

## 1-PAW Case Study-BOSCH

Case Study:

### **Robert Bosch Corporation--Expansion of the North American Headquarters**

With over 196,000 employees worldwide, Bosch Corporation has a name that stands for competence, product diversity and success. The North American headquarters, located in Farmington Hills, Michigan, had more than doubled in size with the entire, expanded facility now at 450,000 square feet.

The expansion's targeted completion date and gala grand opening for associates, media and dignitaries including Henry Kissinger was scheduled for October of 2000. Because the augmented facility is extremely hi-tech and modernistic, facilities administrator Donna Edwards recognized the need for the warmth and softening that interior plants would add to the facility. She was also very aware of the numerous advantages to asset performance that accompany an interior plant investment.

Planterra Tropical Greenhouses, Inc. in West Bloomfield, Michigan had serviced the Robert Bosch Corporation for over seven years. In the spring of 2000, Edwards placed an urgent call to Julie Schaefer, design specialist with Planterra to begin plant design concepts for this new, expanded facility. As the new facility was not yet at its completion stage, blueprints of the building were provided to Planterra. In addition, Planterra's Schaefer visited Bosch many times to become well acquainted with the vision for the new facility as well as to take a detailed inventory of all existing interior plants used in the original building. Planterra's focus was to exact Bosch's theme (simple, but effective for such a large space) *and* meet the rush deadline, without sparing quality.

After a comprehensive investigation of the facility's needs, Schaefer drew up a design plan and budget proposal for Bosch's new addition concentrating on the exquisite new lobby and main core areas. As usual, Planterra's proposal included a clear plan to allow the new facility to maximize on the inherent benefits of interior plants (improvement of employee morale, heightened productivity and purification of IAQ --or indoor air quality). For additional savings, Planterra was able to utilize many of the existing planters as well as to integrate existing plants into new schemes. This plan, including color photos of all plants in the design and budget of \$20,000, was then forwarded to Bosch's management for final approval.

Approval for the plan and budget came in August and Planterra moved swiftly to complete delivery and installation in time for the October 2000 gala open house. Planterra had several serious challenges to work around: the approved budget was cut to \$15,000; the facility offered poor light conditions and time was running out. Planterra negotiated the obstacles thoughtfully and on schedule.

With an extensive color and flowering program, the elaborate installation included creating and placing two twenty foot yucca trees. Schaefer's plan also included staging twenty extra large (36") containers showcasing colossal bromeliads and exotic underplantings. In addition, the headquarters invested in extensive durable plantings throughout vital common areas. The entire installation, including the reintegration of hundreds of plants from the previous facility and over 50 new plants, was completed by September 20<sup>th</sup>.

Top Facility Directors from select Bosch facilities were in attendance at the opening and the uniqueness, functionality and beauty of the plant installation equally struck all. Many months afterward, Planterra continued to receive notice from those in attendance at this VIP opening.

## 2-PAW Case Study-BOSCH

Bosch, having outsourced their interior plantscaping needs for many years, was well acquainted with the numerous returns from this kind of investment. However, Edwards continues to be impressed with the work being accomplished by the plants in this expanded facility. Far beyond the ongoing appreciation from employees and visitors, she has also received positive notice from other sources. Edwards comments, “The plants not only add a softness and pleasantness to the work area but benefit the health of employees as well.” The IAQ, employee morale and employee productivity have all seen unprecedented improvements with the installation and regular servicing of the facility’s new interior plants. Edwards continues, “Even with all the cost cutting measures necessary today, interior plants will remain at Bosch as they benefit all our associates at the same time.”

Planterra continues to service all of Bosch’s interior plants with dedicated personnel assigned to maintain and protect Bosch’s investment. Bosch continues to meet with Schaefer to discuss new ways to cut costs while enhancing the added value of interior plants.