

INNOVATIVE SEATING + DECOR

Interior Design
Graphic Design
Engineering
Manufacturing
Installation

CHi 
Charter House | Innovations



ABOUT US

Charter House Innovations manufactures high-quality seating and decor with roots in sustainable and innovative design. The key ingredients in ground-breaking, awe-inspiring design are innovation, continuity, and responsibility.



OUR FACILITIES

Operating in our 354,000 total sq-ft production facilities in Zeeland and Holland, MI, our craftsmen bring interiors to life by manufacturing upholstered furniture, partition walls, tables and chairs—essentially the entire interior environment.

**RESOURCES SERVING
WEST MICHIGAN**

**FURNITURE CAPITAL
OF THE WORLD***

We are a stones throw away from the world's largest leading furniture companies, which increases our resources for local, quality materials.

NICHE FURNITURE MARKETS

Tier 1 / Tier 2 Suppliers · We tap into the supply chain of the largest furniture manufacturers such as Steelcase, Herman Miller, and Haworth—9 billion in furniture sales combined.

Benefits to West Michigan · Raw Goods
Distribution / Service Technician and
Machine Operators / Same Day Delivery.



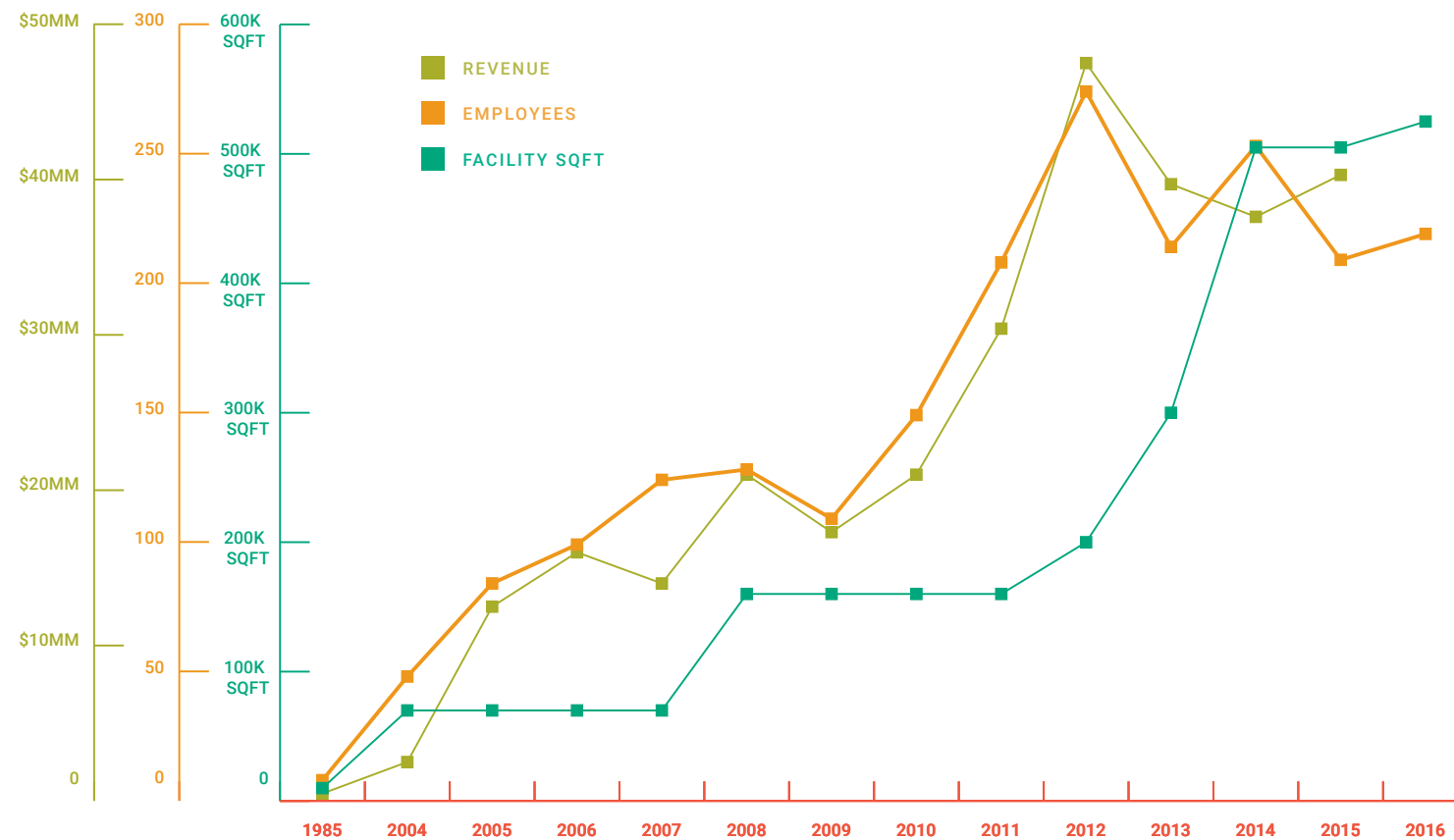
These resources aren't
here for us, but we are
here because of them!

