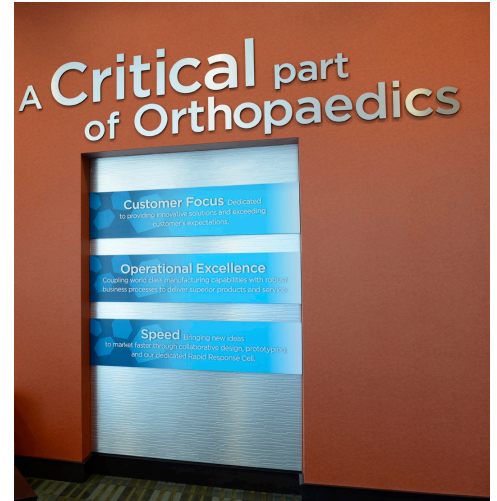


# METAL-ART, ABSTRACTS FUEL INNOVATION AT GREATBATCH MEDICAL



- Project:** Greatbatch Medical | Fort Wayne Offices
- Product:** Metal-Art 613 Striations Brushed Aluminum  
Abstracts 5048 Autumn Odyssey
- Location:** Fort Wayne, IN
- Phone:** 260.424.2366
- Website:** [www.balduscompany.com](http://www.balduscompany.com)

*“The finishes you choose in a space can often make the difference in the way a brand is perceived. Metal-Art sets Greatbatch apart from their competitors.”*

— Tony Leuenberger, Design Director at The Baldus Company

## ELEVATING HEALTHCARE

From orthopedic implants to electronic aspirin, the healthcare industry is more tech-heavy than ever before. At [Greatbatch Medical](#), the technologies of tomorrow are being developed daily by teams of people looking to make a difference.

As a developer and manufacturer of medical device technologies for the cardiac, neurology, vascular and orthopedic markets, the Greatbatch Medical team was intent on sharing their brand’s story through design. That’s when they approached [The Baldus Company](#), a design-build firm known best for small installations that build brand recognition.

*“Greatbatch Medical is on the cutting edge of the industry, so we wanted their offices to reflect that and inspire them.”*

— Tony Leuenberger, Design Director at The Baldus Company

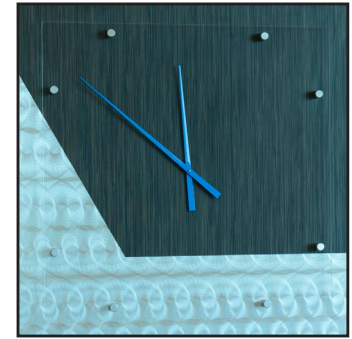
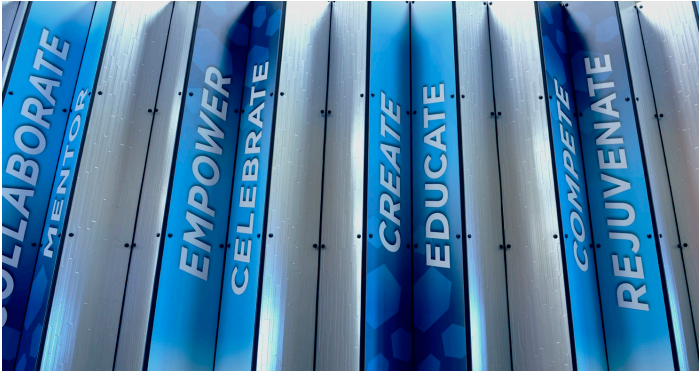
## CIRCADIAN INNOVATION

Having previously completed a similar renovation in Greatbatch’s Indianapolis, IN, location, Partner George Baldus and his team aimed to distinguish the Fort Wayne facility while maintaining the essence of Greatbatch’s global presence.

Tony Leuenberger, Design Director at The Baldus Company, was drawn to the unique, physical dimensionality of Lamin-Art’s Metal-Art collection. “I wanted to create an environment that provides an experience and breeds inspiration,” he says.

He also wanted to find a balance in the space, while tying together the existing wood and steel elements. That’s when Leuenberger leaned on a favorite, more natural Lamin-Art design: Abstracts 5048 Autumn Odyssey.

“Sometimes you fall in love with a surface that worked well in a previous project, and that becomes your starting point for the next one,” Leuenberger says. “For me, that was Autumn Odyssey: it’s something unique. A surface that’s wood-like but not traditional by any stretch of imagination.”



### TECHNOLOGY WITH A HUMAN TOUCH

In every element of the project, Baldus wanted to leave a lasting impression on anyone walking through the space, so they not only know Greatbatch, but also understand what they do.

“While Greatbatch is in the medical industry and are very high-tech, there’s also a human side we wanted to address,” Leuenberger says. “We wanted a rich natural feel with a tech-savvy edge.”

That goes for employee areas, too: Inspired by lenticular graphics and featuring Metal-Art Striations, the employee hall display reiterates two sets of core values. Employees entering are greeted by inspirational words that reflect at-work values like collaboration, while employees leaving see values like relaxing, volunteering, and more.

*“Autumn Odyssey is something unique. A surface that’s wood-like but not traditional by any stretch of imagination.”*

– Tony Leuenberger, Design Director at The Baldus Company

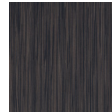
### COMMITMENT TO THE CUTTING EDGE

The refueled Fort Wayne office space is a cutting-edge environment that acts as the catalyst of new ideas: a fitting representation of Greatbatch Medical’s commitment to enhancing the reliability and performance of medical devices and procedures.

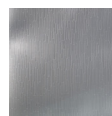
“We’ve received positive feedback from every segment of Greatbatch—from the marketing communications team, the CEO, the President of U.S. operations, the plant manager and the entire team at the Fort Wayne facility,” Baldus says. “Both facilities continue to use these environmental displays daily during tours with customers, visitors, investors and prospects.”

*“We received positive feedback from every segment of Greatbatch. Both facilities use these environmental displays daily during tours with customers, visitors, investors and prospects.”*

– George Baldus, Partner at The Baldus Company



Abstracts 5048 Autumn Odyssey



Metal-Art 613 Striations Brushed Aluminum

### BALDUS OVERVIEW

- Principal:** George Baldus
- Specialty:** Signage, Displays, Graphic Design, and Environments
- Location:** Fort Wayne, IN, USA
- Phone:** 260.424.2366
- Website:** [www.balduscompany.com](http://www.balduscompany.com)