

CASE STUDY:



Hand and Foot Care Brand Launches Nationally

PROSE Nails was founded in 2017 with a vision to help every woman, man, and child give their hands + feet the love and attention they deserve. PROSE Nails artists deliver a more thoughtful hand and foot-care experience through healthy and beautiful mani + pedi services and carefully curated products in state-of-the-art smart and clean boutiques.

LOCATION:

Denver South, CO

REAL ESTATE TYPE:

In-Line

CONSTRUCTION TYPE:

New Build

PROJECT SCOPE:

Engineering, New Product Development, Design, Space Planning, Manufacturing, Sourcing, Installation



GOAL

PROSE Nails was searching for a supplier that could manufacture and install elements of their specific design specifications on a national scale. They chose EIS based on a recommendation, our long-standing history, our ability to offer and manage consistent program rollouts, and our nationwide installation capability.

CHALLENGE

PROSE Nails was utilizing a local millwork shop but had concerns with this shop's ability to scale their millwork package, considering their plan to add additional franchise locations in the coming years.

Upon review of locations currently operating in Phoenix and Scottsdale, EIS noticed the solid wood used in the furniture elements was warping, rotting, and discoloring due to continuous exposure to moisture and water. This wasn't an issue PROSE Nails was aware of but made it a priority when discussing specification changes to the existing design.



SOLUTION

EIS designed new seating and furniture prototypes using traditional lamination and an RTF Thermal Foil application to help elements resist wear and swell from exposure to moisture. We also changed the product specs to raise the furniture off the floor, helping minimize moisture exposure and saving costs on product replacement.



RESULTS

Including EIS in the conversation resulted in PROSE Nails' ability to open new stores nationwide while maintaining consistent branding under large-scale rollouts.

This solution is right for franchisees looking to expand their current footprint nationally and desire consistent branding with prototypical package rollouts.



To learn more about EIS call
800.837.8373
or visit
elkayinteriorsystems.com

ELKAYINTERIORSYSTEMS.COM