*of Office Furniture



OUR HISTORY

1977 Al Steer establishes Charter House as a custom clock manufacturer	1984 Charter House begins creating restaurant interiors	1985 Charter House Inc moves from its original building to 4434 136th Ave, Holland, MI	1988 Charter House Inc. is purchased by Stainless Inc. and Charter House moves into its new building with 50,000sqft at 4660 136th Ave	1989 Ground is broken for an additional 20,000 sqft to be added onto the Charter House Inc building for increased production space
1999 Franke purchases Charter House Inc from Stainless Inc	2004 Chuck Reid with partners Ned O'Brien and Brian Rudesill purchase Charter House, renaming the company CHi (Charter House Innovations)	2007 Designed and built a hotel, CityFlatsHotel Holland, to showcase CHi's design, manufacturing, installation, and product capabilities; the first LEED Gold Certified hotel in the Midwest	2008 CHi moves to the new 160,000 sqft building on 8th street	2010 President Obama commends Chuck Reid at the White House while honoring the nation's Small Business People of the Year Award Winners
2011 CHi's hotel becomes a chain with the opening of CityFlatsHotel Grand Rapids, the second LEED Gold Certified hotel in Michigan	2012 CHi purchases additional production space on 8th Street bringing the facility's size up to 200,000 sqft; CHi purchases an additional facility on 120th with more than 100,000 sqft; CityFlatsHotel Grand Rapids expands to include an event space, The Ballroom @ CityFlatsHotel	2013 CHi quintuples its original size; CHi purchases Greystone Seating and rebrands it First Class Seating	2016 CHi purchases two more companies, now Aged Wood and Sewn Up; Sperry's Moviehouse Port Huron opens	2019 Sperry's Moviehouse becomes a chain with the second location in Holland AND CityFlatsHotel Port Huron opens

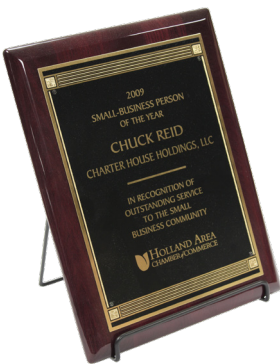


OUR GROWTH

Sales increased by more than 16 times since 2004. Expanded our client list to more than 20 plus restaurant chains and extended our product line to accommodate new markets including universities, hotels and conference centers. Employment has increased from 38 to more than 200 employees.

AWARDS + RECOGNITION

2009



Holland Area Chamber of Commerce Small Business Person of the Year



LEED Gold for New Construction, CityFlatsHotel



Downtown Green Project— Small Scale



AIA Grand Valley Honorable Mention

2010



Award of Excellence for Green Building



Michigan Small Business Person Of The Year

2011



Crain's Detroit Business & Grand Rapids Business Journal's Real Estate Excellence

2012



GMB AIA Grand Rapids Honor Award for Adaptive Reuse



Good Earth Keeping Award Pure Michigan

2013



Ernst and Young Award



LEED Gold, CityFlatsHotel

INNOVATION

We maintain competitive pricing while continually developing and implementing new technologies and materials.

