

# CMI PUTS BUSINESS ON THE ROAD TO GREATER SUCCESS WITH LAMIN-ART'S PREMIUM WOOD PRINTS



Project: Executive Mobile Office  
Product: A Premium Wood Prints 3028-G  
Havana Walnut Gloss  
Location: Grove City, Ohio  
Phone: 866-204-8264  
Website: [www.creativemobileinteriors.com](http://www.creativemobileinteriors.com)

## SITUATION: Answering A Driving Need

Executive travel is becoming more stressful than ever. Today, it can take longer to fly than drive from city to city due to airport security, boarding and deplaning, flight delays and the need for ground transportation—not to mention the lack of quiet locations for business executives to hold their meetings. So the executive team at a large health and wellness corporation wanted to find a better way.

Their solution: A mobile office. The executive team mulled it around and confirmed that it answered multiple needs.

*“Our attention to detail coupled with our material choices allows our projects to stand out from the crowd.”*

— Aaron Lane, Designer & Marketing Director, Creative Mobile Interiors

“The idea with this vehicle is that the company has equity in it,” says Aaron Lane, Designer and Marketing Director at Creative Mobile Interiors (CMI). “They can use it for 10 years or more, and will save time and money over flying. Plus, they can make money on the road because they have all of the comforts of their office.”

The company executives chose CMI, a company that specializes in custom conversions for all types of vehicles. “We’ve always prided ourselves on using better materials and careful construction,” says Lane. “So we can be the best out there, especially in terms of design, craftsmanship, and customization.”

**OBJECTIVE: Creating Luxurious Functionality**

Working with an empty shell of a commercial vehicle, CMI set out to realize the client's goal of making it both luxurious and functional.

"They wanted it to be as comfortable as it would be on a private jet," Lane says. "They wanted to be able to get cold drinks, watch satellite TV, kick back and take a nap. But they also wanted to be able to get work done, with mobile Internet, outlets throughout, a meeting area, and a LED TV, so they could give presentations while they're going 65 on the highway."

Collaboratively with the client, they put together the floor plan and design, making the interior reflective of the client's corporate offices.

Playing a key role was Lamin-Art's Havana Walnut of the Premium Wood Print collection. With a gloss finish, Havana Walnut was used along the back partition wall, the couch riser, the flip out aviator tables, and the bar and storage cabinetry in front that also houses the entertainment.

"Lamin-Art provided a look we can be proud of," says Lane.

*"When it comes to combining functionality with quality, Lamin-Art is our go-to choice."*

— Aaron Lane, Designer & Marketing Director, Creative Mobile Interiors

**DESIGN: Bringing The Headquarters With Them**

CMI had one more goal they had to meet. "Custom executive vehicles need to satisfy the eye and reflect a company's quality," Lane says.

And that's exactly what led them to specifying Havana Walnut with a gloss finish. While it isn't as durable as a non-gloss finish because it could scratch more easily, CMI decided that it was most appropriate for this project.

"If it were for public use or for lots of people, the choice might have been different," Lane says. "But it punched up the atmosphere and gave it a high-end flair while still offering some durability, so you feel like you're sitting in a boardroom with important people."

"The reaction was great," Lane continues. "Each detail relates to them and the vehicle was exactly what they wanted and more."

*"Lamin-Art holds up better than anything else and looks better than anything else, too."*

— Aaron Lane, Designer & Marketing Director, Creative Mobile Interiors



Premium Wood Prints 3028-G  
Havana Walnut Gloss

**EXECUTIVE MOBILE OFFICE OVERVIEW**

Principal:	Josh Gifford
Specialty:	Custom Vehicle Conversions
Location:	Grove City, Ohio
Phone:	866-204-8264
Website:	www.creativemobileinteriors.com

For more information visit [www.laminart.com](http://www.laminart.com) or call 800.323.7624