



Doing more with less
MiniFrame
United Kingdom

Selected Case Studies

Indigo Furniture

Ecoware

Indigo Furniture

Recently named one of the UK's top furniture retailers by the Guardian, Indigo Furniture is a truly unique company offering a distinctive and original range of handmade chunky wooden furniture.

Rustic furniture designs in solid plank timber and luxurious vintage leathers all emphasize Indigo's philosophy... 'be adventurous.' With 15 year guarantees and ethically sourced materials Indigo offers unrivalled levels of customer service while providing customers with the ultimate satisfaction of exclusive and personal pieces of furniture.

Ethical sourcing and design has brought great success to Indigo Furniture. Success that has resulted in their distinctive furniture appearing on many TV shows and within leading design publications.

Consequently they have attracted a host of well known clients including Charlie Dimmock, British Airways, Britain's Next Top Model and the X Factor. Examples of Indigo's work recently featured on the album cover of Muse's latest album.

When looking to replace their ICT system Indigo chose Ecoware. According to their Managing Director they weren't inclined to step outside of the traditional 1 PC per user model until discovering Ecoware. "Once we'd learned more about Ecoware from MiniFrame UK and found that it would be a good fit not only with our environmental policy, but also as a way of stretching our budget further. We thought it sounded too good to be true" So following an introductory discussion Indigo's team visited MiniFrame UK to see Ecoware in action.



Ecoware

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Asked about their decision to purchase Ecoware following a successful demonstration, Indigo commented; "More than anything it was the fact that we could go green and save money. Indigo is associated with the Woodland Trust and has launched our own - Wood is Good - campaign. To us, business development means meeting the needs of our customers today, without compromising the planet for generations to come, which we aimed to reflect in our IT procurement policy."

"In addition we have been able to provide high specification computing resource to our staff that we would ordinarily have been unable to afford, provide more space in which to work, reduced our energy bills by over 80% or about £50 per member of staff every year from here on in, and minimised the network infrastructure disruption to the Showroom which is a listed building."

The 2008 "X Factor" finalists gather around the signed Indigo table





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