

# Case Study | Alpha Chi Omega

## About the customer:

"Alpha Chi Omega was founded on October 15, 1885, at DePauw University in Greencastle, Indiana. At a time when women were just beginning to occupy seats in college classrooms, seven female students were encouraged by Professor James Hamilton Howe, dean of DePauw's School of Music, to form a women's society within the school.

Inspired, our Founders formed the sixth women's fraternity in the country—the first to be in a music school. Sure they would be the last, the founders chose Alpha and Omega—the first and last letters of the Greek alphabet—to form their name, with "Kai" (meaning "and") in the middle, later changed to the Greek letter Chi.

Dedicated to advancing "the intellectual, social and moral culture" of its members, our founders' vision has grown to include our women's Fraternity, the Alpha Chi Omega Foundation and the National Housing Corporation. Together, they serve more than 200,000 members in more than 130 collegiate chapters and 200 alumnae chapters nationwide."

<https://www.alphachiomega.org>



## Location:

Indianapolis, IN

## RT London Sales Representative:

Al Keener, Independent Representative,  
RT London, Grand Rapids, MI



**About the project:**

Rt London has been working with Alpha Chi Omega (AXO) for over 4 years on a national level. They have worked with one point of contact, Al Keener, to specify furniture, create quotes, choose fabrics and colors and also create renderings so AXO can see the product in their space. Al and RT London have also been assisting in the installation process to arrange and ensure a complete and timely installation. It all began with a referral from Butler University in Indianapolis, Indiana. Al and RT London have been serving Butler University for over 9 years now and have been satisfied with the relationship over the years.

**The Need:**

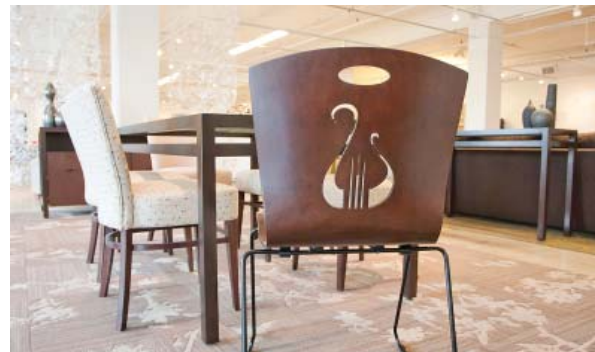
The first project at AXO turned into a 3 year house renovation on Butler University's campus. AXO was in desperate need of updated wardrobes and clothing space. Pictured in the top left corner is a rendering done by RT London's interior design team. It shows built in wardrobes, matching bar height chests, common tops, and add on shelves. All furniture was done in cherry finish with black common tops. RT London installed various configurations of the built ins to fit the need and dimensions of each space. AXO also replaced all existing beds in this house with custom MFS fixed frame wood deck beds from RT London.

Over the years, RT London has worked with AXO and various designers to develop products whether it be a modification to a standard or a completely custom piece. Shown in the bottom left corner is a custom captains bed where AXO wanted something larger than a typical sofa or bed. It was to be a place to rest and it needed to have storage. RT London's engineers were able to come up with a solution that fit the exact need of AXO.

Shown below middle is an RT London standard Iris chair with a custom Alpha Chi Omega logo centered on the back of the wood chair. AXO has ordered many of the chairs throughout the years and continues to work with RT London to create products that fit their needs.

**RT London Solution:**

RT London not only sells product, but also a commitment to service as well as a 25 year warranty. When working with RT London, AXO has one point of contact that can help maintain the product, service their needs, and assist with national projects. AXO continues to do business with RT London because of the trust and commitment and breadth of products that are offered.



**References:**

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