

Space  
Organization  
Solutions

# NewSpace



## EXCITING

# New Showroom!

You said,  
“...show me.”  
**We listened.**

Come in today  
and see our  
remodeled  
showroom...

more displays,  
more features,  
more materials,  
and more  
choices than  
ever before!

Now NewSpace  
has what  
you've been  
asking for!

**I**magine an organized closet, office or entertainment center in your home is one thing... *seeing it, touching it and experiencing* how functional it can be is quite another. Now you can do just that in our newly expanded showroom full of innovative NewSpace products and unique designs.

Our showroom's new home-like settings are designed to give you the decision-making tools you've been asking for. Plus, the new showroom offers you a "hands-on" experience to open cabinet doors, reach for top-shelf items, discover "just-right" storage ideas and even find your ideal location for the hideaway ironing board in a walk-in master closet.

We know that the decision-making process can be tough. To make those decisions easier, we've expanded our showroom samples section to include an extensive handle and knob display, accessory board, contour door display and an entire wall of laminate options.

Jay and Margaret Travis try NewSpace on for size while Mom Pam Travis toured the showroom with NewSpace Design Consultant Lynn Allen.



“My kids tried out the cubbies so I could see what would work best.”

Pam Travis  
NewSpace Client



NewSpace Design Consultant Liz Fendler, left, shows Jill Balaban the new showroom's antique white master closet with contour doors and center island.



Joe Buck,  
KMOX

**"You'll  
LOVE  
their  
stuff"**

**NewSpace®**

**“A contractor who was working on my home had used NewSpace before and suggested I visit the showroom. What a great idea!”**

Mary Lou Kimble  
NewSpace Client



Mary Lou Kimble, right, and NewSpace Design Consultant Elena Jamison discuss office organization.



Suzan Meier, right, was thrilled to add the many "goodies" to her project that she and NewSpace Design Consultant Teresa Voyles discovered in the new showroom.



Susan and (daughter) Mackenzie Dierberg were among the first clients to tour the showroom with NewSpace Design Consultant Denise LeVine, right.

There's even an area where your NewSpace design consultant can assemble a three-dimensional section of your fine wood furniture selection.

Amidst all the showroom celebration, what *hasn't* changed is

our commitment to customer service and to providing a NewSpace product that perfectly

fits the needs of your home and your lifestyle. How do we do it?

*We listen.*

**We've got the displays you've been asking for. Visit the NewSpace showroom and see for yourself! ●**

Annie and Margaret Travis play in the child's closet and play area.

**“Now my clients can see exactly how their wood projects will look in a three-dimensional section.”**

Janice Bohn, NewSpace Design Consultant, pictured with Fine Woods General Manager Jerry Cox



**Come in soon and visit our expanded showroom!**

## WELCOME TO OUR Extended Showroom!

What do  
**Schnarr's Hardware,**  
**The Repertory**  
**Theatre of St. Louis,**  
**The Woman's**  
**Exchange,**  
**Bradburn's**  
**Parent/Teacher**  
**Store, Service**  
**Bureau, Inc., Opera**  
**Theatre of St. Louis,**  
and **Autohaus**  
**of Clayton** all have  
in common?  
**NewSpace!**

**N**ewSpace isn't just in homes and offices anymore, it's everywhere! Satisfied NewSpace clients, including retailers, auto dealers and more, now have what we call our "extended showrooms" throughout the St. Louis metro area. That means in addition to our newly expanded showroom, you can see NewSpace products at many local businesses!

Frank Blair, owner of Schnarr's Hardware, says "customer service is key to my business," and he credits NewSpace Design Consultant Gregg Niederschmidt for giving him the opportunity to "...spend more time taking care of my customers." With my organized [NewSpace] drawers, I can not only find the part I need, but find it quickly," he says.

At Bradburn's Parent/Teacher Store, their NewSpace checkout counter is personalized, right down to the primary-color accents on the curved counter-top.  
NewSpace

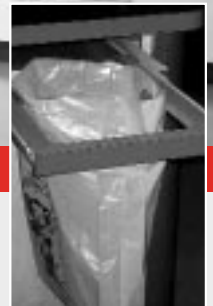


**Schnarr's Hardware**



**Bradburn's Parent/Teacher Store**

A NewSpace-designed hands-free bag holder made this year's back-to-school sales easier and smoother.



Corporate Account Representative Larry Reimelt says that color, traffic flow and organization were critical in designing Bradburn's NewSpace. "Because the counter can be seen from all sides, it has to look neat at all times," Larry says.

NewSpace Corporate Account Representative Mike Huffmaster says that Autohaus of Clayton also had very special needs. "Their offices had to accommodate current use as well as the future addition of computer equipment," he says.

The Repertory Theatre boasts NewSpace organization that Box Office Manager Roseanne Falbo says gave The Rep "...the right look at the right price." She credits NewSpace Design Consultant Karen Lamberti with the project's success saying, "Karen did all the legwork."

Keep watching... you may find a NewSpace "showroom" where you least expect it! Visit some of our "extended showroom" clients to see how NewSpace not only works for them, but also can make your workspace more organized and functional. ●

**"I understand the value of having experts like NewSpace figure out my organizational needs, so I can spend more time taking care of my customers."**

Frank Blair, Owner,  
Schnarr's Hardware

## AMY HOWELL

NewSpace Design Consultant Amy Howell is a good listener. As simple as it sounds, Amy feels that quality is critical to establishing good client relationships and providing excellent customer service. “We specialize in personalized design, and that requires paying attention to each client’s specific needs. We listen to what they want. That’s what sets us apart from the competition,” she says.

