



FURNITURE SYSTEMS



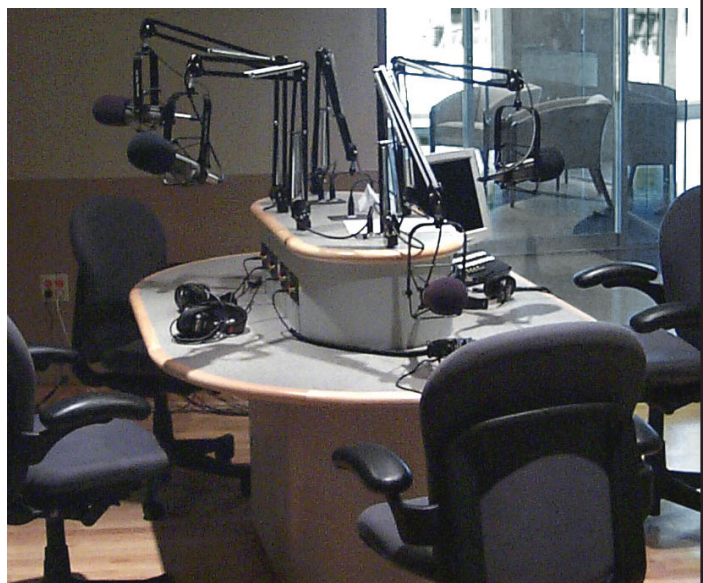
Engineered Furniture Systems for Broadcasting

The pursuit of excellence

At the forefront of each industry are individuals who accept nothing less than perfection. They are people who are never satisfied with “good enough” but rather are always asking, “How can we make it better?” Their dedication and drive are instrumental in the creation of products by which others are measured.

Designcraft offers the very best furniture solutions for professional broadcast facilities. We believe that furniture is meant to support and facilitate YOUR needs as a professional broadcaster. Our systems are designed to work the way YOU work best. We don't try to place a “cookie cutter” piece of furniture in your studio and expect you to work around it. Instead, we ask the questions that are relevant to how you work most effectively and efficiently. Then we design a system exclusively for you. Our systems take into consideration the size and shapes of the rooms, where the windows and doors are located, line of sight between operators and between host and guests, equipment you need at your fingertips, computer monitor and keyboard placement, future expansion and/or relocation, as well as your budget requirements that you are trying work in, and many other factors. Rest assured that every piece of furniture we manufacture is quality made and built to give many years of use. Every system has fully concealed wiring that is also accessible and easy to manage. All systems allow access to the rear of equipment racks making repairs and maintenance checks easy to handle. All systems feature convection cooling or optional assisted cooling to extend the life of your equipment. Modular components allow you to reconfigure your system when your needs should change without having to start from scratch. These are just some of the many benefits you receive when purchasing a Designcraft furniture system.

When you add it up, it's all about value, about doing things right! Please call us today and let Designcraft bring your vision to reality.



Quick “Features and Benefits” Guide

Features	Benefits
Superior Design	Designed around the way YOU operate.
Ergonomics	Designed to maximize your comfort and productivity .
Aesthetically pleasing	Creative and appealing designs with "thoughtful" use of space.
Wide array of Finishes	We match any design scheme with our wide array of finishes and various hardwood trims.
Easy on Engineers	All cabling fully concealed yet easily accesible without removing equipment. Saves money by minimizing engineering labor costs in change overs or repairs.
Rear equipment access	You can check or rewire equipment in place - hassle free .
Allows for separate routing of Electrical and Interconnect Wiring	Helps to eliminate RF problems within the system.
Punch block areas	We provide large punch block areas (optional) with easy access for engineers who prefer that method of cabling.
Multiple access points	Your cable feeds can enter our system from a variety of locations.
All interiors are finished.	Resists damage from spills or humidity changes and gives a finer finished appearance. Easy to clean.
Convection and assisted cooling	Extends the life of your valuable equipment .
Highest quality standards in the industry.	Built of top grade materials and the highest standards of workmanship.
One Day Delivery and Setup	No additional expensive freight charges and setup time. Your down time can be easily managed. No mess at your facility.
Leveling feet.	Assures that each system can go in place fitting properly, level and true even if your floor is a little off.
Modular System	Easily moved. Can be expanded or modified for future needs.

