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CASE STUDY

The Buckhead Club

A review of the positive and impactful business benefits as a result of implementing SPG solutions.

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ClubCorp's The Buckhead Club sees positive and impactful business benefits as a result of implementing SPG solutions.

When moving to a new space, often times it is difficult to repurpose back of house solutions to efficiently fit a space that looks significantly different in shape and size from the original space. It is imperative to find solutions that maximize the utility of the new space while simultaneously providing efficiency. Jeff Goldworn, General Manager / Regional Manager of Club Corp's The Buckhead Club, provided insight into how he solved for such a problem when moving his club to a new 18,000 sq. ft. location.

Jeff Goldworn's new location was not only more expansive, but it had numerous rooms with unique angles and shapes. He was tasked with either retrofitting his new space with his current back of house solutions that wouldn't quite fit or giving consideration to installing new solutions. Coupled with the growing need to replace aging shelving, Jeff consulted with SPG International, the largest global manufacturer and supplier of storage and material handling products. Through consultation and site evaluation, Jeff moved forward with installing numerous SPG solutions including Freestyle® cantilever shelving and workstations, ISS® Wire shelving, Kelmax® dunnage racks, the Mod-A-Flex® wall storage solution, and AMCO® carts and wine rack.

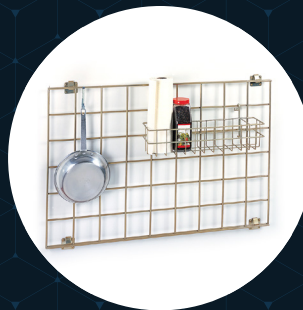
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The customized solutions proved to be incredibly beneficial to the Buckhead Club, according to Jeff:

“SPG helped me fix some of the things we just couldn’t fix on the new construction. The building is on a radius; so I’ve got a lot of weird nooks and crannies and the engineers were able to come in and design different things that would fit our unique spaces.”



JEFF GOLDWORN
GENERAL MANAGER / REGIONAL MANAGER, CLUBCORP

Jeff noted 4 key business benefits that have been realized since installing SPG solutions:

1) Consultative Customization: “They helped me redesign my wine room to help maximize my space. They walked in one day and found that we had a lot of wasted space. They reconfigured the space. The resulting solution they put in place increased the space between 15 and 20 percent.”

2) Durability: “The durability factor is great...has been amazing. SPG has proven that it has quality products that can hold up to the pounding of the hospitality business. My guys, and those in this industry, can break anything...but they can’t break any of SPG’s products. The amount of weight that it can take is amazing. Once it was installed, I’ve had zero problems with it. Zero defects.”

3) Ease of Use: “The great thing about SPG’s products is that it’s easy. With Freestyle, you just pop the shelf off and move it up. It used to take a lot of labor to break down our old cooler racks to get them cleaned. Now, you can just pop off a shelf and run it through the washer to clean it and then pop it back on. It’s also the mobility nature of all of its products and the fact that all can use it; regardless of height or strength.”

4) Return on Investment: “You get what you pay for. You actually get a better ROI because you’re not having to go spend capital dollars on a quicker lifecycle item.”



An efficient and long-term solution:

Jeff Goldworn capped his overview of the Buckhead Club's experience with SPG by noting that he *"really wishes that more people in the hospitality industry knew about SPG and its products. From the maximization of storage space, to the ease of cleaning, to the mobility and longevity of its products, the businesses in the industry could really benefit."*

Jeff's experiences truly demonstrate the power of a SPG partnership. As every industry and business is unique, SPG strives to provide solutions that solve for any unique challenge. SPG was able to provide Jeff with long-term solutions paired with consultative services that yielded greater storage, utility and efficiency.

Contact SPG to discover how our products and consultative approach can help your business.

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