Once a client’s needs are established, Amy uses her design expertise and the new showroom samples in an interactive process to guide them toward the perfect NewSpace solution. “The expanded showroom is fabulous. It’s a wonderful environment to see various pieces and how they work. Plus, it helps communicate the value and quality of our product,” she says.

“Amy asked questions about my needs — what I used most frequently, what I needed handy and took inventory of all my supplies.”

Jan Anderson  
NewSpace Client

environment to see various pieces and how they work. Plus, it helps communicate the value and quality of our product,” she says.

Amy, who has been with NewSpace for four years, recently purchased a condo in the Central West End, and enjoys bike riding and salsa dancing. ●



## KAREN LAMBERTI

Karen Lamberti enjoys the challenge and variety of individualized design and, even after five years as a design consultant with NewSpace, says, “Every day is exciting.”

The challenge Karen faces is formulating the right solution for each client’s needs. “The main thing—and our first goal—is function. We really pay attention to detail. That way, we come up with the right solution,” she says.

Because of that attention to detail, Karen says it’s difficult to stump NewSpace with a design dilemma. “We have a lot of tricks in our bag. We don’t say ‘no’ very often,” she says. The experience of a NewSpace design consultant and the versatility and expertise of the craftsmen who construct each piece makes a winning combination. “If we can design it, they can build it,” she says.

Karen enjoys her profession and says what makes her job rewarding is the people she meets. “The clientele is special,” she says. “It’s fun to see a project go in and see my clients so excited.”

Karen enjoys faux painting, interior design and spending time with her grandchildren. ●



## NewSpace Donates to the American Red Cross

NewSpace has contributed \$10,000 to the American Red Cross to support their efforts during this time of national tragedy and need. We have also established a dollar-for-dollar matching program for our associates.

At NewSpace much of our professional time is dedicated to providing service to our clients. Few organizations know more about service than the American Red Cross. We encourage everyone to help make a difference to those who have lost so much. ●



## ARLENE LILLIE: NewSpace has “...the look that I like.”

With 25 years experience in the interior design business, designer Arlene Lillie knows what she likes. In her own home and for her clients, when it comes to built-ins for any room, Arlene keeps coming back to NewSpace. Why? Lots of reasons, actually. First and foremost, according to Arlene, NewSpace has “...the look that I like.”

As a self-professed minimalist who likes clean lines and simple design, Arlene says her first criterion for a custom-designed piece is that it must be functional. Her clients, sometimes uncertain as to how to solve their design dilemmas, simply know that “...they want it to look good.”

Arlene, whose 18-year relationship with NewSpace began with Design Consultant Carol Jablonow and a NewSpace closet in her own home, says she always has good results with NewSpace and knows that she and her clients will be satisfied. When she needs an

organizational piece of furniture for a client, Arlene says, “I always go to NewSpace first. I started with them, I like their products, and they always give me what I need”

Arlene’s recent tour of the NewSpace expanded showroom elicited her commendation for its efficiency in helping the many clients who have difficulty envisioning how built-in pieces and organizational systems will look and function in their homes. With everything

from entertainment centers to a walk-in master closet in the showroom’s home-like settings, clients can easily see how NewSpace will work for them.

“There’s so much more to look at in the showroom. It’s good for clients to come in and see all the little extra things they might not think of,” Arlene says. ●



Interior Designer Arlene Lillie, right, was delighted with the new showroom’s hands-on selection of materials and hardware as she toured with NewSpace Design Consultant Elena Jamison.

“I always go to NewSpace first. I started with them, I like their products and they always give me what I need.”

Arlene Lillie  
Interior Designer



**“Nobody can beat NewSpace... not for service, quality of design, workmanship or price. With their expanded showroom, there's finally a place that NewSpace can show off everything that I've been talking about for the last six and a half years!”**

Joe Buck  
NewSpace Spokesperson

## THANKS

### to our NewSpace Friends

As NewSpace has grown, so has our relationship with Joe Buck and his family. For more than six years the Bucks have relied on NewSpace to help them get better organized. We've designed, built and installed NewSpace products in their garage, pantry, home office, wardrobe closets, kids' rooms and more. When you have a busy and active lifestyle, it takes help from NewSpace to keep things in check. During this time, Joe and Ann have represented us as our spokespersons, but even more have become our good friends.

They use our products every day throughout their home, and know firsthand just how efficient they are. I want to take this opportunity to thank

them for being a wonderful part of the NewSpace family.

I also want to thank you, our clients, for the contributions you've made to this newsletter and to the on going success of our company. Our newly remodeled showroom represents the products and services you've been asking for. Please feel free to stop by and see just how far NewSpace has come. ●

NEWSPACE OWNER

### NewSpace®

Present this coupon at the time you visit our showroom and we will authorize a \$50.00 coupon toward your next NewSpace purchase.

- good with any purchase of \$250 or more
- limit one coupon per household or business
- non-transferable

### \$50 Showroom Gift Certificate

# newsletter

**“You'll LOVE their stuff”**



Joe Buck,  
KMOX

## NewSpace®

Call 314/423-3200 1-800-423-9636  
1960 Innerbelt Business Center Dr. • St. Louis, MO 63114

**Showroom Hours:**  
Monday–Friday 8:30 a.m.–5:30 p.m.  
Sat. 10:00 a.m.–4:00 p.m.

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