CONTINUITY

We create seamless flow between your branding and the experience your customers have when they walk through your doors.

RESPONSIBILITY

We incorporate sustainable materials and environmentally sensitive practices into our products, processes, designs, and source materials from local suppliers to enhance our community's economy and minimize our carbon footprint.

CREATING MEMORABLE INTERIORS

At CHI, we handle everything for our customers. We are a full-service supplier of seating and decor, and that means our friendly sales team will lead you through every aspect of your design, manufacturing and installation processes. We have nearly 35 years of experience working with a multitude of corporate and franchise clients both nationally and internationally making CHI a seamless match for any account.

From the initial design concept to the placement of the final chair, our experts will take care of the whole process for you. Our production facilities craft the entire interior environment for your establishment—all you have to do is make a few decisions on the layout of your interior. Don't worry, if you need some help making those decisions, our talented designers and engineers are full of ideas to help you get through the entire design process smoothly.

2nd Floor Dinnerhouse / Holland, MI



Fuse design + manufacturing to create user-centered environments

ENGINEERING

Our tech-savvy team of engineers are the go-to gang for trouble shooting, problem solving, and inventive product engineering. With over sixty years of collective experience, our engineering team continues to support all departments at CHI with their boundless knowledge of design, engineering, construction, manufacturing, and product installation.

DESIGN

With four accredited design schools in close proximity, we hire only the best and brightest designers and offer you the collective talents of one of the largest in-house design teams in the area. Our design package includes computer renderings, tangible colorboards, complete working drawings, and custom artwork. We design each project to suit your personal aesthetic and increase your sales by attracting customers to your space.

Visualizing a better tomorrow has driven us to become an industry leader in LEED. With the knowledge and experience of our on-staff LEED Accredited Professionals, your interior can be designed to meet LEED Certification and ultimately become a sustainability showcase.

OUR DESIGNERS

- ◇ On-staff LEED Accredited Professionals
- ◇ NCIDQ Certified Designers

OUR DESIGN PACKAGE

- ◇ 3D Renderings
- ◇ Tangible Color Boards
- ◇ Complete Working Drawings
- ◇ Custom Artwork
- ◇ In-House Sample Library
- ◇ Customized Products

PRODUCT DEVELOPMENT

CHi has the capability to custom design product prototypes for key clients. Our wide selection of products include booths, chairs & stools, tables, divider walls, trash units, outdoor furniture, and custom decor.

GREEN PRODUCT LINE

CHi has enhanced our product line to include several green products assembled and designed with environmentally friendly materials. Developing green business initiatives is more than just a trend. The benefits range from the monetary to the planetary and include long-term cost savings, a healthy workplace and community, a reduced impact on climate change, and the ongoing protection of the environment.

CUSTOMER CARE

ARCHIVE STORAGE

CHi maintains extensive records of our projects. Date collecting begins at the preliminary design phase and continues throughout the completion of each project. All records are placed into storage for future reference.

REPLACEMENT PARTS

Customers who need to order parts or who have concerns with installed projects may contact the Customer Service Department.

