

PROJECT CASE STUDY

SPEEDWAY

Bentwood seating.
Customer service in the
field.

The product was built to the approved plan. Then the site condition changed - the day before opening.



PLC-92 BENTWOOD DINING CHAIR

THE STORY

When the field condition changed, SHEV showed up.

One day to solve it. Zero charge to the customer.

01 / DESIGN BRIEF

A familiar cafe. A more considered direction.

The project began with an existing cafe condition and a designer rendering for a warmer, more cohesive seating environment.



EXISTING CAFE SEATING



DESIGN REFERENCE

THE PRODUCT DIRECTION

A unified bentwood family across dining and counter zones.



Rather than mixing unrelated pieces, the concept moved toward one recognizable shell language carried throughout the cafe - dining chair, low-back stool, and bar stool.

02 / PRODUCT FAMILY

One shell. Three forms. One visual language.

Clean product photography makes the family relationship unmistakable: the same bentwood profile, scaled for dining and counter-height applications. Original prototype images below document the development process.

DINING CHAIR

PLC-92

**18 in. seat height**

Stacks 5 high

LOW-BACK STOOL

PLC-192-LB

**30 in. seat height**

Counter-height profile

BAR STOOL

PLC-192

**30 in. seat height**

Full-height shell

ORIGINAL PROTOTYPE PHOTOGRAPHY

The concept before cleanup and final product photography.



Chair prototype



Counter-stool prototype

These prototype shots were part of the original development trail. They show the early chair and stool forms before final finish photography, documenting how the shell language was tested and approved.

Why it matters

The brochure now shows both the polished finished product and the practical prototype phase that got the project there.

03 / THE FIELD CONDITION

Then the site condition changed.

The stools were built to the approved seating dimensions. Afterward, a lip with integrated electrical outlets was added beneath the counter - a field condition that had not been included in the original seating requirements.

THE PRODUCT



The bar stools themselves were not the issue. The newly added lip reduced the available clearance beneath the counter.

THE FIELD CONDITION



A field check confirmed that the newly added under-counter condition interfered with the intended clearance. The counter had changed; the stools had not.

THE DIFFERENCE

A supplier explains whose fault it is.
A partner figures out how to fix it.

SHEV moved immediately to
a field solution.

04 / ON-SITE RESPONSE

Grand opening: tomorrow.

With the opening the following day, there was no room for a normal service timeline. SHEV mobilized on a day's notice and went to the job site with the tools required to complete the modification in place.



THE TOOLS WENT WITH US

ONE DAY'S NOTICE

SHEV loaded the tools, went to the property, and completed the modification on site.

\$0

charged for the field service

1 DAY

before grand opening



SERVICE WHEN IT MATTERS

No change order. No service charge. No delay. SHEV went out, made the adjustment, and protected the customer's opening.

05 / RESULT

Solved on site. Ready for opening.

Once the field condition was understood, the stool modification was completed and the seating program was ready for the next day's opening.



COUNTER SEATING AFTER INSTALLATION



CAFE INSTALLATION



The revised stool kept the same finish, silhouette, and family language - only the field fit changed.

THE OUTCOME

The opening stayed on track.

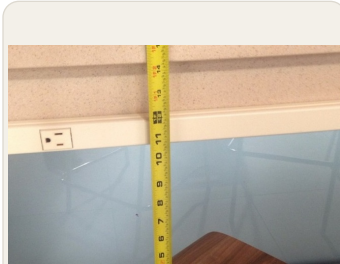
The customer got the finished seating program they expected - without a last-minute service bill.

06 / TAKEAWAY

Customer service is part of the product.

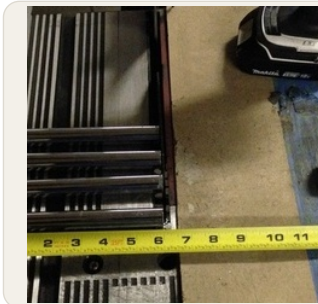
Speedway became more than a seating-development story. It became a demonstration of what SHEV means by having the customer's back.

01

FIELD CONDITION

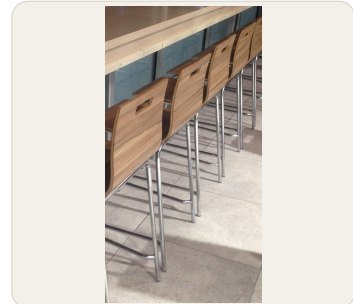
A last-minute lip with outlets reduced the usable clearance beneath the counter.

02

SERVICE MATTERS

SHEV brought tools and materials on a day's notice and made the field modification on site.

03

AFTER INSTALLATION

The adjusted stools were ready for the customer's grand opening the next day.

WHAT SHEV DELIVERED

One unexpected field condition.
One day to solve it.
Zero charge to the customer.

The kind of partnership that protects a customer when the schedule matters most.