



2020 Customer Success Story

2020 Visual Impression Creates 3D Style in a Fraction of the Time at Henricksen

“We’re now producing 3D visualizations about 50% faster with 2020 Visual Impression than we have in the past.”

Stephanie Ekberg, Senior Interior Designer, Henricksen

2020 Customer Success Story

Shirley Henricksen was selling office supplies before she decided to take the plunge and open an office furniture business in 1961. Today the full-service dealership boasts over \$130 million in annual sales, 125 employees in offices across three states and is the largest privately held dealership in the Midwest.

For creating designs, interior designers at Henricksen rely on 2020 Cap, a space planning and specification software from 2020. When it came time to show designs to customers and prospects, designers would generate simple 3D wire frames in 2020 Cap to show the floor plans and accompany them with print catalogs to give an idea of colors and finishes. For larger bids and presentations, designs are sent to staff who are specialized in 3D rendering software to create a full-color, 3D rendering.

The Challenge

Since the 3D rendering software was a stand-alone product that did not integrate with their space planning and specification software, every design had to be recreated from scratch in order to be rendered.

“We often ended up relying on wire-frame images for our presentations,” says Stephanie. “It was not ideal—customers often have difficulty visualizing a design with just wire-frame images.”

The Solution

In an effort to speed up turnaround time on 3D visuals, Henricksen designers started using 2020 Visual Impression, an integrated software solution that produces full-scene, high-quality 3D visualizations instantly. 2020 Visual Impression takes information directly from 2020 Cap, 2020 Giza and 2020 Worksheet and accesses catalog information from over 140 manufacturers to produce a 3D visualization in just a few clicks. The result has impressed everyone involved, sales staff especially.

Designing with ease in 3D

One feature of 2020 Visual Impression that designers particularly like is that they can make adjustments while working in 3D.

“If you see a finish that doesn’t look right, you can change it right away,” Stephanie says. “2020 Visual Impression

is very easy to use. It works a lot like 2020 Worksheet. If you know how to use any of the 2020 programs, you can navigate 2020 Visual Impression.”

The software also accesses manufacturer-specific images to create accurate renderings of the end result, without excessive manipulation from the designer.

“With 3D rendering software, you’re often stuck having to create special items, which can be time-consuming,” she says. “2020 Visual Impression has vastly more high-quality images available that makes the rendering process easier and faster.”

“2020 has created a high-quality suite of products that all work together very nicely. It’s a flexible system, which you can use to perform as simple or as complex tasks as you need to.”

Stephanie Ekberg, Senior Interior Designer, Henricksen

Improving customer service

The fast turnaround on 3D visualizations is helping improve their already renowned customer service.

“Clients often ask for things that don’t quite meet their corporate standard, or that I know won’t create the aesthetic we’re trying to achieve,” she says. “With 2020 Visual Impression, I can create a quick scenario for them in 3D and send them two images: one that illustrates their request and one that illustrates a concept that I think better aligns with project goals. It makes everything clearer, and I can respond to their requests much faster.”

Faster 3D visuals, improved customer service, and higher productivity means designers are improving on Henricksen’s 50-year old tradition of helping businesses get their offices into fine form.

“2020 Visual Impression has helped us communicate design intent more effectively with our clients. It’s an efficient tool.”