

# Case Study | University at Buffalo

**About the customer:**

“University at Buffalo is a premier, research-intensive public university and a member of the Association of American Universities. As the largest, most comprehensive institution in the 64-campus State University of New York system, research, creative activity and people positively impact the world.”

<http://www.buffalo.edu/>



**Location:**

Buffalo, NY

**RT London Sales Representative:**

Tony Ferranti, Regional Sales Manager,  
RT London, Grand Rapids, MI

**Dealer:**

Interior Solutions of WNY, Buffalo, NY



### About the project:

The University at Buffalo project was a 3 year renovation that encompassed four dormitory complexes named Flint, Hadley, Southlake, and Creekside. The complexes housed over 2,000 sets of dorm room furniture. The project was brought to RT London by a local furniture dealer, Interior Solutions of Western New York located in Buffalo, NY. Interior Solutions is a small certified women owned business entity (WBE) that had an existing relationship with University at Buffalo.

### The Need:

This project required a cost effective, high quality product that had the versatility to maximize storage for students. In addition, the university was looking for an aesthetically pleasing residential look with full size beds. The RT London interior design and engineer teams designed customized beds "to allow for the versatility of a full size bed that can be raised or lowered to maximize storage, which has the look of something found in a home rather than the traditional look of residence hall furniture." - Mary Clare Fahey, University at Buffalo, Campus Living Project Manager



The project encountered some obstacles due to a high rate of student occupancy during the installation process. These complexes were two or four bedroom suites on three floors with without elevators. The project manager was very pleased with the RT London service team, including in her letter of reference "I am grateful that [Tony] and Mr. Larkin, from your service team, were here on site to help with the overall coordination and installation. It is always a challenge making improvements to students' rooms but you and your team dealt with the fact that we were partially occupied extremely well. Mr. Larkin was great with even our most trying students." - Mary Clare Fahey, University at Buffalo, Campus Living Project Manager

### The RT London Solution:

RT London submitted a mock-up initially for the university to review. The quality of that mock-up outperformed the competition despite the higher cost. The project manager was able to visit the RT London Lacey, WA plant and saw the manufacturing operations and American made products. In addition, references were checked and the project manager was able to conclude that RT London has an exceptional dedicated customer service team. "Overall, your customer service, the quality of your product, and your company's willingness to think outside the box in order to improve the lives of our students has been exceptional." - Mary Clare Fahey, University at Buffalo, Campus Living Project Manager

