

STYLISH SOLUTIONS WITHIN YOUR BUDGET

Renovation in action: A transformation story that boosted census and marketability Page 4

Shop furniture for your space & budget

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with budget-friendly refreshes and renovations

As the Senior Living industry continues to evolve, we understand that your budget, space, and style are changing too. In the coming months, we are expecting to see an influx of refreshes and renovations to increase marketability and boost census in communities. No matter the size of your community or budget, we can help transform your space with furniture, fabrics and decor that fit your style.

In the pages ahead, we'll explore trending products that are sure to inspire. Whether you're looking for a light refresh or a large-scale renovation, we're here to help you make a lasting impression.

Case Study

A renovation that boosted marketability and census.

Furniture for Every Room

Stylish, senior-focused furnishings for every room in your building.

Back of house services

Discover services and products for your back of house operations.

TRANSFORMING SENIOR LIVING:

The Ruby Commons Story-A Story of Rejuvenation and Collaboration

Project TypeRenovation

Care Type Independent Living Assisted Living Completion Year 2023

Services Provided Interior Design, FF&E

Nestled in the vibrant community of Brookfield, Wisconsin, Ruby Commons (formerly Heritage Place) by Capri Communities stands as a testament to the beauty of rejuvenation and the power of meaningful collaboration. This Independent and Assisted Living Community boasts a perfect blend of comfort, safety and security, providing residents with environments that enable an active and social lifestyle. The journey of turning this outdated building into a bright and modern haven involved not just a renovation, but a partnership.

A Partnership For Excellence: The Capri-Aptura Connection

Ruby Commons represents a noteworthy milestone in the partnership between Capri Communities and Direct Supply® Aptura®. Amy Schoenemann, Director of Real Estate Development for Capri Communities remarked that: Collaborating with Aptura guarantees a seamless process. When challenges arise, I have confidence in Aptura's ability to manage them. This reliability, combined with the elevated look of Aptura's work, is why we continually choose to partner with them.

> Amy Schoenemann.

Director of Real Estate Development, Capri Communities

Throughout their long-standing partnership, Aptura has predominantly supported Capri Communities' new construction projects. Ruby Commons presented the opportunity for the two old friends to join forces on a different type of project: a renovation.

Ruby Commons serves as a powerful demonstration of how an environment can undergo a complete reimagination without altering the bones of a building.





Elevating Experiences: A Vision of Comfort and Resident Engagement

Ruby Commons was presented with a unique challenge: it needed to stand out in a market surrounded by new competitors. Schoenemann had a clear vision for the renovation project. The desired outcome was not just an aesthetic facelift; it was a revitalization that positively impacted the well-being and comfort of their residents.

Amy shared that the project aimed to revitalize the once-tired, outdated appearance of the facility.

By reimagining the use of different rooms through biophilic and locally-inspired design, Aptura Head Interior Designer Rebecca Keller was able to create a series of unique boutique spaces throughout the community:

The majority of Ruby Common's residents hold onto memories of Brookfield as an agricultural community. Inspired by the history of the community, we incorporated elements of modern design with a touch of Wisconsin supper club ambiance.

> Rebecca Keller, Senior Interior Designer, Direct Supply Aptura

Rebecca's design encourages social interaction and community engagement, aligning perfectly with Amy's wishes for the community refresh. The impact on daily operations was noticeable, with new activities, increased participation and purposeful use of the refreshed common spaces. Perhaps the most remarkable transformation occurred in the supper club-style lounge. What was once a vacant space has been transformed into a premier destination for card tournaments and a meeting spot for all.

Resident Jeanie S. and her dog Cooper shared how the renovations have impacted them.

The update is very modern, the furniture is comfortable, and the access? and the accessories tie in with the artwork. We love it!

