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Location: Louisville, CO, United States

Market: Retail

Products: Mobilex® | SmartShelf®

Authorized Montel Distributor: Shelf Image, Inc.

Year Completed: 2013

CASE STUDY

PEARL iZUMi USA, Inc.



A world leader in the manufacture of high-performance, high-tech sports apparel and footwear for avid cycling, triathlon, and running enthusiasts, Pearl Izumi USA, Inc. got its start in Japan more than 50 years ago and opened its first U.S. location in Boulder in 1981. Dave Jacobs, founder of ski apparel maker Spyder, had started licensing the Pearl Izumi brand. The company moved to Broomfield, CO in 1996 and then to Louisville, CO 12 years later. Today Pearl Izumi is a wholly owned subsidiary of Shimano American Corporation.

After bouncing around Boulder and Broomfield counties over the past 30 years, the company wanted to move out of its leased space in the city's Colorado Technology Center and relocate into its own sustainable building. With its popularity in the outdoor apparel world continually expanding, Pearl Izumi had outgrown its current building and was faced with important design considerations for efficient use of space and energy cost savings.



LOUISVILLE, COLORADO



KIRCHZARTEN, GERMANY



Pearl Izumi Sponsored Athletes

Ride

BMC Racing Team
Tejay Van Garderen
Brian Lopes

Run

Nick Clark
Scott Jaime
Dylan Bowman

Tri

Tim Deboom
Jesse Thomas
Angela Naeth
Cam Dye



Three architectural agencies worked together to design Pearl Izumi's new North American Headquarters, a 55,000-gross-square-foot "Design Barn". Located on an 8 acre site at the foot of the Rocky Mountains, the building would explore new ideas and innovation, connect with the natural environment, build a sustainable community through low impact development and provide a performance playground for the passionate enjoyment of outdoor sport.



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Strategically located along the Coal Creek trail (a multi-use bike and trail running path that connects the communities of Boulder County), the headquarters includes an onsite jump track, cross country testing trail, fitness center, locker rooms/ shower facilities, and indoor bike parking.

To enable further growth and to enhance the productivity of the workplace, which would be visually compelling and, at the same time, highly functional, the new headquarters incorporated centralized storage areas for storing prototypes and developed in-house clothing, supporting the lively creative collaboration that characterizes the company's workstyle.



A high-density mobile storage system supporting Pearl Izumi's high-level Advanced Development Team known as The Speed Shop.



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Montel's centralized compact storage solution successfully achieved several key design objectives.

Going beyond conventional planning concepts, Pearl Izumi's design team focused on the spatial organization for housing portfolio samples of its leading edge clothing and footwear. Demonstrating and promoting green design strategies, efforts to reduce environmental footprint, improve sustainable workspaces, and reduce operating costs were predominant design objectives for this brand new state-of-the-art building.



SmartShelf shelving storage units with specialized garment rods housing Pearl Izumi latest apparel products.



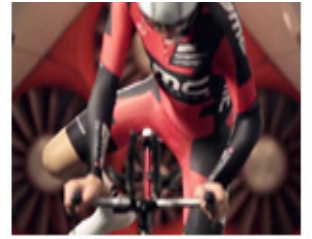
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For this leading manufacturer of run, ride & triathlon apparel and footwear, Authorized Montel Distributor Shelf Image proposed Montel's customized compact storage systems. To complement the collaborative open working environment, mobile storage systems would maximize storage capacity and improve space organization for storing Pearl Izumi's wide variety of athletic apparel pieces.

To conserve space and ensure that people who work in different areas of the organization can easily find and access Pearl Izumi's latest sample brands, the designed mobile storage systems for this new cutting-edge headquarters would support organizing, retrieval, display and staging to foster collaboration, productivity, and creativity.



BMC racing team's pro cycling apparel stored in a specially configured mobile shelving storage system.



A mechanical-assist mobile storage system accommodating performance cycling apparel samples.



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Montel high-density mobile storage gives Pearl Izumi significantly greater storage capacity per square foot of floor space.

To meet Pearl Izumi's functional and operational storage needs with maximum efficiency and quality, for this much anticipated new North American headquarters, the following Montel storage shelving solution & product configurations were supplied:

- Mobilex mechanical-assist carriage mounted high-density mobile storage units allowing to optimize space utilization and to improve organization
- SmartShelf 4-post shelving units offering the flexibility and adaptability to change the shelving configurations for the actual and future brand storage needs
- Powder coating finishing technology.



Pearl Izumi Tri Team athlete Angela Naeth - Montel takes pride in designing athletic apparel storage solutions.



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