WARRANTY INFORMATION

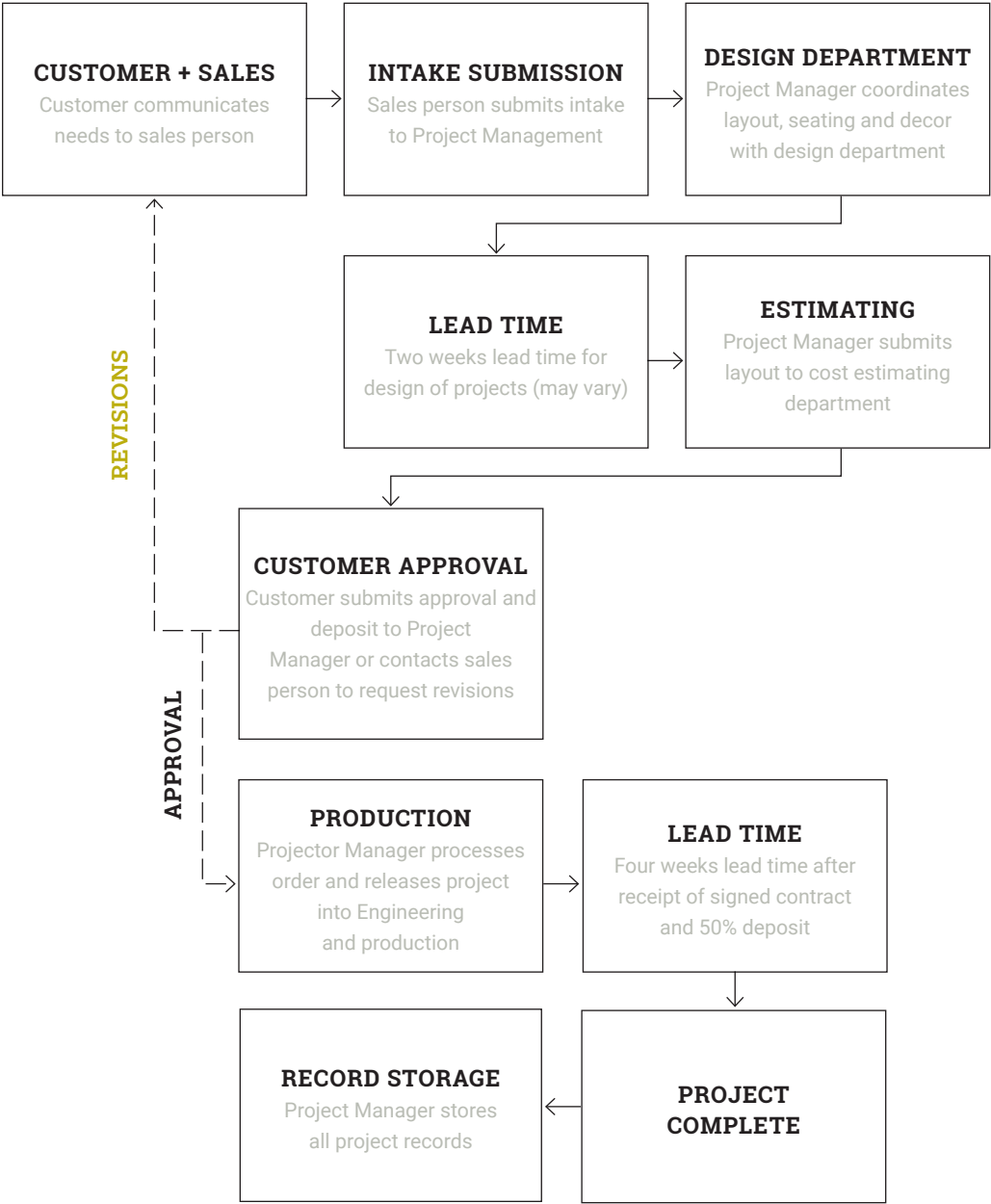
All CHi Products are covered under a one year warranty, and all steel products are subject to a five year structural warranty.

Customers with potential warranty issues may contact CHi's Customer Service Department for claim resolution.

Fuse design + manufacturing
to create user-centered
environments

ORDER PROCESS

Our experienced sales representatives will guide you through every aspect of your design and installation. The customer support doesn't stop there—if any issues arise after installation, our responsive customer service representatives will take over until you are satisfied with your final product.



