

Case Study: Fiskars

Founded in 1649, Fiskars is a global supplier of consumer products that are renowned for their high quality, durability and ergonomic design. Prior to approaching Workspace, the company's offices were bolted on to an industrial unit on the outskirts of Nottingham. However, due to the changing requirements of the business – these premises were fast becoming unfit for purpose.



The Challenge

Fiskars wanted to create office space that would stimulate its sales team, supporting them in their day-to-day work. As with much industrial accommodation, Fiskars' previous offices were relatively dull and functional and attached to an uninspiring showroom that was completely devoid of natural light.

The Brief

The company sought to separate its office and showroom from its distribution centre and looked to relocate to premises in the vibrant heart of Birmingham city centre.

After securing space in the McLaren building with landlord Bruntwood, Fiskars approached Workspace with a wish list of key features; including a flexible, open office environment, with a mixture of collaborative working space, a robust showroom, interlinked with the office, breakout and meeting areas and incorporating the company branding into design.





WORKSPACE
DESIGN & BUILD

Our Solution

Since the integration of office and showroom space was pivotal to Fiskars' desires for the space, we sought to utilise the dual entrances afforded too each of the floors in the McLaren building.

This arrangement made perfect sense for Fiskars, allowing visitors and staff to diverge from the entrance lobby via two portals – one leading to the office space and the other to the showroom.

Since the vacated space had been gutted in preparation for a standard office refurbishment, our fit-out went well beyond the base build specification. Workspace put together a mixture of open plan and enclosed offices, as well as ample storage space to support Fiskars' clear desk policy – which sought to enable hot-desking and real flexibility among staff.

Flexible working was built into every element of our solution, from the open layout of the office to the provision of rising desks that could be customised to the preferences of individual staff, even if they preferred to stand.

We provide the team at Fiskars with a space that would showcase and reflect the exceptional quality of their products, while providing staff an area they could invite clients into when discussing business.

To match the broad range of products sold by Fiskars, we created a series of areas for each line that were clearly delineated by changes in the materials used for flooring and the design of the ceiling and surrounding space.

In order to get round the constraints of the relatively low ceiling in the McLaren building, we fit mechanical services into a suspended ceiling, located within circulation spaces.

Our fit out enables Fiskars to showcase their products in a vibrant environment, supporting their goals off creating new business, driving sales and building key trade relationships through the methodical use of show-space.



Testimonial

“The Workspace fit out of our new office created the ideal mixture of collaborative and private office space; and a bespoke designed interactive demonstration area and show kitchen to highlight our premium brands. It provided room for expansion along with modern facilities, which means we now have adequate capacity to meet the growing needs of the business and the forward-thinking design to match our progressive ambitions. Workspace have brought our office into the 21st century with separate entrances for clients and staff and the design is such that we can showcase our products in a vibrant setting to potential new clients to continue our drive for growth.”

Mark Hibbert, Operations Manager, Fiskars

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