> Jeanie S., Residents, Ruby Commons

Pictured at left: Kellex Twyla Chair with Clean Out in Burch wayfarer golden hour crypton with mocha cafelle finish. H-Contract Andie Chair in Kravet 31414/516 (body) and Burch classic navy (seat). Maxwell Thomas® Amery Dining Chair #24J6H in Fabricut sardis yuma (back) and Burch genesis honey (seat) with verons finish. Gabby Home Elena Floor Lamp #7RH44. Gabby Home Arthur Side Table #3B29P in cerused white finish. Universal Furniture Modern Marley Dining Table Top and Base available in finish shown.



The Beauty of Details: A Resident-Centric Approach

The attention to detail in Ruby Commons is a true testament to the care and consideration given to each aspect of every Aptura senior housing project. The project emphasizes the impact of crafting a meaningful living environment, evident in the thoughtfully designed hallways that honor local Milwaukee, Lake Geneva and northern Wisconsin landscapes.

The Atrium, the center of the community, became a shining example of how design can change the ambiance of a room. The unique 26-foot high wall covering murals and the thoughtful use of natural light transformed it into a vibrant, welcoming hub that serves as the heartbeat of Ruby Commons.

Ruby Commons' Renovation Results: Increased Call Volume, Tours and Occupancy

The results speak for themselves. Ruby Commons, once outdated and surrounded by newer competitors, now shines as a beacon of modernity and comfort. The community's weekly call volume has increased from 1.2 to 11.4 calls per week and tour generation has increased from 1.2 tours to 3.2 tours per week.

Cindy Robinson, Vice President of Sales and Marketing for Capri Communities, has seen these dramatic changes firsthand: Since the renovation, inquiries have increased dramatically, which has led to increased and steady tours and subsequent deposits. In the weeks leading to the completed renovation, the community held 9-12 vacancies. Currently, the community is projected to close that gap to 7 in the next 40 days. Activity remains high and there is confidence this community will stabilize to 94% or higher occupancy.

➤ Amy Schoenemann, Vice President of Real Estate Development, Capri Communities

Pictured above: Maxwell Thomas® Demuzio Dining Armchair #2T2DR in Fabricut radiance deepwater (outside back), Designtex lake placid teal (inside back) and Architex hush baltic (seat) with tawnywood finish.

Maxwell Thomas Laminate Tabletop 60" Round with Maple Bullnose Edge #3DT60 in kalahari topaz (top) finish and palos mahogany (edge). Maxwell Thomas Nexus Table Base #54575 in black powdercoat finish.

Maxwell Thomas Laminate Table Top, 42" Square Maple Bullnose Edge #3DK98 in kalahari topaz (top) finish and palos mahogany (edge). Maxwell Thomas Nexus Table Base #54574 in black powdercoat finish.



Amy chimed in with similar sentiments, stating that Aptura is her number-one pick for new construction and renovation projects. She remarks that:

Aptura's senior living design is more elevated than anything I've seen from competition. There is a thoughtful approach and an extra level of sophistication that I don't see in other buildings I come across. It's in all of the little details. I am constantly getting inquiries from residents, families, and staff asking if they can buy a specific piece of furniture or artwork from throughout the senior living facility- how often do you hear that in a Senior Living community?

Capri's recommendation of Direct Supply Aptura isn't just a professional endorsement; it's a testament to the unique blend of design, attention to detail and ongoing commitment to service that is brought to every project.

Pictured above: Maxwell Thomas® Crestone Collection Open-Back Lounge Chair #GQT19 in PK Contract acc do soren ankara with mocha finish. Maxwell Thomas® Crestone Collection Solid-Back Loveseat #GQJ77 in Kravet 35388/512 (inside & outside back and arms) and Architex big game kivu (seat, apron & welt) with mocha finish.

Pictured below: Maxwell Thomas® Ashville Collection Lounge Chair with Tablet Arm.





Radiant retreats

Dare to be vibrant with fabrics and finishes that make an impression.

A. Maxwell Thomas® Bartlesville Collection #34XFB – Armless
Loveseat. #34YJJ – Corner Chair with Curved Arm. #34YB3 – Left
Curved One Arm Chair. #34YCD – Laminate Topped Side Table. All in
Architex wormwood acquisition with mocha finish.