For more information on Designcraft products and for helpful ideas on studio layouts and factors to consider when purchasing studio furniture, visit:

www.designcraftusa.com



Attention to details

Superb craftsmanship

One of the first things that you notice about our furniture is the quality workmanship. The wood detailing on the worksurfaces not only protects the edges from damage, but adds considerably to the attractiveness of the system. It looks great but is also solid and strong. The worksurfaces are not 3/4" thick material like that found on other manufacturer's systems, instead our worksurfaces are 1-1/4" thick and all long spans are further supported with steel "hat channel" supports manufactured to our specifications.

Each system is fully assembled at our facility and inspected to insure that all components fit properly.

Custom modifications

We have the capability to do many types of custom modifications. At the right is shown an adjustable ergonomic worksurface mounted directly in front of a custom adjustable monitor housing. We offer flush mounted consoles and "below surface" monitor installation. We also offer hardware such as computer monitor arms, power lifts for "sit or stand" console operations, and much more. If there is something special you need, just let us know.

Rear Access and Ventilation

With Designcraft furniture systems, you will always have easy access to the rear of your equipment without any exposed, messy wiring. We typically provide keyed access panels - one key unlocks all panels. If your system configuration does not allow for rear access due to space restrictions, we can optionally provide side access or even pull out rack systems which fully retract the equipment from the front. Rest assured, you will always have access to your equipment with minimum hassle and down time.

We also provide convection cooling at all rack areas or optional assisted cooling - whisper fans. In the photo at right you can see the rear access panels as well as cooling slots for convection cooling. The lower area is a custom "sound proofed" enclosure for computer systems with it's own integrated cooling system.

Please contact us today and let us assist with your next studio project.



Three series to choose from

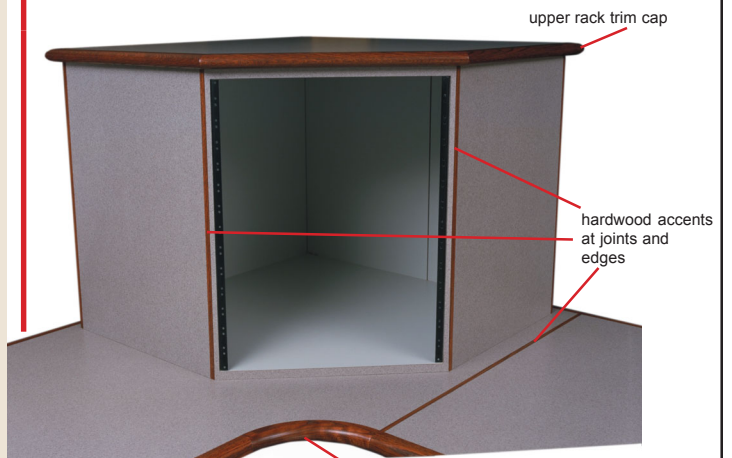
We offer our furniture in three product series. All of them are built tough but vary in the features and finishes depending on your budget and project needs.

- I Premium** - Our best!
- II Pro Standard** - Customer Finish Options
- III Dura Tech** - Built tough but limited finishes and no wood trim.

See table below for details.

