

# Case Study | EightWest

## About the customer:

"An energetic, one-hour-a-day destination to experience everything West Michigan. We're taking our viewers to places they haven't been, showing them resources around them to improve their lives, and exploring what's happening that makes West Michigan hip, trendy, stylish and exciting."

[www.facebook.com/eightwestonline](http://www.facebook.com/eightwestonline)



**Location:**  
Grand Rapids, MI



### About the project:

EightWest is a West Michigan broadcast television station. In need of new, unique studio set, EightWest reached out to the RT London team. Below is a Q&A session between RT London and the EightWest Director of Operations, Kevin Ferrara.

### The Need:

RT London - What were your original product needs?

Ferrara - "Being a broadcast television station, we encounter unique requirements for our studio sets. We were looking for a custom look that was unique for our eightWest brand. When the furniture arrived at the station, our marketing department loved it so much that they decided to include the couch in the image commercial for the program."

### The RT London Solution:

RT London - What were the benefits of working with RT London?

Ferrara - "RT London took the time to understand our specific requirements and offered solutions that had a custom feel at a reasonable price. It was important to have a durable product with the high volume of guests we have on eightWest. The furniture we ended up choosing also came with an impressive warranty."

"During the design process, I was able to tour the RT London manufacturing facility. I was impressed by the highly organized process with a unique balance of technology as well as handmade aspects of the process. After getting a behind the scenes look at how their products are built, I was confident we would have a quality product that would last for years, even with high volume of use."

RT London - What was your experience like while working with RT London?

Ferrara - "We received incredible personalized attention to every detail. Because the furniture is part of our daily broadcast, it translates to reflect a big part of our brand. The expertise of the RT London team helped us in our decision making process so we were confident that we were headed in the right direction."

RT London - Did you work with RT London's Interior Design Team? Do you feel they were beneficial and why?

Ferrara - "RT London's design team worked to build custom layouts for the furniture and found several fabric options that fit our specific color and texture requirements. Based on our initial conversations, they were able to narrow down the choices making our decision making process easy."