MANUFACTURING

CAPABILITIES

- ◇ Booth and Chair Assembly
- ◇ Consolidation and Distribution
- ◇ Custom Decor
- ◇ Finished Good Warehousing
- ◇ Laminating
- ◇ Mill and Wood Finishing
- ◇ Solid Surface and Stone Cutting
- ◇ Steel and Aluminum Fabrication
- ◇ Upholstery

ENVIRONMENT

We use high-quality materials with no additional urea-formaldehyde. To further improve indoor air quality, our manufacturing processes use high quality, low VOC adhesives and glues, and our shop-applied adhesives meet LEED standards.

INTEGRATED

Our in-house production staff is experienced in millwork, metal fabrication, woodworking, custom building, upholstery and solid surface elements to allow a turn-key environment.

MADE IN THE USA

With our main office located in one of two furniture capitals in the country, an excellent supply of local resources are readily available. CHi's design and manufacturing facilities manufacture over 95% of all our products and nearly all raw manufacturing materials are supplied by local vendors, reducing product lead times and shipping costs and increasing quality control. CHi works hard to invigorate the economy on national and local levels.

CHi is dedicated to environmentally responsible manufacturing processes, so your dreams of green grandeur can be realized with ease. Operating in more than 354,000 square feet of production spaces in Zeeland and Holland, MI, our custom craftsmen breathe life into interior designs by manufacturing seating, walls, tables, and chairs – essentially the entire interior environment.

First CHi was the first seating and decor supplier for the QSR Market to offer FSC Certified Wood options.



Pacific Catch / Palo Alto, CA

CHi fuses design and manufacturing, creating user-centered environments, and develops green business initiatives is more than just a trend.

SUSTAINABILITY

OUR STANDARDS

- ◇ Low VOC adhesives and glue.
- ◇ All CHi shop applied adhesives meet VOC limits specified in the LEED rating system.
- ◇ Our standard drawing sets also provide VOC limit suggestions for the general contractor to follow when selecting paint and wallcovering adhesives.
- ◇ Sorting/waste reduction.
- ◇ CHi currently sorts plastic, wood, laminate, glass, metal, paper and cardboard from our waste stream. Subsequently, most of our waste from manufacturing and our office is recycled.

LEED AP

- ◇ With LEED Accredited Professionals on staff, you can be assured that CHi deeply cares about the future of our environment.
- ◇ We are knowledgeable in green practices and have an updated design library of environmentally sound products ranging from tile to upholstery.

SHIPPING

- ◇ When possible, CHi ships multiple projects in one truck, reducing partially full trucks from the roads.
- ◇ We reuse all packaging materials received in-house and work closely with our packaging supplier to reduce the amount of materials needed to safely ship our products.
- ◇ Our supplier also uses bio-fueled heating, operates an electric cogeneration system, and recycles all waste.

LEED CERTIFIED PROJECTS

CITYFLATSHOTEL

CHi has designed and manufactured the interior for two **LEED Gold** certified hotel projects. With locations in Grand Rapids, MI and the other in Holland, MI, the CityFlatsHotel properties are the **ONLY** two LEED Gold Certified hotels in the state of Michigan.

INDUSTRY LEED(ER)

CHi is the go-to resource for restaurants in the QSR industry looking for a LEED certified project.



Clockwise from top left: CityFlatsHotel Holland Guest Room; CitySēn Lounge Holland, Lobby and CitySēn Lounge Grand Rapids.

**DOMESTIC +
INTERNATIONAL SALES**

At CHi, we like to think of ourselves as customer success fanatics. Our nationwide team of sales representatives are special agents in charge of your satisfaction. Our ultra-experienced team of regional account managers help you put the *you* in your seating and decor with on-site visits and presentations. Dedicated project managers provide internal sales support, tracking projects from start to finish to ensure high-quality and on-time product. Our customer care specialists are on call to provide support and meet your specific needs for additional products.

