

Architectural Case History: Hospitality



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— Gary Rall
Director of Construction, Red Roof Inns

KraftMaid Cabinetry receives warm welcome from national lodging chain

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Red Roof Inns® — A Case History

Summary

Customer: Red Roof Inns®, Dallas, TX
Dealer: EDC Distribution®, Mount Pleasant, SC

Objectives:

- Five-year, \$200 million chain-wide improvement program
- 200 inns renovated, including guest rooms and public areas
- Seeking consistency of price, product and installation

Results:

- Retrofitted "European-feel" lobbies feature KraftMaid cabinetry. KraftMaid production cycle delivers shorter lead times, assures quality, capacity
- Durability key in high-traffic areas
- Anticipated \$1 million savings over course of renovation



Value-minded travelers have long turned to economy leader Red Roof Inns for affordable, dependable lodging. With more than 360 properties, the Dallas-based budget hotel chain serves millions of guests across the country each year. To broaden its appeal, the company recently embarked on a massive, five-year, \$200 million renovation program.

"Red Roof Inns is reshaping the way customers think about us," says Gary Rall, Red Roof Inns' director of construction and major renovations. "We're upgrading everything from room aesthetics to customer service, to provide guests with a mid-scale lodging experience at an economy lodging price."

The "Red's New Rooms" renovation strategy includes modernizing guest rooms and public spaces, increasing amenities for business travelers, improving the properties' exteriors and enhancing landscape design. Hotel lobbies are also being completely remodeled to create a relaxed, inviting appearance.

Long-lasting, semi-custom cabinetry from KraftMaid was recently installed in a "test lobby" in the hotel chain's Willoughby, Ohio, property. Designed expressly for Red Roof Inns, the durable cabinetry has subsequently earned a place in the company's long-term renovation plans.

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KraftMaid receives warm welcome from Red Roof Inns®

Consistency and Capacity

KraftMaid lays claim to the fastest production cycle in the semi-custom cabinet industry. The company's ability to quickly build high-quality, affordable cabinetry was key to its selection by Red Roof Inns®, which plans to upgrade nearly two-thirds of its properties in the next five years with KraftMaid cabinetry. In the first six months of 2004 alone, the company will unveil its new look in 27 properties in Cleveland; Detroit; Philadelphia; New Jersey; Aberdeen, MD and Wilmington, DE.

"With this ambitious rollout schedule, our goal is to create time and cost efficiencies by standardizing as much of the renovation as we can," says Rall. "Where a custom builder might fall short, KraftMaid can meet capacity for 27 inns at the same time.

He adds, "Moreover, the high level of quality control throughout their manufacturing process ensures that we'll achieve consistency in product, pricing and installation."

Consistency is also paramount to customer satisfaction, according to Rall. "Guests entering any one of our hotels should know immediately that they are in a Red Roof Inn, and that recognition should bring with it a high degree of confidence," Rall says.

The Details Make the Difference

Hardwood flooring, granite countertops, digital wall graphics, a coffee bar and a flat screen television come together to create a "contemporary, European feel" in the hotel lobby. KraftMaid's melamine laminate cabinetry, featuring simple slab doors in charcoal with satin chrome pulls contributes to the warm, refined look. The cabinetry was installed throughout the reception area, the coffee bar, night window and "back-of-the-house" employee areas.

Flexible, 100% vinyl KraftMaid melamine laminates are particularly well-suited for high-traffic hotel environments. Using heat, pressure and adhesives, the laminates are applied to smooth engineered wood to create a surface that offers exceptional durability and easy cleanup.

Many of the high-quality construction features found standard on KraftMaid cabinetry are considered — and priced — as upgrades by other manufacturers. This attention to craftsmanship provides the strength and durability so critical in commercial environments. All KraftMaid base cabinets include solid-wood drawers and dovetail drawer box construction, I-beam base cabinetry construction, ball bearing undermount drawer suspensions and full-depth shelves that are nearly twice as thick as industry standards and provide 50% more storage space.

Rapid Response

Mt. Pleasant, SC-based EDC Distribution® worked closely with the Red Roof Inns' construction management team to facilitate the product order and installation for the Willoughby hotel. A dedicated KraftMaid commercial dealer, EDC field measured the lobby and created 20-20 designs of the completed project. A crew installed the cabinetry over two days in late 2003.

According to Billy Swails, EDC vice president of operations, semi-custom cabinetry offers major time advantages over custom-built. "With KraftMaid, lead times are significantly reduced, which helps keep construction on schedule," says Swails. "Furthermore, if a door is damaged at any Red Roof Inn, we can place an order with KraftMaid and have a replacement door within ten days that looks exactly like the original."

The Willoughby Red Roof Inn created a "temporary lobby" from two adjoining, ground floor guest rooms during the renovation — a workable, but not ideal, situation. Rall agrees that expeditious installation and turnaround is vital. "Among the earliest contact we make with our customers is in the lobby, and that first impression should reflect our high standards," says Rall. "Therefore, our goal is to minimize downtime as much as possible."

End Result: Significant Savings

Response to the renovated Willoughby Red Roof Inn has been extremely favorable inside and outside the company, according to Rall. "Guest reaction has been phenomenal and exactly what we expected," says Rall. "We are very satisfied with the outcome and are looking forward to proceeding." Going forward, Rall adds, "We will easily save \$1 million working with KraftMaid and EDC over the course of the renovation."

Concludes Rall, "We look for three things from our vendors: timeliness, consistency and quality. With the pace of our construction, I don't have the resources to deal with problems. I need vendors who can perform."



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