

Design

Create a better experience for all.

Build

Precise factory-made modules enable better asset management, optimizing your investment.

Install

Product arrives at the jobsite pre-made and ready for installation, helping you stay operable during renovations and open faster in new construction.

StudioCraft has the expertise to create nearly any architectural or furniture solution to meet your needs. We deliver the exact designs you desire with our custom multi-material fabrication capabilities.

Creating a Standout Showroom with Custom Reception Desk

What Happened When StudioCraft Helped Benco Dental Enhance Their Guest Experience with Custom Millwork



Need a non-standard furniture solution?
StudioCraft will meet you where you are in the design process.

Project Description

Benco Dental, one of the largest suppliers of dental equipment and supplies in the country, engaged StudioCraft and a partnering furniture manufacturer to build three custom reception desks for their showroom. The goal? To elevate the reception experience for employees and guests. And because Benco chose a modular solution, they were able to reopen their new showroom—and generate revenue—quicker than if they had chosen a standard millwork solution.

Process

Benco was looking for a supplier who could achieve a high level of consistency on custom millwork for their showrooms. With our ability to create reception desks with custom facias, StudioCraft was the perfect fit. Together, we devised a plan for creating desks that would be functional for showroom employees and aesthetically pleasing to dentists and designers searching for inspiration.

Solution

To help Benco maximize their investment and provide a beautiful, long-lasting solution, we built three desks—all with unique specifications. One of the desks is finished with a striking walnut veneer and features an illuminated 3form accent. Another includes two distinctive wings that extend backwards at 120-degree angles. This laminate-clad desk displays Corian worksurfaces and 3form accents. The final desk also has a laminate finish but features glass transaction tops and stainless-steel linear accents. In total, these desks showcase the versatility of StudioCraft's capabilities. They also emphasize the flexibility of our modular millwork solutions, and the ability of custom design to enhance an entire showroom environment.



About StudioCraft

StudioCraft's team of educated craftspeople—most with degrees in furniture design or fine arts—respect the details. Our track record of custom work demonstrates purposeful design, professional engineering, and precise manufacturing, all of which results in exceptional products backed by impeccable service.

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“Partnering with StudioCraft allowed us to sell more solutions.”