

Press Release

Custer bolsters its West Michigan presence with two new working showrooms

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Custer, Inc. Expands Its Capacity as West Michigan's Primary Steelcase Dealership to Holland and Kalamazoo, Michigan.

West Michigan businesses and architecture and design community can now experience Custer's commitment to empowering people to do their best work through exceptional spaces in two newly developed locations

GRAND RAPIDS, Michigan – July 1, 2019 - Custer, Inc. announces the opening of a sixth working showroom in its West Michigan territory - now to include downtown Holland - as well as the opening of its new Kalamazoo showroom. The two new showroom spaces will be additions to Custer's existing showrooms in Traverse City (101 North Park Street) and Grand Rapids (217 Grandville Avenue Southwest, 320 Hall Street Southwest and 99 Monroe Building, Suite 200).

Custer has served greater Grand Rapids for over 38 years as West Michigan's primary office furniture dealer and customs manufacturer, offering the community exceptional spaces to augment meaningful connections in the workplace. Custer, Inc. has had a presence in Kalamazoo for over 20 years and most recently has operated out of the Haymarket Building at 161 E Michigan Avenue since 2014.

"The expansion and development of the Kalamazoo community has presented the opportunity for Custer to have a presence in the heart of the changing landscape downtown. We've offered our services and solutions to clients in Southwest Michigan for years, but we are excited to usher in new era of work and workspace and partner with Kalamazoo businesses to improve their work experience" said Nikki Probst, Custer, Inc. Vice President of Business Relations. "A younger, more agile workforce is on the rise in Kalamazoo. They're informed, ambitious, and they're seeking healthier workspaces. Custer is here to help Southwest Michigan businesses retain talent and keep that workforce right here in Michigan."

In order to serve this market, Custer will now support the Southwest Michigan region from the fifteenth floor of The Exchange building in downtown Kalamazoo. The city's newest 345,000 square foot landmark at the corner of West Michigan Avenue and South Rose Street offers nearly 60,000 square feet of commercial and retail space to its tenants - including Custer, Chemical Bank, Rx Optical, two restaurants, and will also be the new home to Phoenix Properties, the firm managing and developing The Exchange property, co-owned by Plaza Corp. 133 high-rise urban apartments and 289 internal parking spots are also intended for the site.

Custer will occupy 6,500 square feet on the fifteenth floor of the building with a co-working space announced as 'Worklab by Custer' during Kalamazoo's State of the City address delivered by Mayor Bobby Hopewell last week. Worklab by Custer will mirror the functionality of Custer's partner company, Worklab, located at 99 Monroe in downtown Grand Rapids. The new Kalamazoo showroom will offer state-of-the-art reservable meeting rooms and training facilities equipped with technology, co-working flex space, and in-house concierge services to Southwest Michigan – all within walking distance to dozens of restaurants, theaters, brew pubs, and other social and business opportunities.

In addition to its new Kalamazoo showroom, Custer also announces an expansion of its territory farther west - now serving Holland as a tenant of @Home Realty in the real estate company's newly developed 21,000 square foot Holland office located at 171 College Avenue in downtown. Custer will have access to the first floor of the new three-story building. The second floor, occupied by @Home Realty to be fully equipped with multiple cafés, an X-Box wall for children visiting the space (and let's face it – probably adults, too) as well as a two-story slide.

“We are excited to lay down roots in downtown Holland and be part of their great community,” said Todd Custer, President and CEO of Custer, Inc. “The Lakeshore has been a strategic region for us for many years, we look forward to expanding our clientele and being part of Holland’s growing market.”

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About Custer

For over 38 years, Custer has created exceptional workspaces that augment meaningful connections and empower people to do their best work. Custer designs and builds environments that maximize productivity and a sense of purpose, drawing on extensive research and established expertise. Providing full-service solutions including workplace strategy, design, integrated technology, custom-tailored solutions and furniture, Custer delivers spaces that inspire and support great work.

About Phoenix Properties

Phoenix Properties has been a full-service property management, development and consulting company operating throughout Michigan since its founding in Kalamazoo in 1982. Phoenix Properties provides a wide range of services for both commercial and residential investment real estate.

About PlazaCorp

Founded in 1988 by Jeff Nicholson, PlazaCorp is a community partner in property development and property management, focused on places for business and people to succeed, and properties that can be restored and reborn.

About @Home Realty

@Home Realty is a real estate brokerage that has grown quickly because of its focus on building a positive culture and ability to take care of everyone around them.

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