



# CASE STUDY

Amazon

# THE CHALLENGE

Amazon is growing rapidly all over the world. As they sprint to expand operations, they are adding thousands of employees every year. A large area of opportunity for the internet giant is expansion in Europe. Amazon works to recruit top young talent and builds amazing spaces to inspire and cultivate their culture. During a buildout in the fall of 2016, Amazon realized they had a space division issue.

They were building a state-of-the-art facility in Bucharest, Romania, but realized during the design and build process that the open environment had two significant drawbacks. First, there was too much open space, making it difficult for individuals and teams to focus. Additionally, there was a lack of space for team members to be creative and problem solve.

Amazon needed something other than just a standard whiteboard; they needed mobile glassboards that could function as both a dividing wall and a writing surface.

# THE SOLUTION

The design team (out of London) and the furniture dealer (out of Bucharest) initially requested 120 mobile glassboards. After learning more about Clarus boards and the high quality and longevity of the product, the design team wondered if Clarus could still fulfill their order on time (they needed all of these boards built and shipped in Romania in less than three weeks) if they doubled the number of glassboards. With a commitment to the Amazon team that Clarus could hit the quick lead time, they altered their final space plans and increased their order to 220+ Clarus go! Mobiles. The designers had the vision to gang these mobiles together to divide the large open space with the world's premier writing surface.

After 2 weeks of working to finalize the design with Amazon, the rest of the job fell to Clarus. Our production team built the 220+ mobile glassboards in record time and air-freighted them to Romania within 1 week, just in time for Amazon's 3-week deadline and perfectly completing their new space.

As the largest retailer in the world, Amazon has continued to order go! Mobiles for campuses around the world, with Clarus mobile glassboards as the center of the modern office.