

Ginger Grant Group celebrates Mom & Pop Small Business Day with some of our favorites, such as Intensa, Right Height Manufacturing, and Gressco!

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Greatness from Small Beginnings

BI-WEEKLY MANUFACTURER UPDATES

The Origin of The Ginger Grant Group

The Ginger Grant Group was established in 2002 with the aim of establishing an independent agency that specializes in marketing healthcare furniture and related products. Ginger Grant, a seasoned professional in the healthcare industry, began her career by selling medical devices and was later recruited by Leonard Nemschoff to oversee the national sales team in 1993. Following a highly successful eight-year tenure in leadership, Ginger, together with her husband and business partner Bob Grant, left to establish GGG. Her exceptional abilities soon positioned her as the leading authority for any manufacturer seeking to expand healthcare sales in Texas, Oklahoma, and Arkansas. Ginger's methodologies and mentoring have since contributed to the success of numerous healthcare manufacturers, dealers, and sales professionals in the industry today.

In 2013, Eric Clendenin assumed the role of President and took the helm of the Ginger Grant Group. With his wealth of experience in both the dealer and manufacturing sides of the healthcare industry, he has diversified and expanded the GGG platform to include a larger sales team, dedicated marketing team, digital tools, and multiple industry verticals. Under his leadership, The Ginger Grant Group has expanded its territory focus to encompass Louisiana, New Mexico, Saudi Arabia, and the UAE. The exceptional growth and success of the group can be attributed to Clendenin's strategic leadership and innovative approach to healthcare marketing.

Manufacturer Updates

Every other week, Ginger Grant Group shares manufacturer updates and promotions! Last time we highlighted sustainable and eco-friendly furniture and architectural products from [Nightingale](#), [Ezobord](#), and [Quiet Earth Moss](#). In this issue, we're celebrating National "Mom & Pop" Small Business Day by shining the spotlight on

Intensa, Right Height Manufacturing, and Gressco. For a closer look, click the images below!



Intensa

In the spotlight this week is Intensa, who started out building exam stools, and saw such a need in the market to further expand their product line that they now offer a wide variety of quality medical furniture.

Click the image above for more information!



Right Height

Featured this week is Right Height, whose origin begins with the StableRise adjustable height workstation. Since then, they've also launched sister-company, LifeDesk, which offers adjustable height desks.

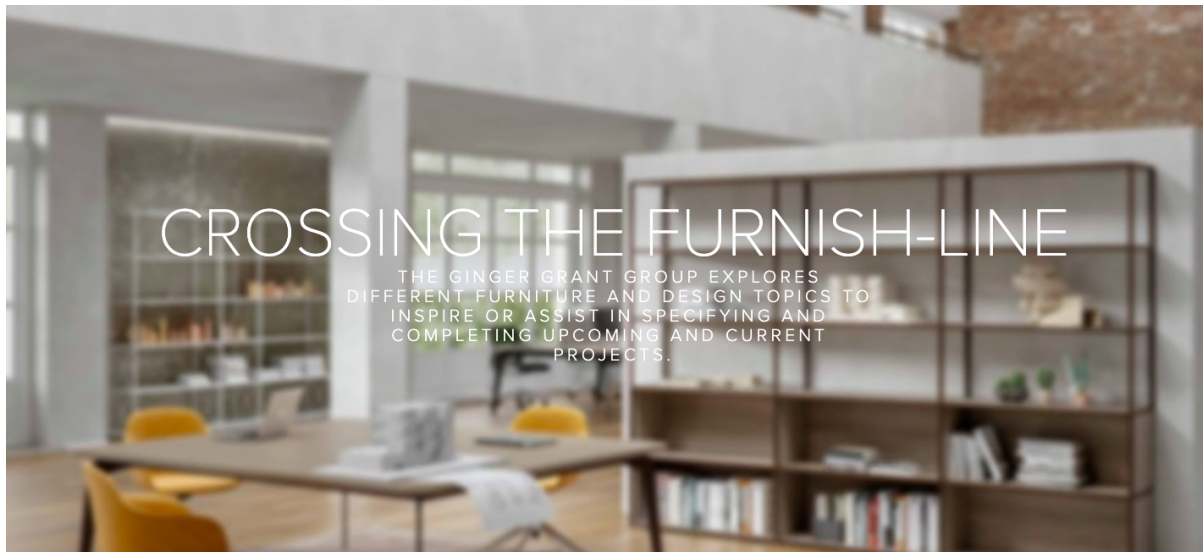
Click the image above for more information!



Gressco

Our highlights this week feature Gressco, who got their start providing book coverings and spinning book displays to libraries. Today, they've grown to offer a vast assortment of children's products.

Click the image above for more information!



