognized a niche for pre-owned Herman Miller Ethospace brand office furniture.

Through the magic of refurbishing, EthoSource takes old office furniture and makes it new again. Using a combination of new customized upholstery and recycled/pre-owned accessory pieces, EthoSource’s design staff and project-management team creates office spaces that look luxurious but were less expensive to furnish than one might guess.

EthoSource can also help businesses work toward certification in Leadership in Energy and

[whole] cubicle system—the Herman Miller Ethospace—which is a high-end nicer cubicle system and make it look brand new again,” he says.

EthoSource also provides furniture for “swing spaces,” when companies are renovating a building and the employees need furniture to be able to work. No matter the need, EthoSource’s in-house design and project-management team members coordinate delivery and installation services as well. The team works with clients up until the moment employees return their refurbished offices.

EthoSource has worked with companies with as many as 600 people in one facility to small law offices with just one or two partners. Any office can use them to achieve the look of professionalism. “EthoSource is much more sophisticated than you normally see in used office furniture,” says Ian Gendreau, the director of marketing.

Potential clients can visit the website and explore the vast amount of products and services available. As soon as a prospective client clicks on the “inquire” button regarding a particular piece of furniture, he or she is contacted by EthoSource within an hour to talk through what needs exist. “We want to talk to [the potential clients], ask

adds. “We can refurbish the furniture to look exactly as the customer wants with specific colors. Once the order is placed, we walk [the client] through the entire process of getting furniture delivered and placed. We are not done until they are sitting in the furniture.

“We are not exclusive,” he continues. “Steelcase, Knoll and Hayworth are some of the many manufacturers of furniture we liquidate, but Herman Miller Ethospace is what we refurbish. ... When we started the company, we knew we wanted to refurbish furniture—cubicles specifically—[and] we needed to start with a well-made system. Herman Miller is probably the best-made constructed furniture on the market. It is built like a tank and appropriate for almost any professional office, from a small telemarketer call space to an office of paralegals.” ■

EthoSource Office Furniture

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