

Success Story

HEARING LIFE

Louisville, KY / 1,500 sq. ft.

BRANDS INCLUDED

National

 **HearingLife**



With over 500 locations in the United States, consistency was essential to HearingLife's rebranding efforts. Their store concept was a key factor when positioning within the retail component of added value hearing care.

Due to exceptional growth and acquisitions, HearingLife proposed to transform itself through a Global Rebranding Project by creating modular stores throughout a wide variety of markets. The primary purpose of these stores was to create a leading, international retail culture with a consistent vision and shared direction, that could be carried across all markets.

The HearingLife team determined the key zones in this transformation were the storefront, window zone, welcome and reception zone, lounge zone, counseling rooms, and technical kitchen. By choosing Kimball International's National brand to outfit these spaces throughout the HearingLife locations, they were able to keep a consistent brand standard as well as create a comforting and familiar space for their clients.

HearingLife had a tremendous amount of customized furniture requirements, stemming from their Corporate Concept Manual. The specifications were provided by their Denmark facility, so in addition to standard products, Kimball International's By Design team was challenged to match their established design with seamless edge details. Clients are welcomed with Tellaro lounge and Wixler occasional tables, creating a comforting first impression. The fully custom reception stations and modified WaveWorks tables and storage provide a clean aesthetic with extreme functionality. Counseling rooms, testing booths, and technical kitchens feature additional WaveWorks with Laudio task seating, Volute guest seating, Footings tables, and Rizora stools.

PRODUCTS SHOWN

Volute® Seating / Tellaro® Seating / Wixler® Tables / WaveWorks® Custom Workstation, By Design / Laudio® Seating



The store concept embraces today's environment of a caring culture. The design and layout intentionally have a contemporary feel that conveys trust and quality while providing a soft, medical feel. Employee morale has increased throughout the completed stores and excitement builds for the stores that are transforming. The staff has enjoyed rolling out their new facilities to existing clients and are pleased to work in a functional and productive environment.



PRODUCTS SHOWN

Volute® Seating / Footings® Custom Tables, By Design / Laudio® Seating / WaveWorks® Storage



PRODUCTS SHOWN

Laudio® Seating / WaveWorks® Custom Workstation, By Design / WaveWorks® Storage / Volute® Seating / Wixler® Tables



PRODUCTS SHOWN

WaveWorks® Storage



PRODUCTS SHOWN

WaveWorks® Storage



PRODUCTS SHOWN

Footings® Tables / Laudio® Seating / Volute® Seating / WaveWorks® Storage

Success Story Product Listing

NATIONAL

Footings™

Laudio®

Tellaro®

Volute®

WaveWorks®

Wixler®