FEATURE	DURA - TECH	PRO STANDARD	PREMIUM
Adjusting Leg Levelers	Yes	Yes	Yes
Lower Rack Edge Treatment	Self Edge, *1	Self Edge, *2	Hardwood
Upper Rack Edge Treatment	Self Edge	Self Edge	Hardwood
Upper Rack Trim Cap	No	No, Optional	Yes
Cabinet Interior Finish	Gray	Gray, *3	Gray, *3
Cabinet Exterior Finish	Gray	Gray, *3	Customer Select
Chasewall Finish	Gray	Gray, *3	Customer Select with wood accents
Access Panel Style	Finger pull holes painted black	Keyed alike access	Keyed alike access
EIA Rack Rails Standard drilled and tapped	Yes	Yes	Yes
Convection venting	Routed slots painted black	Routed slots painted black, *4	Vents with flush mounted metal grills
Assisted cooling (whisper fan)	Optional	Optional	Optional
1-1/4" Thick Worksurfaces	Yes	Yes	Yes
Finish of Worksurfaces	Customer Select	Customer Select	Customer Select
Treatment at joints	Black Accent	Hardwood Accent	Hardwood Accent
Worksurface Nosing	Black PVC, *5	1-1/2" Solid Hardwood	1-1/2" Solid Hardwood
3" Radius at all inside and outside corners	Yes	Yes	Yes
Decorative Wood Accents	No	No	Yes
Wood Finish	Standard only	Standard,*6	Custom

- * * 1. optional- Metal corner guards
 2. optional- Hardwood
 3. optional - Customer Select
 4. optional - Flush Metal Grills
 5. optional - 1-1/4" Wood Nosing (no radiused corners)
 6. optional - Custom Wood Finish



DURA-TECH similar but in gray finish only

Experienced in Creative Design Solutions

Many studios require specialized furniture that is out of the norm. With Designcraft however, "out of the norm" is of very little concern. If your walls are not parallel - "no problem". If your dimensions are a little tight - "we'll find a way to make it work". We have the experience and expertise to creatively design the right furniture for your unique application. The majority of studios that we sell are custom designed studios. We use modular elements in our designs that can be assembled in endless creative ways. We continually strive to put together the studio that gives you the very best of what you are looking for. We have done "show piece" studios that are intended to be the focal point of attention. We have worked in Granites, Exotic Wood Species, Solid Surface materials and Metals to name a few. Whether your goal is to create a showpiece or to have the most "bang for the buck" durable and functional studio, we are there to help you achieve that goal. No matter which system you purchase, it will be designed properly for your application and it will be built to last and provide years of trouble free service.

Finishes

At Designcraft we work with many plastic laminate finishes including Nevamar, Wilson Art, Formica, and Pionite. You may select any of these products for your worksurfaces or cabinet exteriors depending on what series of furniture you are purchasing.

In addition we work primarily with Maple and Oak hardwoods, but there are other options available upon your request. We can also provide a custom wood finish service if your hardwood must be matched to an existing finish. Please call if you need more information.