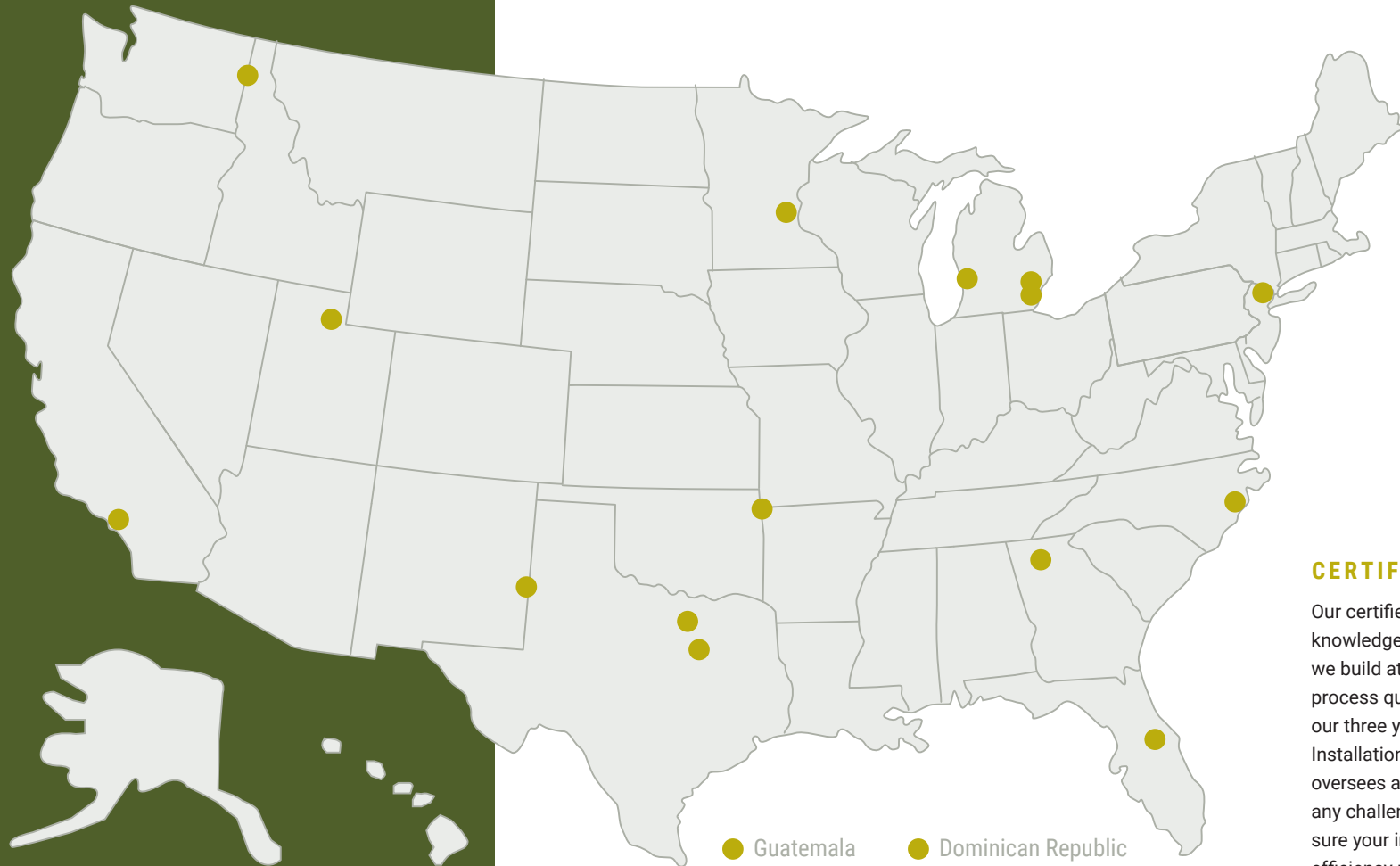
Our sales team includes experienced professionals dedicated to both national and international accounts. Sales representatives act as liaisons to our customers as they guide them through the process from choosing a design to the installation of the final product.

