



HASTINGS
bath collection

Case Study:

An Interior Designer's Exceptional Experience with Hastings and VOLA



Background

An Interior Designer Goes from Specifier to Purchaser

John Bradfield of Bradfield Interior Design in Boston primarily focuses on high-end kitchen and bathroom interior design for residential clients in single-family homes and condos. He was introduced to Hastings more than 20 years ago while working for a firm in San Francisco. Although he has specified Hastings products for decades, he relied on contractors to place the orders and had not worked directly with the Hastings team until recently.

"This was my first order working directly with Hastings; in previous projects, I would just specify and the contractors and plumbers would order the product."

Challenges

Seeking Professional Resources for Fixture Selection

Professional designers like John focus on the details, but it's not always easy to communicate the design vision with limited samples, generic digital drawings, and a lack of simple solutions.

Showroom Limitations

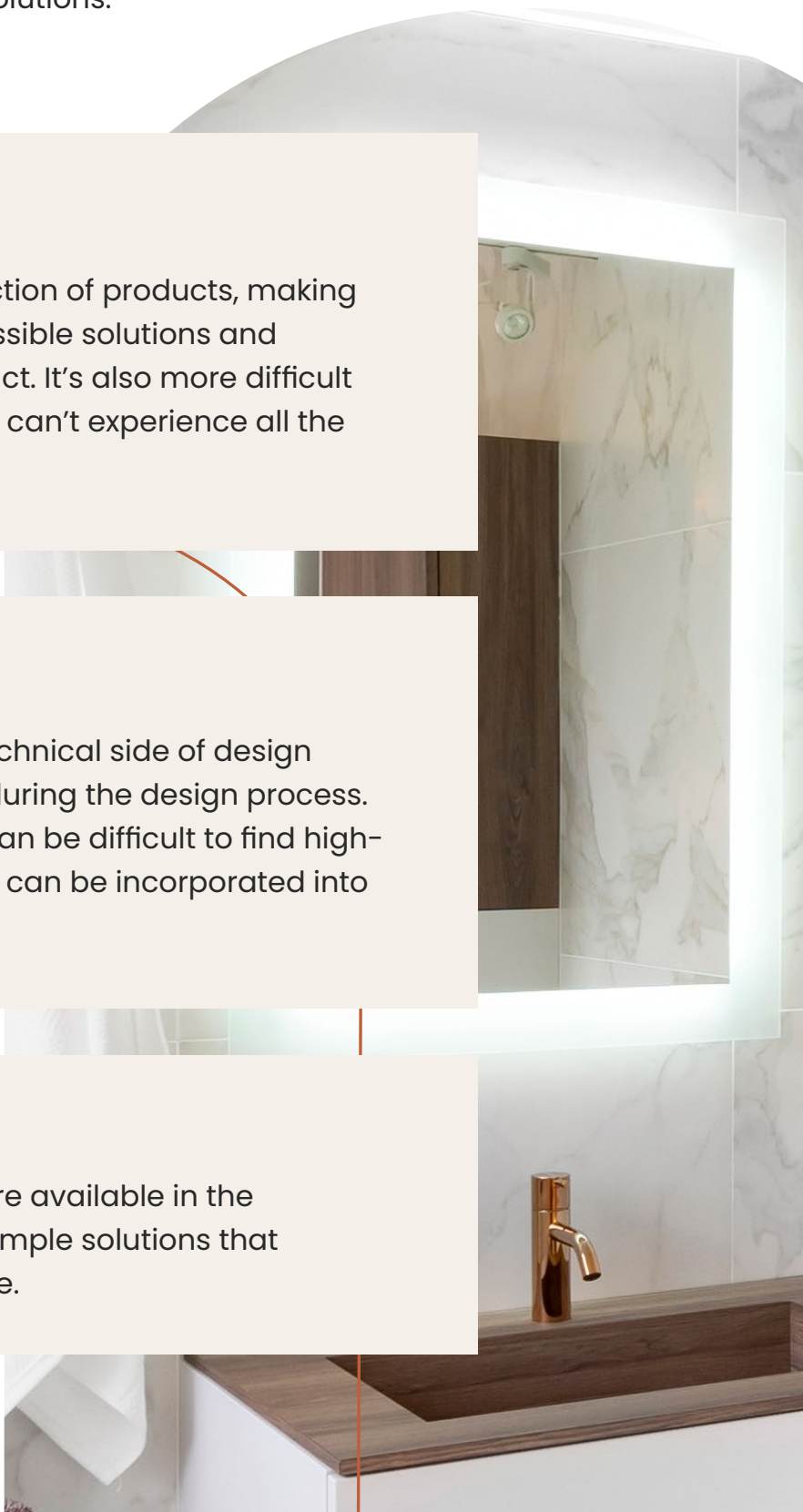
A lot of showrooms have a limited selection of products, making it challenging to evaluate the many possible solutions and genuinely conceptualize the final product. It's also more difficult for clients to make decisions when they can't experience all the product details and nuances in person.

Design Drawings

As a professional, John balances the technical side of design with adequate visualization for clients during the design process. When it comes to plumbing fixtures, it can be difficult to find high-fidelity product images and assets that can be incorporated into design drawings and renderings.

Fixture Design

Although countless plumbing fixtures are available in the marketplace, it can be difficult to find simple solutions that are well-designed and crafted with care.



Solutions

Enhancing the Designer Experience with Hastings and VOLA

John turns to Hastings for a number of reasons when designing high-end bathrooms and kitchens.

Showroom Possibilities

Hastings has every model on the showroom floor, allowing him to interact with the products and materials. Bringing clients to the Hastings showroom gives them the opportunity to explore and experience all the possibilities in person so they can be confident that they're making the right choice for their space.

Tools for Designers

Hastings provides 3D files for designers to use in their drawings, making it easier for clients to visualize specific products in their spaces. Access to these digital assets helps designers save time and more accurately convey design intent. The simplicity of working with a brand that makes these files readily available has been invaluable to John.

Timeless Design Solutions

Hastings provides quality products they stand behind, including the coveted Danish brand, VOLA. With an uncompromising commitment to form and function that began in 1968 with Arne Jacobsen's iconic faucet, VOLA's timeless designs are crafted to endure. The unique modular system gives power to designers, allowing them to personalize fixtures around the design and the client's needs. VOLA is John's go-to collection for plumbing fixtures, and because Hastings is the exclusive distributor in the United States and Canada, he relies on them to provide these products.



Alex Wilson / @alex_wilson_photography

Results

Hastings Delivers First-Class Customer Experiences

John took note of the top-notch customer service he received during his first experience coordinating purchasing through Hastings. The sales and technical teams have deep product knowledge that allowed him to seamlessly navigate the process of personalizing VOLA fixtures. The fast response time to questions allowed him to stay on track during the design process and maintain the schedule when it came time for installation.

The Future

An Enduring Partnership Rooted in Enduring Design

John plans to continue working with Hastings because of his positive experience with the sales staff and customer service team. He also intends to continue specifying VOLA products for future projects and looks forward to working with the Hastings team again. When asked what he would tell other professionals about his experience with Hastings, John noted, **“They will not be disappointed with the sales teams and the product is wonderful.”**



HASTINGS
bath collection

www.hastingsbathcollection.com

