

case study

crl communities... a celebration of life in assisted living and memory care

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Ari Weinberger
President/CEO
CRL Senior Living Communities



Company Profile

- Arbor Ridge Senior Living
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Objectives

- To partner with a company that understands the unique requirements of furniture for Assisted Living & Memory Care communities
- To find furniture that withstands the rigors of an Assisted Living and Memory Care environment and looks like new for more than a decade
- To find a company with a large selection of furniture all blending aesthetically and practically across lines and environments

Solution

- Kwalu's seating, tables and casegoods versatile enough to work in a variety of environments; all Designed to Last®
- Kwalu's customer service, advising and problem solving throughout the process

The ultimate goal for senior living should be living better. That is the goal for the CRL Senior Living Community. Founded in 2000, CRL made that its number one priority for the seniors and families it serves. President and CEO Ari Weinberger's passion for an elevated quality of life for seniors extends to the mind, body and spirit, setting a new standard for senior care. According to Weinberger, "CRL's consistent blend of spiritual and mental stimulation, coupled with physical activities, safety and comfort creates a nurturing atmosphere for our residents."

The state-of-the-art Assisted Living and Memory Care communities of CRL are all about caring. They place great emphasis on the dignity of the resident and support of the family through their focus on healthcare innovations. Some of CRL's numerous innovative programs concentrate on nutrition to strengthen the immune system while others are aimed at reducing stress and loneliness. Innovations specifically geared to memory care activities, such as the art of drumming, have also been implemented. In recognition of these innovations, CRL Senior Living Communities has received a number of awards, including the LTC & Senior Living LINK Spirit of Innovation Award and the Best of the Best Award from Senior Living Executive.

Kwalu and CRL understand that Assisted Living and Memory Care communities have unique requirements for furniture and wall protection. Both the ergonomic needs of seniors and the specific challenges facing residents with Alzheimer's and dementia, and their caregivers, are extremely important.

The realization of resident well-being, greater independence and a higher quality of life begins with the living environment. Ari Weinberger says CRL's philosophy is to provide a homelike environment where residents thrive. "CRL is about an approach; treating each resident as an individual, working with families as each community has a slightly different feel." For Mr. Weinberger, Kwalu was a



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logical choice. “What impressed me was the breadth of product – not just chairs, but wall protection and bedroom furniture. Kwalu maintains a consistent theme; aesthetics, durability and a practical focus on where the industry is going”, says Weinberger. “There are a high percentage of walkers and wheelchairs in assisted living and independent living communities and Kwalu is ahead of the curve in addressing that.”

Mr. Weinberger is a recent Kwalu convert. He came to know of Kwalu’s Designed to Last® furniture after an introduction from another Assisted Living CEO. He admires the way the furniture looks and performs. He also respects Kwalu’s customer service philosophy, in particular, the consultative way in which Kwalu helps clients figure things out to the minutest detail. He says, “I always look, not only at the product, but also at the people behind the product. Kwalu is not a vendor, but a partner – someone who can come to the table, hear our thoughts, our vision and address our concerns and issues.”

Kwalu is a brand of furniture that provides enduring good looks. What he was looking for and found in Kwalu was gently rounded corners on casegoods and chairs that protect delicate skin and sturdy, stable products that facilitate ingress and egress. “I said to the designer: I want Kwalu! The quality of the Kwalu product impressed me”, he says, “different lines to meet different needs, different communities and different styles; all blending seamlessly, all aesthetically pleasing and practical.”

In its new Arbor Ridge Assisted Living and Memory Care in Highland Park, Illinois, CRL set up model resident rooms using a mix of Kwalu casegoods and seating. According to Weinberger, the result was stunning. “Potential residents are overwhelmed by how beautiful the rooms are; some say they want to move into the models and don’t plan to bring their own furniture.”

As acuity has increased for residents it is very easy for buildings to look tired and worn. Mr. Weinberger wants furniture that looks good and lasts a long time. “I want everything to look perfect all the time; it’s not feasible to replace furniture every time it gets a nick.” The Kwalu advantage is in its 10-year, performance-based warranty which guarantees furniture and wall protection that looks as good years later as it did on the day of installation. Weinberger says he plans to capitalize on the Kwalu Advantage and continue his partnership with Kwalu on projects in the future.

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