B. Maxwell Thomas® Winslow Lounge Chair #FJT78 in DesignTex corded orange with mocha finish.









Dealers choice

Our wide variety of common area collections are tailored to meet any style, budget, or schedule.



C. NEW! Kellex Henley Collection #323K6 - Lounge Chair. #326DX - Loveseat. #3277V - Sofa. All in Burch terra white with walnut finish. D. NEW! Kellex Barrett Collection #39M7J - Lounge Chair. #39P2R - Loveseat. #2YFBX - Sofa. All in Burch terra white with walnut finish. | E. H-Contract Clover Ottoman #39KD2 in Kravet oxfordian ivory with classic finish. | F. H-Contract Lyla Bench #39KGQ in Kravet oxfordian ivory with plantation finish.



REFRESH your space in 3 easy steps!

1. Consultation

Talk with one of our Healthcare and Senior Living design experts about the vision and goals for your space and determine the scope of your project together.

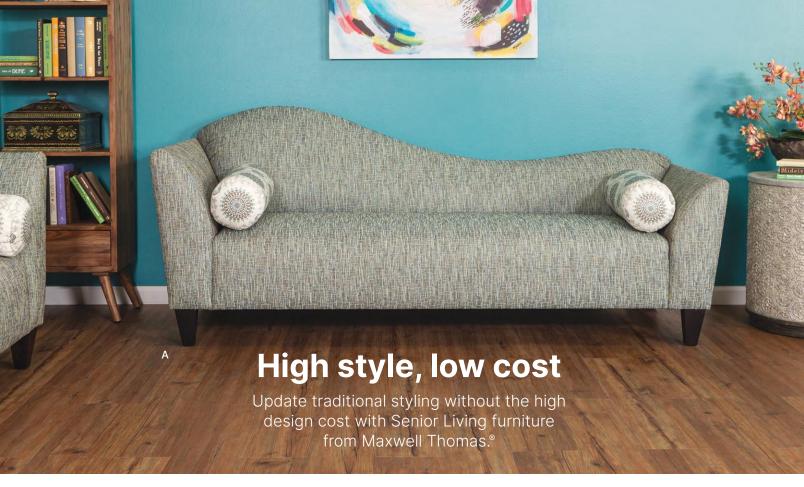
2. Selections

Pulling from 200+ furnishings brands, our Design Consultants will provide space planning and product recommendations for up to two rooms – at no cost to you! We'll also send complimentary samples so you can see your options firsthand.

3. Order

BEFORE

Now you can shop with confidence. Plus, we'll coordinate delivery and installation nationwide.





A. Maxwell Thomas® Levelland Asymmetrical #2TQ6Y - Sofa. #2TQ6Y -Lounge Chair. Both in Kravet stone harbor pearl with mocha finish. | B. Maxwell Thomas® Gallipolis Occasional Chair #2T2RH in Burch esprit snow white with wisteria finish. | C. Maxwell Thomas® Lindsborg Occasional Chair #2RJTR in Burch esprit snow white with ravewood finish. | D. Maxwell Thomas® Tuschinski Occasional Chair #2T42D in Burch esprit snow white with violine finish.



SAVVY SPACES:

Custom, Fast, and Affordable

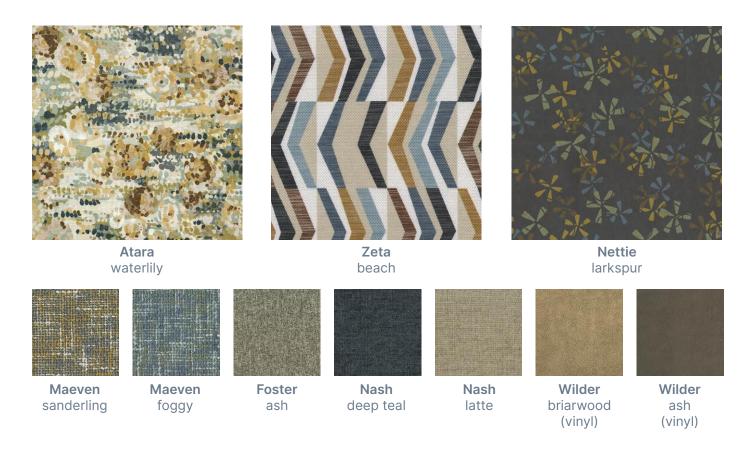
Transform your community with Savvy Spaces, our new common area program providing customization of your favorite collections with a budget-friendly selection of fabrics and finishes. All Savvy Spaces products include Direct Supply® Quick-Ship lead times of 20 days or less. Follow our simple 3-step process:

Step 1: Select your furniture piece



A. Maxwell Thomas® Vidalia Collection #387RF – A-1 Lounge Chair in Maxwell Thomas® zeta beach. #387TQ – A-2 Loveseat. #387VD – A-3 Sofa. Both in Maxwell Thomas® maeven foggy with mocha finish. | B. Maxwell Thomas® Arlington Heights Collection #387P4 – B-1 Lounge Chair in Maxwell Thomas® nettie larkspur with walnut finish. #387PH – B-2 Loveseat. #387PV – B-3 Sofa. Both in Maxwell Thomas® maeven sanderling with walnut finish. | C. Maxwell Thomas® Mannford Collection #387VR – C-1 Lounge Chair in Maxwell Thomas® nash deep teal with walnut finish. #387W4 – C-2 Loveseat. #387WF – C-3 Sofa. Both in Maxwell Thomas® foster ash with walnut finish. | D. Maxwell Thomas® Steeleview Recliner #387QD in Maxwell Thomas® wilder briarwood. | E. Maxwell Thomas® Peoria Bench #387WP in Maxwell Thomas® wilder ash with walnut finish. | F. Maxwell Thomas® Cedarburg Recliner #387Q3 in Maxwell Thomas® atara waterlily.

Step 2: Select your fabric (1 fabric per piece)



Step 3: Select your finish



walnut



mocha

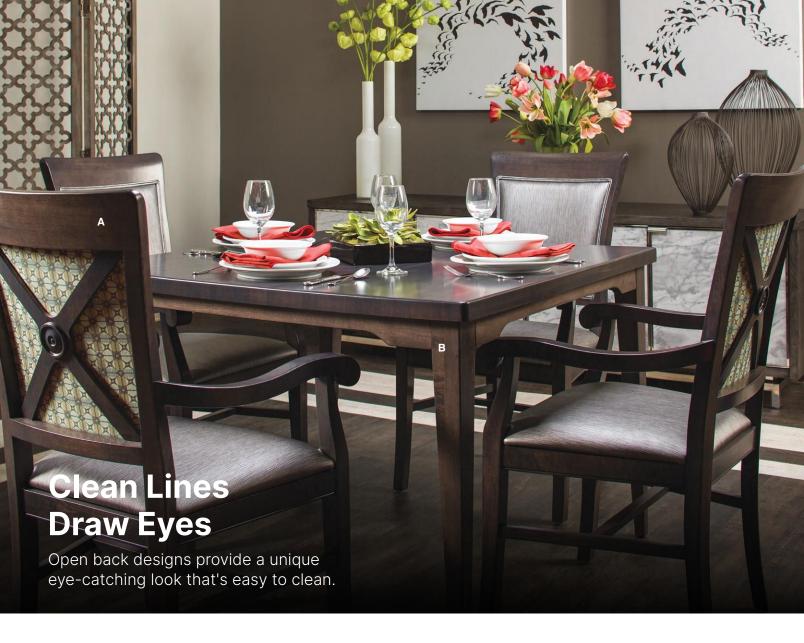


I am proud to introduce to you Savvy Spaces by Maxwell Thomas® – where style meets savings. We have heard your feedback and we understand that budgets are tight. That's why our team has meticulously curated a collection of our most beloved furniture pieces, now offered at a lower price

> Ashley K., Senior Product Manager, Direct Supply

Transform your common areas into Savvy Spaces: Where style, speed, and savings converge. Call 1-800-889-3957 to spec Savvy Spaces today or visit maxwellthomas.com/fabrics-finishes/savvy-spaces to learn more.







