

For Immediate Release

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Grand Rapids-based, family-owned business celebrates four decades in business.

Custer Celebrates Forty Years of Serving Customers as Region's Premier Commercial Interiors and Furniture Dealer

Grand Rapids, Michigan – February 16, 2021 – On February 16th Custer celebrates forty years of business in the integrated interiors and commercial furnishings industry. The company was established by Dave Custer in 1981 as Custer Office Environments, serving West Michigan's commercial industry with contract furniture from national vendors – serving the region as the exclusive dealership of Steelcase furniture. After four decades, the company has expanded to offer interiors solutions to education, healthcare, small business, and corporate clients.

Originally started in Grand Rapids, Custer quickly expanded to establish a physical presence across the region to better serve clients. Exceptional growth has allowed the company to open showroom locations in Holland, Traverse City, and Kalamazoo with their headquarters continuing to be based in downtown Grand Rapids through two facilities, one on Hall Street and the other on Grandville Avenue.

Custer has maintained strong connections to the communities they serve – thoughtfully partnering with architecture and design firms regionally to deliver the products that fit the vision of the client. A full-service design department has allowed Custer to internally provide customers with specialized design services, such as space planning, finish selection, workplace strategy, and change management services.

Custer has made a number of moves throughout the years – carefully expanding its portfolio of interior services.

In 2002, Custer spun its flooring division into Century Professional Flooring & Cleaning, which is currently operates as an exemplary provider of residential and commercial flooring installation and care across Michigan.

In 2014, Custer acquired C&S Electric Services – and in 2017, Custer facilitated the merger between C&S and Erickson Electric to form CS Erickson. Combining the two electrical companies allowed both to take on larger projects and to later integrate Custer's technology capabilities into CS Erickson's portfolio of services. CS Erickson currently serves clients power, lighting, and integrated technology solutions for the commercial and industrial industries.

In 2015, Custer rebranded its custom design-build capabilities into a business titled Renegade – earlier this year announcing the sale of Renegade brand and assets to Uhuru Design, a New American design furniture manufacturer based in New York City.

In 2019, Custer established presence out of state by expanding their service territory and opening a new location in Fort Wayne, Indiana through the acquisition of veteran Steelcase dealership, Productive Business Interiors.

Custer and its portfolio of companies each offer full-service solutions for all customer renovations and new builds from conception to project completion.

Now under second-generation management, Dave Custer transitioned the leadership of Custer to son Todd Custer who currently serves as the company's President and CEO. Mark Custer and Scott Custer also hold leadership roles within the Custer Family of Companies

Coming out of a pandemic, Custer is faced with the opportunity to reimagine workspace and commercial interiors yet again. With businesses returning to work, they stand ready to guide clients through new ways of working and building connections with clients and employees. In 2021, they will open the doors of their new Kalamazoo showroom on the 15th floor of the Exchange Building as well as unveil a refreshed Grand Rapids showroom; showcasing updated technology, collaborative furniture solutions, and a residential look and feel.

Our Custer team is looking forward to 40 more years of service.

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