CHi has excelled in the international restaurant seating and decor market. We created IHOP’s International Design Manual, and provided IHOP with interior design packages in the Dominican Republic. CHi is the exclusive design and equipment provider for all McDonald’s Mesoamerica restaurants. CHi is the only company directly endorsed by YRI’s (Yum Restaurants International) Latin American Division as best option for the market in the supply of seating and decor packages.



Wendy's / Mackey Street, Bahamas

We lead you through the entire design + manufacturing process standing by our products with continued support



CERTIFIED INSTALLERS

Our certified installers are extremely knowledgeable about all the products we build at CHI making the installation process quick and easy, backed by our three year warranty. In-house Installation Manager, Vaughn Aikens oversees all installations to help prevent any challenges from arising and make sure your interior is built with high efficiency meaning your establishment will be up and running sooner.

Vaughn Aikens, *LEED Green Associate*

INSTALLATIONS MANAGER

vaughn.aikens@charter-house.com
616 796 1158

OUR CUSTOMERS



Creating beautiful interiors
is always the goal at CHi, but
we've been known to exceed
expectations.

OUR PORTFOLIO



2nd Floor Dinnerhouse / Port Huron, MI



Sperry's Gourmet Popcorn & Gifts / Port Huron, MI



CityFlatsHotel / Holland, MI



CityFlatsHotel / Grand Rapids, MI



2nd Floor Dinnerhouse / Port Huron, MI



CityFlatsHotel / Holland, MI



UCLA Student Cafeteria / Los Angeles, CA



Pacific Catch / Palo Alto, CA

OUR PORTFOLIO



the Ballroom @CityFlatsHotel / Port Huron, MI



Arby's / Holland, MI

Pacific Catch / Palo Alto, CA



OUR PORTFOLIO

CityFlatsHotel / Grand Rapids, MI



UCLA Student Cafeteria / Los Angeles, CA



Pacific Catch / Palo Alto, CA

Pacific Catch / Cupertino, CA



OUR PORTFOLIO



Wendy's / Mackey Street, Bahamas



Pizza Hut / Santo Domingo, Dominican Republic



CityFlatsHotel / Holland, MI



2nd Floor Dinnerhouse / Port Huron, MI



the Kitchen / Port Huron, MI



Sperry's Moviehouse / Holland, MI



2nd Floor Dinnerhouse / Holland, MI



Pita 360 / Cypress, CA

OUR PORTFOLIO



the Bar / Port Huron, MI

Fair Weather Grill / Port Huron, MI



Sperry's Moviehouse, the Playhouse in Theatre 7 / Holland, MI

OUR PORTFOLIO



Sperry's Moviehouse / Port Huron, MI



the Kitchen / Port Huron, MI



Sperry's Moviehouse / Holland, MI



CityFlats-Hotel / Grand Rapids, MI



Stonepeak 2017 NeoCon Chicago Show / Chicago, IL

UCLA, Student Cafeteria / Los Angeles, CA



OUR PORTFOLIO



UCLA, Student Cafeteria / Los Angeles, CA



CityFlatsHotel / Grand Rapids, MI



Engedi Church, Holland, MI



the Ballroom @ CityFlatsHotel / Port Huron, MI

OUR PORTFOLIO



the Parlour @ CityFlatsHotel / Grand Rapids, MI



Sperry's Moviehouse / Port Huron, MI



Pita 360 / Cypress, CA



Sperry's Moviehouse / Holland, MI

OUR PORTFOLIO



CitySân Lounge / Grand Rapids, MI



Food Court / Tulsa, OK



2nd Floor Dinnerhouse / Holland, MI



the Parlour @ CityFlatsHotel/ Grand Rapids, MI



Fair Weather Grill / Port Huron, MI



the Ballroom @ CityFlatsHotel, Bridal Suite / Port Huron, MI



CitySân Lounge / Grand Rapids, MI



CitySân Lounge / Holland, MI

We look forward to working with you!

CHi **thanks** you
for your time



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ZEELAND, MI