

# case study

white oak manor — charleston, sc

## Company Profile

- White Oak Manor-Charleston is located at:  
9285 Medical Plaza Dr.  
Charleston, SC 29406  
Phone: (843) 797-8282  
www.whiteoakmanor.com
- Founded by Kent and Bettye Cecil, White Oak Manor-Charleston has been a private, family-owned business specializing in quality personalized care since 1967.
- White Oak Manor-Charleston believes that caring about people is as important as caring for them. The resident is the most important person at White Oak. Whether needs include skilled nursing care, assisted living or retirement apartments, White Oak Manor provides a full continuum of care for loved ones.
- White Oak Manor-Charleston is a 176 bed skilled nursing center conveniently located in North Charleston within a medical plaza including Trident Hospital and physicians' offices offering convenient access to all hospital services.

## Objectives

- Protect our walls – prevent wear and tear from wheelchairs and Geri chairs. Reduce the need for continual repairs – spackling, sheetrock, painting and more.
- Identify a wall product that would look great, be durable and enhance the facility image.
- Provide a fresh, clean look for the nurses' stations.

## Solution

- Kwalu wainscot was used throughout the hallways and to custom-build nurses' stations.



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*"Kwalu's wainscot wall protection is long wearing and looks like new every day. It's so easy to maintain. I can't wait to get my remaining hallways outfitted in Kwalu wainscot."*

"Kwalu's wainscot wall protection is the best thing ever made." That's the way Ruth Walker, Administrator of **White Oak Manor**, Charleston, South Carolina, feels about Kwalu's wall protection. She started with one dayroom and a small hallway on a renovation project and she's moved on to a new wing and several nurses' stations.

Ruth's first introduction to Kwalu was a purchase of dining chairs over 10 years ago when she was at a previous facility under the same parent company. She knew if the wall protection was anything like the furniture, it was going to make a world of difference in her current facility.

She set to work building her case – because she knew the appearance and the low maintenance were going to be wonderful for the facility.

*“The wall protection product not only looks amazing every day, but it saves us a lot of maintenance time.”*

**Ruth Walker**  
Administrator  
White Oak Manor – Charleston

Ruth reached out to local South Carolina dealer Julie Brendell, of Brendell Enterprises, who was wonderful. Julie provided product knowledge, helped with product decisions and ultimately placed Ruth’s Kwalu order.

White Oak’s first order was small – using Kwalu’s wainscot at the 36-inch height to complete a day room for her residents. It was great – no wall marks or holes from the wheelchairs, no scuffs, no need for paint touch-ups. The room looked fantastic and required a lot less maintenance. Ruth found that it worked so well, that she decided to use it in a small hallway – which gets much more wear and tear than the dayroom from the constant traffic of wheelchairs, carts and more.

The owners loved it and Ruth was able to add more hallways to her list. She also completed the three remaining resident dayrooms. However, she did things a little bit differently this time around – she went bigger – another 16 inches to be exact. Geri chairs were still making holes/marks on the walls with the 36-inch wall protection, so she decided to try the 52-inch wainscot. It worked even better – as now both the wheelchairs and the Geri chairs were unable to leave their mark on the facility’s walls.

Then she took it to a whole new level of creativity – she outfitted a round nurses’ station with the wainscot – and it looks awesome. “It’s a one-of-a-kind nurse’s station. While the Kwalu product is quite rigid and strong, I told the installers what I wanted and they were able to help me bring my idea to life,” said Ruth.

“The wall protection product not only looks amazing every day, but it saves us a lot of maintenance time,” said Ruth. “We don’t have to repair holes in sheet rock or touch up scuffs on the wall. The product looks like new and our facility looks great.”

What’s next for Ruth and White Oak Manor? They’re in the process of getting approval to install the Kwalu wainscoting on the hallway connecting the old building and the new building – updating the look as folks transition from facility to facility. She’s also hopeful that she’ll be able to install Kwalu’s wall protection in her two remaining facilities – eliminating the need for touch up paint and spackle for good!



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