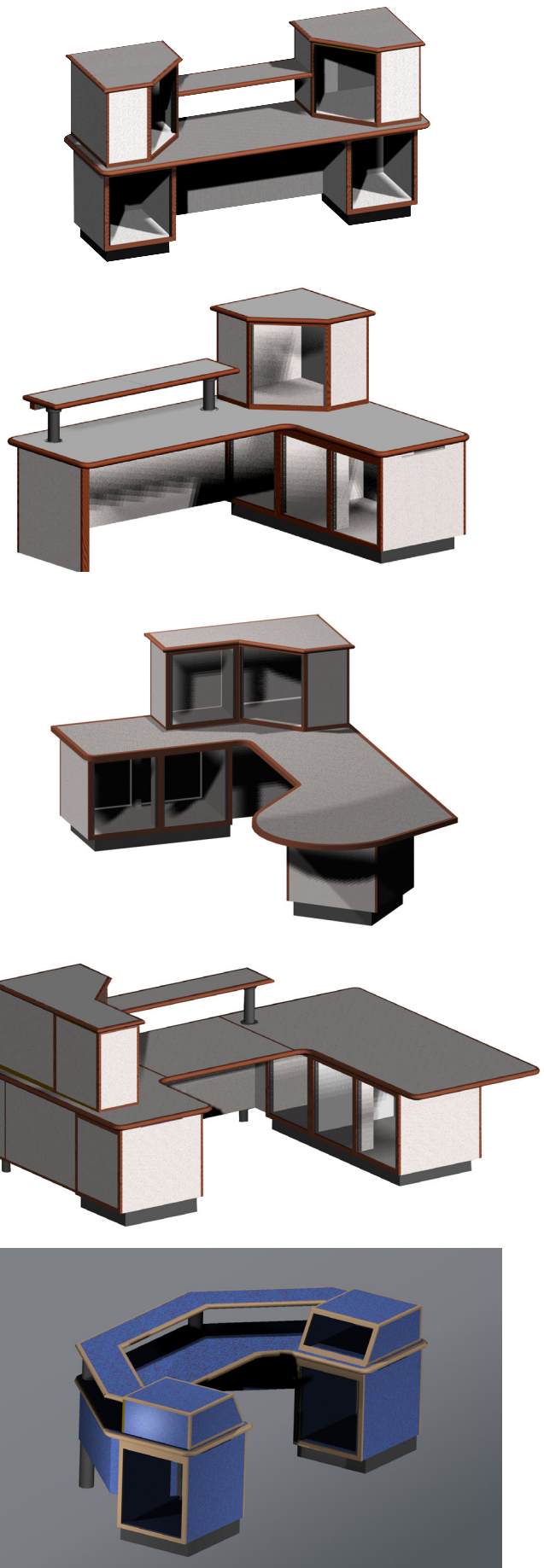
If all the finish choices seem overwhelming to you, let us make some suggestions. We've put many studios together and we have a feel for what works best.

Call or e-mail us today and let our helpful sales and design staff plan your next studio furniture project.

Phone: 616-261-9658

e-mail: website@designcraftusa.com

www.designcraftusa.com



Accessories

At Designcraft we provide a variety of accessories to compliment our furniture. A few of them are listed here.

CD Racks Holding up to 1500 per rack.
CD Storage Drawers (shown at right)



Standard Storage or File Drawers
Storage Cabinets (convertible to future rack space)

Computer Monitor Arms

Adjustable computer monitor arm holds monitor at a convenient position, up off of the counter and ergonomically comfortable for anyone. We have found them to be very user friendly and space efficient.

Overbridge Shelves

Shelf that spans over the console area and is useful for placing monitors or other equipment in direct line of sight and with in easy access.

Copy Stands

Positions copy directly in view of operator.

Recessed Turntable Platforms

Your turntables are hidden away below the worksurface until you need them. Maximizes space and gives more worksurface when turntables are not being used.

Talk/Interview Tables

We design your talk/interview table to accommodate how ever many people you wish and like our furniture, we plan for all your wiring and equipment needs.



Our work surfaces are the best you will find anywhere. The core is made of a 1-1/4" thick high density substrate which is a very stable and stiff material. All seams between adjoining work surfaces are perfectly fit and reinforced with dowels and steel mechanical draw-bolt fasteners. The wood nosings are a substantial 1-1/2" solid oak or maple. The nosings are elegant and yet structurally significant enough to add to the stiffness of the surface. We further reinforce any long spans with steel undermounted supports to give you the most durable tops in the industry.

We have a very high standard of workmanship that you will appreciate as soon as you see these work surfaces. The nosings are fit perfectly to each top. The joints are painstakingly fit for a perfect match and assembled and checked for proper alignment. Each top must pass inspection on workmanship, and fit, and finish match of wood to surface before approval for shipment. The end result is - your studio has the best available.

Walls and support legs have an additional function of providing wire chases to all areas of the furniture. Grommets are provided as necessary to give access to the work surface. Cables can be freely routed to all rack areas while remaining fully concealed. The quick access saves you time later when you have to make repairs or changes.

We match wood finishes to suite the laminate selections you choose. Note the match of the maple hardwood to the "wood grain laminate" selected.

This panel is removable with sufficient room inside for punch down blocks. This feature was requested by the station engineer who prefers a central location for all connections and the ease of access.

