

Certified Value: Building long-term partnerships with GC's through quality and savings

An 11,500 sq ft Medical office project in Dallas... case study by Lux EcoShades

***The Challenge:** Brand preference vs. Value engineering*

In **May 2025**, Integra premier invited us to bid on a large-scale **medical office renovation at Medical City in Dallas**. Like many commercial projects, the client's specifications listed MechoShade as their preferred brand.

***The Solution:** Matching performance, minimizing risk*

We presented our proposal to Integra Premier, offering a solution that met every project requirement - **same certifications, same performance, same look** - all backed by the reliability of **Lux EcoShades**. Our goal was simple: deliver proven quality that made the switch from the specified brand feel effortless and risk-free.

***The Reaction:** Putting our proposal to the test*

After reviewing the bid, the client asked to see **fabric swatches** to verify quality. We didn't stop there - Lux EcoShades delivered the swatches **in person**, along with a **15" working sample**, allowing the architect, designer, and client to **see, touch, and experience the product firsthand**.

*"All **Lux EcoShades** products come from our **own catalog**. We don't resell other brands, which lets us guarantee the **quality and performance every time**".*

The Result: Project awarded and partnership secured

Unanimous Approval: The architect, designer, and client were impressed with the **quality, craftsmanship, and fit-and-finish** of the 15" working sample. The project manager shared that the client **"loved the quality and craftsmanship, and of course the competitive price we offered"**.

Delivering Results: The proposal was accepted, and we **manufactured 60 custom shades in a 10 days lead time**. The project was **installed in 3 days**, meeting all commercial standards while delivering a **25% cost savings** for clients.

Building Trust Through Results: The client's positive experience led to a **follow-up project with the same customer and integra premier**, and our ongoing collaboration strengthens their reputation with clients while consistently delivering **quality, reliability, and value**.

Our next steps

To expand partnerships with GC's, earning business through a combination of service, product and value.

Highlights

- 10-** Days production lead time.
- 60-** Roller shades on this projects
- 3-** Days installation in 2 phases.
- 2-** New projects awarded to Lux EcoShades at same building.
- 2-** New costumers gained from this first project.
- 25%** Cost savings.



Project Scope:

TYPE OF PROJECT: Medical Office Renovation.

PROJECT SIZE: 5th Floor - 11,500 Sq. Ft.

PRODUCT REQUIRED: Manual Solar Screen 5% Openness, Aluminum Cassette, Wrapped Hem Bar.

QUANTITY: 60 Shades.

LEAD TIME: 10 days production + 3 days installation.

HIGHLIGHTS: Achieved 25% cost saving compared to the client's initially preferred brand, while maintaining the same level of quality.



BEFORE



AFTER