A. Holsag Remy X-Back Chair #D3T23 in gateway limestone (outside back) and annex lavender (inside back & seat) with corduroy finish.

B. Maxwell Thomas® Thermolaminate Four-Leg Dining Table #34B8F Top with full bullnose edge in palos mahogany finish. #339YF

Tapered Legs with notched apron in palos mahogany maple finish. | C. Maxwell Thomas® Scottsdale Chair \$\inset\$ #D2H84 in Fabricut caiman slate with aspenwood finish. | D. Holsag Toleda Armchair #D8W23 in drift denim (back) and dillon thunder (seat) with chocolate finish.

E. Maxwell Thomas® Gainesville Chair \$\inset\$ #FFY57 in Kravet amaru graphite (back) and Burch mimic pearl (seat) with ravenwood finish.

F. Maxwell Thomas® Vincenza Chair #G8T30 in billiard cloth indigo (outside back), line up baltic (inside back) and argiano wheat (seat) with tawnywood finish.

Tailored tablescapes

Transform your dining experience with our versatile range of table options.



G. Maxwell Thomas® Laminate Tabletop with Bullnose Edge #3D366 in formal mahogany finish. Rockless Table Base #HCD31 Dining Height, 28" Spread. | H. Maxwell Thomas® Four-Leg Dining Table Thermolaminate Top #34B8R – Tabletop with half bullnose edge in cherry mahogany finish. Maxwell Thomas® Four-Leg Dining Table Base #339RX – Chippendale leg and curved apron with cherry mahogany finish. | I. #34B8C – with curved apron and landmark wood top. Shown with turned leg style and black maple finish.



TABLE FOR YOUR
DINING ROOM!



The perfect fit

Regardless of the size of your vision, project, or budget, we have a dining chair that perfectly meets your unique needs. Unlock exclusive access to a full selection of wood and faux-wood metal frames, only at Direct Supply[®].



A. NEW! Fairfield Harlow Dining Chair #39JGT in esprit snow white and linen finish. | B. NEW! Fairfield Cleo Dining Chair #39JDH in 7600 breeze (seat and inside back) and 9108 natural (outside back) with mica finish. | C. Holsag Palmanova Armchair #D6K45 in tonaltex aegean with coffee finish. | D. Holsag New Castle Armchair #D6C83 in tudor grove driftwood (back) and viper bedrock (seat) with greige finish. E. Holsag Dallas Stacking Quick-Ship Chair #D7H53 in nominate sandstone (back) and milwaukee sepia (seat) with walnut finish. F. Holsag Remy Low-Back Chair #D7D81 in doyle 34J6081 (back) and sequel beige (seat) with truffle finish. | G. Holsag Remy X-Back Chair #D3T23 in gateway limestone (outside back), annex lavender (inside back) and lavender (seat) with corduroy finish. | H. Holsag Remy High-Back Armchair #D6J76 in 31395-514 (back) and outback sand (seat) with teak finish.





Wooden chairs enhance the marketability of lower-acuity settings by creating a warm, home-like ambiance. On the other hand, faux-wood metal chairs offer a practical, cost-effective choice for higher-acuity environments such as memory care and skilled nursing facilities. Their durable and stackable design ensures ultimate practicality and space-saving efficiency, making faux-wood metal chairs also perfect for activity spaces.

> Jadi E., Senior Product Consultant, Direct Supply







- I. Maxwell Thomas® Denio Dining Armchair #FG302 in beeline federal (back) and mcqueen silver dollar (seat) with wisteria finish.
- J. Maxwell Thomas® Denio Counter-Height Stool with Arms #FFG98 in beeline federal (back) and mcqueen silver dollar (seat) with wisteria finish. K. NEW! Maxwell Thomas® Lakecrest Farm Dining Armchair #37QGB in Burch allante white with aubergine finish.
- L. Maxwell Thomas® Frankenmuth Dining Armchair #2T4M2 in Burch allante white with driftwood finish. | M. Maxwell Thomas® Metairie Dining Armchair #2T3MH in Burch allante white with aubergine finish.



