

Project Case Study: Commercial – Wakefern Food Corp.



Project Name Wakefern Grocery Distribution Center

Project Location Carteret, New Jersey

Furniture Dealer Kenneth Wolfram Office Furniture

Furniture Manufacturer Norix

Product Solution Max-Master Tables®



CASE STUDY

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DESCRIPTION:

The client, Wakefern Food, is the largest member-owned wholesale distribution cooperative in the United States, supplying groceries and other merchandise to more than 200 ShopRite supermarkets. Wakefern operates a 1 million sq. ft. distribution center in Carteret, NJ. The client required cafeteria cluster seating tables with uncommon durability and ease-of-maintenance to satisfy their requirements for long-term value. David MacKinnon from Mid-Atlantic Plus, a sales consulting firm specializing in specialized furniture solutions, presented Norix Max-Master® fixed seating to Ken Wolfram, the dealer working closely with the client. Max-Master® tables feature permanently affixed, non-removable floor glides – which solved the client’s maintenance problem with previous tables. Max-Master tables also feature a high-pressure laminate top, sealed with a specially formulated and extremely durable molded, polyurethane edge. The molded edge is pressure fused to the 45 lb. density fiberboard core, which ensures the edge is seamless, non removable and highly sanitary – for food service applications. Seats are compression-molded, scratch and stain resistant. Max-Master tables provided the long-term solution for Wakefern’s high-traffic food service area.



ABOUT NORIX GROUP:

For more than 25 years Norix has provided secure furnishings and fixtures for every application. The product line has expanded to include other industries and environments such as corrections, behavioral healthcare, transportation, educational institutions, fire/police stations, commercial facilities and military installations. All furniture is designed for safety, security and extreme durability. Norix intensive-use furniture is extraordinary by design, surpassing industry standards for strength, safety and long-term performance. The privately held company is headquartered in West Chicago, IL with sales representatives and dealers throughout the U.S. In 2012, Norix launched Safe Environments a news and information blog serving architects, designers, administrators, and facility managers involved in the design, construction, and operation of challenging environments. For more information, call 800-234-4900 or visit: www.norix.com.



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