

Case Study | Western Michigan University

About the customer:

"Western Michigan University is a national research university enrolling nearly 24,000 students from across the United States and 100 other countries. Founded in 1903, it is a learner-centered, discovery-driven and globally engaged public university that stands out among America's more than 4,600 higher education institutions."

<http://www.wmich.edu>



Location:

Kalamazoon, MI

RT London Sales Representative:

Greg Winer, Regional Sales Manager,
RT London, Grand Rapids, MI

**About the project:**

Plans were made to add a new “freshmen-focused” residence hall complex on the campus of Western Michigan University (WMU). The complex consists of two new halls which would be called “Western Heights”. The new Western Height buildings would consist of identical layouts including four floors of student rooms, kitchen, laundry and study areas as well as entertainment and game rooms.

“The design, which is the first of its type in Michigan, is intended to build multiple levels of community engagement and facilitate academic success.” <http://www.wmich.edu/housing/westernheights>

The Need:

WMU was in need of an appealing residence hall look to encourage prospective students to attend the school in the fall. The goal was to stray away from the standardized furniture they typically purchase and try something different. They wanted a unique look for the new residence halls.

**The RT London Solution:**

WMU held a mock-up for vendors to bring in their product solution. RT London presented Essix Room Solutions including the lofted bed, stackers, desk and organizer (pictured on the left). Out of all of the vendors, RT London had the more progressive look that both the staff and students desired for the Western Heights residence halls. Essix Room Solutions became the specification for the new halls and RT London was awarded the project.

With a past history of quality products and timely installations, RT London was an easy choice for the new Western Heights residence halls. Affordability, listening skills and ease of installations were just a few benefits of choosing RT London according to the WMU Project Manager, Julie Lenczycki.