Gray is the standard finish of our cabinet interiors. The inside color is typically not an issue, being unexposed. There is an upgrade option allowing you to specify a custom interior selection.

Rounded nosings are much easier on the wrists than square edges. Smooth and easy to the touch. Also, notice how the wood finish is matched perfectly to the work surface top. We custom match our wood finishes.

Notice that all corners of the work surface have smooth radius edges. Not only is it an elegant look, but also there are no sharp corners that can tear clothing or cause a sharp pain should you bump into them. Our furniture is pleasing to the eye and smooth to the touch.

The upper trim cap with hardwood edges matches the look and lines of the main work surface and gives the upper racks a coordinated finished appearance. Upper rack trim caps come standard on our "Premium" grade studios and are optional in "Pro-Standard" grade.

Don't forget the wide selection of finishes that you have when ordering our furniture. Maple or Oak Trim, with custom finishes and a wide selection of plastic laminates to match any decor.

EIA Standard rack rail - drilled and tapped come pre-installed in all rack units.

Wide open interiors for easy cable access and full rear access to all equipment.

This cabinet might appear out of place in it's position to the operator's right and under the work surface, but it was designed intentionally to meet a specific need. The cabinet is a sound control enclosure with power cooling. It incorporates a baffled airflow system and very low noise circulation fans. The equipment inside did not need to be accessed during normal use but only needed to occasionally be adjusted or checked. Because of space constraints inside the room (a common consideration) this design met their needs of conservation of space and proper noise reduction and cooling.

This studio has Select Hard Maple face trim on all edges of rack openings. In addition to the natural beauty of the wood - it contributes to the durability of the furniture. The hardwood protects the edges of the laminate finish and it is easy to touch up if it should get marred or scratched over the course of it's use.

Did you know this custom built studio can be modified or expanded with little future expense! Don't worry, you are not "locked in". If for example you wanted to extend this end and add 2 more rack spaces - we would supply another lower rack unit in the identical finish. We would modify the work surface to have one of our standard work surface joints, and extend the top to the new length. You can make changes without losing your investment.

THE MAKING OF A CUSTOM STUDIO

Compare apples to apples . . .

Our furniture is built with a conscious effort to provide a truly quality product that you will be proud to own. We use only the best materials, to give you the quality furniture appearance we are known for, whether it be the hardwood selected to make the graceful curved nosings, or the final stains and finishes which we custom formulate. Unlike so many manufacturers today, our furniture is built to last. It's solid and strong. That goes for any product in our entire line from the entry level **Dura Tech** products through **Pro-Standard** and **Premium** series.

In addition to the product itself, we offer our experience in studio design and layout. We put thoughtful experience and logic into laying out studios in a manner that will best meet your needs. Our job is to help you to arrive at the best possible solution. We can not overemphasize enough that this aspect of what we offer is valuable to you - our customer. Value goes way beyond the initial cost of your furniture. An engineer spoke to us at a planning meeting in which we were invited to do various studio layouts. He said:

"we had you do a quote for us a few years back and it turned out that a local guy came in with a better price. We had him do the job for us and thought we were saving money. We discovered after the fact, that things were not set up with the features that are standard in any of your furniture systems. Everything I did in that room was a headache compared to working with your furniture. Do you have any idea how much of my personal time went into goofing around in there because I couldn't get at things? The company paid **way more** than your bid, just in my time alone! I told them I want you guys to provide the furniture this time - or they can get someone else to do the engineering!"

If someone else's furniture is less money to buy but forces you to expend more labor hours over time... GUESS WHAT ! ! . . . Ours is less expensive! NOT ONLY THAT . . . but ours is NICER TO LOOK AT . . . SMOOTHER TO TOUCH . . . GETS YOU MORE COMPLIMENTS FROM CLIENTS..... and overall is more enjoyable to work with. In case you can't tell yet, we really do believe in our product and also in caring for our customers.



QUALITY THAT SPEAKS FOR ITSELF



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