Now serving wow factor

Combine unique lighting and a mix of materials for an environment that makes everyday interactions feel like special occasions.



A. Kellex Ranata Chair #328J7 in Burch gala magenta (back) and Burch flicker cedar (seat) with new age oak finish. B. Kellex Germaine Swivel Barstool #2YQJY in Designtex moquette amsterdam (back) and Burch flicker cedar (seat) with new age oak finish. C. Lexington Rendezvous Round Metal Dining Table with Wooden Top #7JV30 available in finish shown. D. Kellex Lucy Settee with Power Source #2YR3W in Fabricut magnificent baroque with new age oak finish. L. Holsag Dallas Bartstool #D8V78 in Culp rushmore silt with corduroy finish. J. Holsag Remy Barstool #D4K17 in Kravet kasan vintage (back) and Burch liberty coffee cream (seat) with walnut finish. K. ISA Blake Arm Barstool #29KTW in Ennis challenger cream, dark walnut finish and satin chrome footrest.



Design Tip:

To create a cohesive look, choose bar stools and dining chairs that share a common design element, such as material, color, or style.



L. Fairfield Sidecar Barstool #3BB9J in Architex hit parade lewis (back) and Architex new deal warm springs (seat) with cafe mocha finish. M. Maxwell Thomas® Macon Barstool #FFM61 in Standard Textile wicker lake with driftwood finish. N. Maxwell Thomas® Gainesville Barstool #FFH54 in DesignTex optic garnet (outside back), Burch vector clay (inside back) and Kravet bottega marsala (seat) with tawnywood finish. O. Kellex Bea Barstool #BMR69 in JF Fabrics christopher 45 (back) and Kravet forestbound raspberry (seat) with coffee finish.





Transform your outdoor oasis with our extensive selection of outdoor furniture. Choose between the timeless elegance of teak, the sleek strength of aluminum and wrought iron or the revolutionary durability of synthetic wicker to furnish your dream outdoor space.

> Jadi E., Senior Product Consultant, Direct Supply

A. By The Yard Day Break Dining Chair #2HM66 in brown finish.

B. By The Yard 38" Round Fire Table, Coffee Height #79D67 in brown finish.



Game on

Explore boundless activities that can be hosted in multifunctional common spaces





Refreshing underutilized activity or common areas with small changes, like rearranging furniture or adding vibrant accents, can significantly enhance functionality and visual appeal, maximizing the space's potential.



C. Maxwell Thomas® Kirkwood Dining Chair #FDY90 in Architex editor bailey (back), Burch glaze pumice (seat) with tawnywood finish. | D. Maxwell Thomas® Thermolaminate Table with Nexus Base #2C606 – 36" Tabletop with half bullnose edge in palos mahogany maple finish. #54575 - Nexus table base in black. E. Butler Morphy Plantation Cherry Game Table #22W37 available in finish shown.







No matter the budget, we offer an array of stylish furnishings made specifically for Senior Living. These sleek casegoods allow you to easily furnish a resident room at a budget-friendly price. Constructed with durable laminate, these collections come in a variety of finishes so you can create the look you want at the price point you need.

> Ashley K., Senior Product Manager, Direct Supply

Style meets storage

Create stylish spaces with custom casegood collections.

More to Explore.