Check out The Ginger Grant Group's new blog, [Crossing the Furnish-Line!](#)

Looking for a previous newsletter? Check out our [Newsletter Archive:](#)

Newsletter Archive

See a manufacturer you'd like to receive future updates for? [Update your preferences here:](#)

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Intensa

Manufacturer Product Spotlight



How Intensa Got Its Start (<https://intensa.net/pdf/Brochures/Intensa-Overview.pdf>)

Intensa is a manufacturer of medical and laboratory furniture and equipment engineered specifically for the healthcare and higher education markets. They offer a complete line of furnishings, with a wide range of useful features and benefits designed to provide solutions for any scale budget requirements. Intensa's products are manufactured to the highest in quality standards, providing the end user with a true value product.

The founders of Intensa are from High Point, NC, known as the "Furniture Capital of the World", and have been in the office furniture industry for 25 years. Intensa was originally born from the need for exam stools at Wake Forest Baptist Medical in Winston-Salem, NC.

Utilizing the resources in High Point, Intensa began to address that need and it spread throughout the United States. Product development was driven by a customer saying, "if you can build an exam stool, can you build a patient chair," and in the same spirit, they could build exam tables and the casework in an exam room, as well. This continued all the way through the development of Laboratory Furnishings and Behavior Health furniture.

Twenty-four years later, Intensa is the only medical furniture manufacturer that is exclusive to the Office Furniture Industry. Now it is FDA certified and continues to score 100% on FDA audits giving their customers the trust they need to utilize the company.

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(mailto:viney@reptheory.com?subject=Tell%20me%20more%20about%20Intensa's%20range%20of%20medical%20furniture!)



Original Offerings (<https://intensa.net/pdf/Brochures/Intensa-Exam-Solutions-Brochure.pdf>)

Intensa physician exam stools offer a variety of styles and options including varying height adjustments, multiple caster options as well as three distinct base options.

The caregiver can utilize these to customize his/her exam stool to suit their specific requirements. The multitude of textile options allow for design/color to also be incorporated into the patient room.

With over 20 different models available today, it's safe to say this product is in high demand for its practicality and functionality, as well as its wide array of color options to keep the exam room from looking anything but dull!

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How They've Grown

(https://docs.google.com/presentation/d/1uIOvc37sTrmw6vaJBvMz_UxexkfhYSbfi95eltr4Qkc/presentation?id=id.p1)

Ginger and Bob Grant were hired by the original founding members of Intensa as the second representation firm nationally shortly after the company was launched, and The Ginger Grant Group continues to represent them today! Intensa was The Ginger Grant Group's first and therefore longest running line to represent.

Intensa wants to help change the current environment by offering one of the largest color stories for the exam room. They offer unlimited textile selections, providing the healthcare community an outlet to create new exam room environments. They are also an industry leader with 5-Year Warranty on all exam beds and 10-Year Warranty on all seating. The company has exclusive themed exam table designs for pediatrics and offers extensive healthcare seating with multiple options. Their bariatric series includes exam tables, blood draw seating, stools and guest seating rated up to 1200 lbs.

[Request More Info](mailto:viney@repthery.com?subject=Tell%20me%20more%20about%20Intensa's%20range%20of%20medical%20furniture!)

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Right Height Manufacturing Manufacturer Product Spotlight



How Right Height Got Its Start (<https://stablerise.com/blog/face-the-facts-looking-at-the-patient-is-critical-in-patient-exams/>)

Right Height Manufacturing was originally an ergonomics specialty firm in New Hampshire. While working on a new medical office building for Dartmouth Hitchcock Medical Center, the hospital asked for a charting desk that could mount under a window or a chair rail, yet still be height adjustable. Perhaps most importantly, they wanted a desk that could restore the human connection between doctor and patient, as existing options forced the doctor to turn their back to the patient.

There was no such thing on the market, so the team worked with doctors and nurses from Dartmouth to design and build one. While in the design phase, they uncovered several other complaints about the traditional wall track stations. As a result they improved upon all of those issues in the design of what became, The StableRise.

The hospital loved it so much, they put one in every exam room. So Right Height's first order was 145 StableRises, and that's why they converted the company to manufacturing, came up with their new name, and started manufacturing.

