

case study

the lap of luxury: assisted living jewel



"You're making an initial, one time investment that is well worth it. It's just smart business."



Company Profile

- Spring Hills Cherry Hill
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Alexander C. Markowits, President/CEO,
Spring Hills Senior Communities

- Spring Hills Cherry Hill is a converted hotel, offering the best in assisted living and memory care accommodations. Founded by Alex Markowits, this community ensures peace of mind for total well-being.

Objectives

- To find furniture that supports Spring Hills Senior Communities' Signature Touches program
- To obtain furniture that looks as good after a decade of use as it does the day it is installed
- To find furniture suitable for an upscale setting offered at an exceptional value

Solution

- Kwalu's Designed to Last™ fully customizable furniture backed by a 10-year performance-based warranty on construction and finish and guaranteed to maintain its just-installed good looks.

"What impresses me about Kwalu is that I will have the same pristine furniture six months, a year or even ten years after the initial purchase."

'Ultimate Luxury' is the only phrase that can possibly do justice to Spring Hills Senior Communities' newest community in Cherry Hill. A converted hotel, this magnificent building offers superlative assisted living and memory care accommodations for senior housing.

Alexander C. Markowits founded Spring Hills Senior Communities to extend the ultimate in services and safety while dedicated to the physical, social, and emotional wellbeing of his residents. To achieve this aim, he creates luxurious settings that allow individuals to continue an affordable, independent lifestyle in a warm atmosphere, with his personalized Signature Touches program. With 8 communities in 4 different states, Alexander demonstrates his "Caring with a Commitment to Quality" by employing only the top professionals in each respective field within his communities.

This is why Kwalu products were the perfect fit. Mr. Markowits said "I've known about Kwalu furniture and its tremendous qualities for over a decade. Time proves its value. Anyone's furniture looks good on the day of delivery. Six months in, all the wood chairs look chipped and old. What impresses me about Kwalu is that I will have the same pristine furniture six months, a year or even ten years after the initial purchase."



“The staff loves our new Kwalu furniture – you just have to wipe it down and it stays brand new. The residents appreciate the consistently beautiful, sturdy and safe furniture.”

Alexander C. Markowits
President/CEO
Spring Hills Senior Communities

The prevailing trend in assisted living communities is to create an environment where seniors can live and thrive independently. Places where the quality of life is the highest priority and upscale accommodations are offered at an exceptional value. The Kwalu advantage is a commitment to providing furniture that can take a beating and look as good after a decade of use as it does on the day of delivery or installation. It’s an advantage which places Kwalu head and shoulders above the rest; an advantage which is not lost on Spring Hills Cherry Hill.

Mr. Markowits says his goal is always to provide a consistently high quality of service and experience in his communities. Kwalu allows him to continuously show his Cherry Hill community at its best.

“You’re making an initial, one time investment that is well worth it,” he comments. “It’s just smart business. I got customer service that exceeded all my expectations - responsive, able to customize to meet my standards, and you’re dealing with reasonable, top people,” says Mr. Markowits.

Owners, designers, community managers, residents and staff who’ve experienced the product can’t say enough about Kwalu furniture, which is Designed to Last™. They know, first hand, how well Kwalu fits effortlessly into their beautiful spaces, adding elegance and sophistication.

“I believe in providing the same level of exceptional quality, whether it’s services or products. My Kwalu furniture provides this high quality, and it consistently shows well, making a great impression. The staff loves our new Kwalu furniture - you just have to wipe it down and it stays brand new. The residents appreciate the consistently beautiful, sturdy and safe furniture.”

Kwalu and Spring Hills Senior Communities are looking forward to further collaboration. Alexander adds, “with the new evolved styles and designs; I’d love to use Kwalu in other areas.”

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