We offer a wide selection of beds. mattresses, and textiles. Start shopping at directsupply.com/healthcare-equipment

A. Maxwell Thomas® Kenner Collection #2YJPY - 1-Door with Open Shelf Bedside Cabinet. #2Y6YB - 4-Drawer Chest with Hutch and Open Wardrobe. All in cherry mahogany finish with antique black arched bar pull. | B. HCI Eclipsis Non-Quilted Bedspread #6X338 in napa. C. Artline Sports Quick-Ship Artwork #J9F62 - 8 piece collection. D. Maxwell Thomas® Bakersfield High-Back Chair #F3K35 in Burch mandalay moroccan silver with mocha finish. E. Maxwell Thomas® Landlust Collection #2RXKK - 3-Drawer Bedside Cabinet. #2Y74H - 4-Drawer Chest with Multi Shelf Hutch. #2YKJC - 3-Drawer Bedside Cabinet with 1-Drawer Desk. All in shaker cherry finish with straight bar satin nickel pull. F. Maxwell Thomas® Lindsborg Occasional Chair #2RJTR in Burch victory lapis with ravenwood finish. G. DCI Avryl Quick-Ship Non-Quilted Bedspread #89J31 in cactus. | H. Artline On Vacation Quick-Ship Artwork #J9F37 - 8 piece collection.



Fun & functional

Pair a casegood collection with unique furniture pieces and color schemes that fit the aesthetics of your community.

- A. Maxwell Thomas® Plymouth Collection #32F28 3-Drawer Bedside Cabinet. #2XY19 – 4-Drawer Chest. #2X707 – 1-Door, 2-Drawer Wardrobe. All in solar oak with nickel pull.
- B. Maxwell Thomas® Vidalia Glider #M3851 in Burch beeline crystal. C. Eclipsis Non-Quilted Bedspread #6X338 in jade. D. Artline The Lodge Quick-Ship Artwork #J9F55 6 piece collection.





E. Maxwell Thomas® Scottsdale Collection #2Y663 - 1-Door, 1-Drawer Wardrobe. #2Y607 - 4-Drawer Chest. #2XJ38 -3-Drawer Bedside Cabinet. All in walnut finish with antique black arched bar pull. F. Maxwell Thomas® Harpswell Lounge Chair #G6Y19 in Kravet liliana honey with walnut finish. | G. HCl Eclipsis Non-Quilted Bedspread #6X338 in jade. | H. Artline Spring I Quick-Ship Artwork #J9F33 - 7 piece collection. | I. Maxwell Thomas® Williamsburg Collection #2WF35 - 1-Door, 2-Drawer Wardrobe. #2WD15 - 4-Drawer Chest. #2VX35 - 1-Door, 1-Drawer Bedside Cabinet. All in cherry mahogany finish with antique black arched bar pull. J. HCI Dotted Line Non-Quilted Bedspread #6X325 in clearwater. | K. Maxwell Thomas® Mannford Collection #JYY35 - Lounge Chair in Burch gamma cashew (body) and Maxwell Thomas® ladysmith steel (seat) with mocha finish. #K2C19 - Loveseat in Kravet cayuga flax with mocha finish. L. Kellex Brooklyn Ottoman #CTH31 in Maxwell Thomas® ladysmith steel with mocha finish. | M. Artline East Coast Quick-Ship Artwork #J9F35 - 8 piece collection.



We've got your back

Rely on Direct Supply to manage all your front of house and back or house project needs. Our dedicated team of Senior Living design, procurement, and project management professionals can help:

- Manage project scope, approvals, budgets, timelines, large scale installations, expectations and any issues that may arise.
- Coordinate maintenance and emergency repairs for HVAC, electrical, plumbing, kitchen and refrigeration systems.
- Source service providers, negotiate contracts, and schedule recurring services for all of your maintenance needs.





A. GE® ENERGY STAR® 23.7 Cu. Ft. French-Door Refrigerator #2B33P . | B. GE® Top Control Dishwasher with Sanitize Cycle #37PR3 . C. GE® Countertop Microwave, 2.0 Cu. Ft. #C8705 . | D. Manitowoc Quick Ship Countertop Nugget Ice and Water Machine #85088 . All in stainless steel finish.



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No matter the size of your budget, we can help. Now more than ever, we are providing you with ways to maximize your design and return on investment.