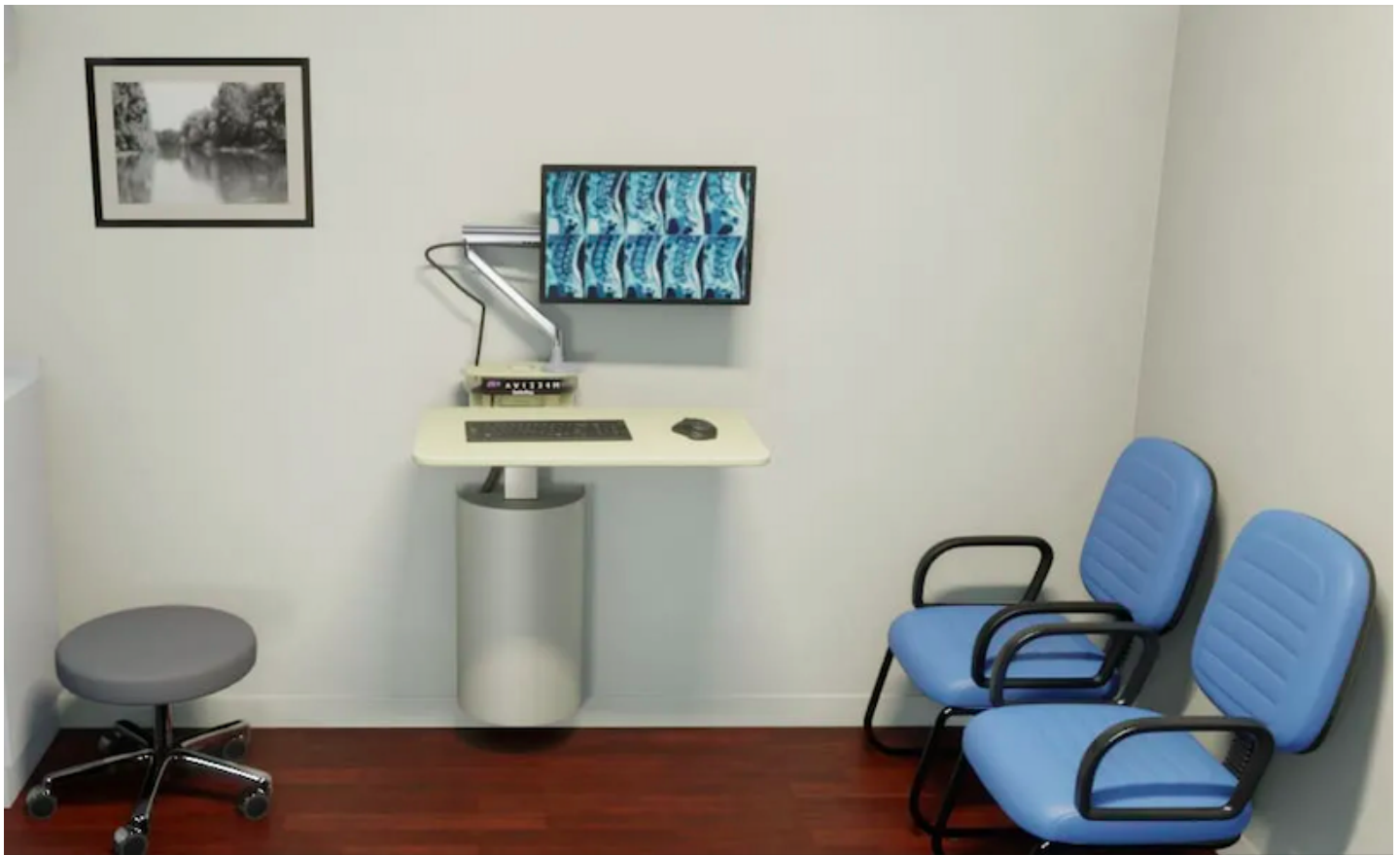
Today, the StableRise is installed in over 30 VA hospitals and clinics, plus several private hospitals and health systems. Names like Geisinger, Kaiser, Wexner, United Health Group, OptumCare, and many more nationwide have made it their standard charting & consult desk in both exam rooms and in caregiver alcoves on patient floors. The StableRise enables the doctor to remain "patient-facing" while typing in the EHR, thus fostering trust, rapport, and better communication.

Right Height also makes the only height-adjustable desk base that comes app-enabled for FREE. The app teaches you how to set up your height adjustable desk for maximum comfort, and reminds you to change position throughout your workday.

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Original Offerings (<https://stablerise.com/history-of-the-stablerise/>)

