



Case Study: Desjardins

Locations: Quebec and Ontario, Canada

Number of branches: 100



logiflex



Desjardins is currently the financial group with the largest regional presence in Quebec and is well established in Ontario with 661 points of service across the two Provinces. This financial institution is renowned for its active contribution in the community development by assisting members, clients, and businesses through an extensive range of resources.

No limit to creativity for national-scale projects

The Desjardins case stands as the ultimate representation of Logiflex's expertise. This is a prime example of an Infinite category of customized furniture design. From creating a personalized concept to developing finishes that highlight their brand, we excel at meeting our clients' specific needs.

“Our focus was on delivering durable and timeless solutions while streamlining the process for their many branches.”

– Anny Audit, Project Manager, Logiflex

The objectif: Creating a distinctive brand identity and customer experience



Logiflex has been partnering with Desjardins for over 20 years. This longstanding collaboration started with Logiflex furnishing the company's headquarters and it later evolved into a broader mandate.

Our team was tasked to create a distinctive brand identity and customer experience, with the intention of replicating the concept across several branches.

Therefore, it was to the client's advantage to introduce a standardized concept to help all branches streamline the process, save considerable time, and avoid unexpected challenges. Given Logiflex's expertise in customizing furniture, our team was meant to bring this project to life.

Until now, the implementation of Desjardins' custom concept has brought numerous benefits to them. Here are the key ones:



01.

FULLY CUSTOMIZED

Logiflex created furniture with customized features for Desjardins. Unique colors were introduced solely for this project, with the brand design exclusive to Desjardins.

02.

STANDARDIZED

Logiflex worked directly with the head office to design a concept that would maintain consistency across all branches.

03.

TIME-SAVING

The approved concept allowed each branch to skip specific design steps, helping to save precious time for their office design.



04.

DURABLE & TIMELESS

Logiflex chose a style that would stand the test of time, emphasizing quality and durability.

05.

CUSTOM SOLUTION

Desjardins had specific requirements for cable management, and Logiflex designed storage solutions to meet those needs.





“Through our efforts, we have not only created functional, aesthetic, and personalized furniture, but also woven a narrative of partnership and ensured uniformity that resonates in each branch. Our team is proud to have contributed to strengthening the brand identity and enriching the customer experience of Desjardins.”

–Marc Pelletier, Business Development, Logiflex

CATEGORY OF CUSTOM FURNITURE

INFINITE

Infinite represents the pinnacle of customization, offering unlimited design possibilities, exclusive materials, and custom features to create distinctive spaces. These types of customs include complete design development of new products and custom finishes.



DISPLAYED COLLECTION



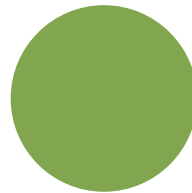
Laminate
Aluminum



Laminate
Polar White



Laminate
Natural Ash*



Acrylic
Irish Moss*

*Exclusive finishes for Desjardins, selected to reflect the brand image.