



AMERICAN INTERIORS ICE HELPS WIN JOBS





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- Domenic Bellone

AMERICAN INTERIORS IS A DYNAMIC CONTRACT FURNITURE DEALER WITH THREE LOCATIONS IN THE MIDWEST WHOSE “CLIENTS FIRST” ETHOS AND DEDICATION TO USING INNOVATIVE TECHNOLOGY HAS WON THEM INDUSTRY ACCOLADES AND ADMIRATION FROM THEIR PEERS. THEIR SECRET? THEY’RE POWERED BY ICE® SOFTWARE.

The metaphorical “house of success” that American Interiors has built over the years starts with a strong foundation of ICE and is made beautiful by melting DIRTT solutions seamlessly into client’s plans.

“We’ve won all of our jobs because of ICE” laughs Domenic Bellone, DIRTT Champion at American Interiors. “I mean, there’s only so much you can do with font options and graphics in a proposal package, but now having the ability to include renderings and links to a fly through from ICE is huge.”

Winning jobs is important to American Interiors, but it is not the only reason designer AnnaMarie Occhipinti is a fan of ICE. “People want to see what they are getting and ICE is the only software fast enough to do that” says Occhipinti. “A lot of designers at architecture firms watch me create elevations really quickly in ICE and they seem shocked, I think they are a little jealous.”

With ICE, American Interiors designs client spaces live, making changes and instantly incorporating feedback into the design. When using ICE during client presentations, collaboration is made easy with 3D models of the entire project, photo-realistic renderings and pricing that updates immediately as they work through the design.

The ability for American Interiors to take a discussion with clients into a 3D reality in minutes has come to define how American Interiors does business. Now many of their clients come to expect the same creative delivery and speed from other vendors. "There are cases with ICE," says Bellone, "that we are able to double the client's original scope just by showing them the full DIRTT solution in ICE and giving them confidence in our processes."

ICE not only heightens the level of involvement between client and designer with increased opportunities for collaboration, it also heightens the level of involvement between dealers and other trades by allowing designers to merge DIRTT and furniture layouts together, to show the entire floor plate as a whole.

If the conventional approach of printed floor plans, drawings and cost estimations is a step up when pitching a project to clients, then American Interiors with ICE is an elevator.

"The wow factor from a sales perspective is that I do not have to sit down for an hour and write out a story to describe a space to a client," says Bellone. "Instead, I can meet with clients and actually show them their space live in 3D and email a few images from the file for them to share with their team."

"ICE has made everything easier," says Bellone in closing.

To learn how ICE software can power your business, contact us at www.ice-edge.com.