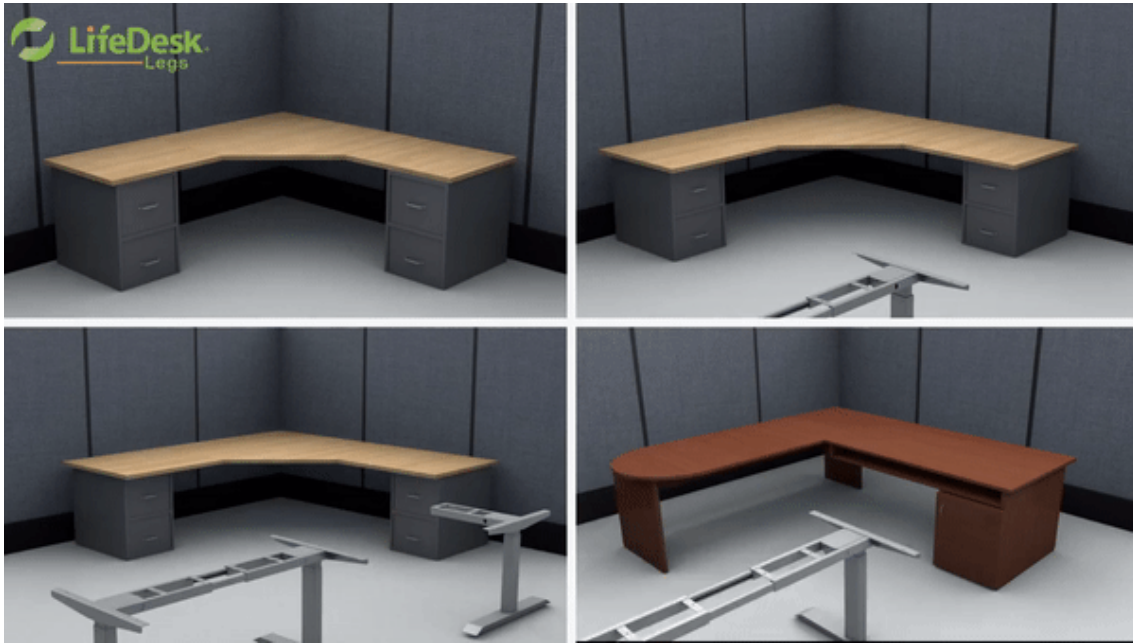
The new product was taken “on the road” to show additional local clients and dealers. Sales were good but suggestions for improvement were also provided and we responded with improvements for our clients.

- **2013** – Rather than mounting the unit on the floor, could we build a shorter column that would mount off the floor so you could clean under it.
- **2014** – Antimicrobial tops introduced.
- **2015** – The feedback was that the StableRise® unit would be even better if a surface could be provided that swiveled out when in use. Despite the challenges of someone pressing down on the surface while extended, the pull and swivel mechanisms were introduced after intensive focus on the design.
- **2017** – Additional monitor arm and wire management was added to the unit to deliver a better look and feel. At no additional charge.
- **2018** – A square shroud is introduced for wire management also at no additional charge.

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How Right Height Has Grown (<https://thelifedesk.com/the-lifedesk-solution/lifedesk-smartleg-app/>)

After the success of StableRise, RightHeight launched a sister company called LifeDesk.

Their ergonomic solutions empower enterprises to create a company culture in which workers perform at their highest levels, contributing to the company's overall success. SmartLegs by LifeDesk, which convert virtually any desk into a height-adjustable desk, are the choice of leading enterprises, healthcare organizations and universities.

Unique to LifeDesk is the SmartLegs app. Every SmartLegs includes the SmartLegs App which allows users to raise and lower their workstation from their personal device without touching the desk surface, furniture, or control pad. It also provides occupancy data in real-time when employees arrive at their workstations, register, and begin working in hot-desking environments.

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Gressco

Manufacturer Product Spotlight



How Gressco Got Its Start (<https://user-ynws2gd.cld.bz/Gressco-HABA/HABA-2021-22/333/>)

Based in smalltown Waunakee, Wisconsin, Gressco's origin dates back to 1985 as an offshoot from a UK Library Supply company known as Gresswells.

The original products that were offered to primarily to the library and school market were a cold rolled laminate book covering known as Vistafoil, which is still sold to libraries today to meet their book covering needs. On the furniture side a line of free-standing paperback book spinner displays known as Marline, and a children's book organization system called Modula S.

With the changes in libraries in the past 35 years the paperback display products have lost popularity but are still seen throughout thousands of public and school libraries throughout the world.

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Adapting to Change: HABA Pro (<https://user-ynws2gd.cld.bz/Gressco-HABA/HABA-21-026-Wehrfritz-Webkatalog-EN-210602>)

In the late 1990s, Gressco started to see more demand for children's products in libraries. In a worldwide search for a unique style of product, they found HABA Pro - a German manufacture of children's furnishings. As Gressco entered an initial agreement with HABA Pro, they found that HABA's products were not only popular with libraries, but in all spaces where children are present.

Making children's eyes light up... this is what HABA has been doing for over 80 years. The aim is to playfully accompany children on their journeys and to make their lives happier and more exciting. Gressco is pleased to be the exclusive distributor of HABA Pro children's furniture in the United States and Canada.

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How They've Grown (<https://user-ynws2gd.cld.bz/Gressco-HABA/HABA-2021-22/VI/>)

In 2003, Gressco purchased the Children's Furniture Company, and with the combination of the HABA Pro product line and the Children's Furniture line, they launched and concentrated efforts to bring quality children products to all types of institutions where children need quality, creative and friendly spaces.

Intriguing designs and interactive play are the hallmarks of The Children's Furniture Company, whose Leaf Chairs and Magnetic Sand Tables can be found in children's areas all over the world.

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