

NICHE MARKET IN AFRICA USING SCOTTSDALE'S STEEL FRAME TECHNOLOGY

Innovative Interiors is an established interior design business specifically in sound studio manufacture around Africa.

Innovative Interiors were introduced to Scottsdale Construction System's light gauge steel technology at the Interbuild Africa tradeshow in Johannesburg, South Africa by Scott Kimble and Steve Cullender of Scottsdale Construction Systems in 2009.

Background

Established in 1985, Innovative Interiors offer design and turnkey construction of radio studios including all technical equipment, furniture, signage, soundproofing and acoustics, acoustic windows and doors and acoustic panels.

The Complete Package

The Scottsdale panelised fabrication system, along with some unique applications from Innovative Interiors have allowed for the construction of acoustically designed sound studios to be produced in half the time.

The studios are built in the Innovative Interiors' factory in Johannesburg and then are distributed and installed throughout Africa.

**Innovative Interiors Purchase:
Series 700 90mm Panelised
Fabrication System**




Internal lining of the sound studio.



Sound proofed walls.



Sound proofing of the studio.



Steve Cullender who handles Southern Africa Sales for Scottsdale Construction Systems commissioned the Series 700 90 Panelised Fabrication System at Innovative Interior's factory.

Steve also trained Innovative Interiors staff on factory machine operation and detailing with Scottsdale's ScotSteel Design Software Package. Machine and Software training took 5 working days.

The Result

The end result is an impressive sound studio that would have been difficult to build on site any other way than using Scottsdale's light gauge steel frame and truss technology.

Any other alternative method of construction would have resulted in importing of materials and assembly locally.



The building being manufactured in the factory.

SUMMARY

Objective:

Find a solution for the manufacture of sound studios in a factory

Solution:

Scottsdale's Series 700 90mm panelised fabrication system including:

- Intelligent ScotSteel Design Software.
- Intelligent ScotRF-Panel Rollforming Software.
- Intelligent RF700 Panelised rollforming technology.

Benefits:

A total steel framing solution including:

- Rapid assembly in a factory environment using low skilled labour.
- Onsite training and commissioning of staff.
- High levels of training and on-going customer support.