

Success Story

Bauer Hockey

Industry

Manufacturing

Location

Mississauga, Ontario

Services Provided

Transaction Management

Project Management

Design

Cresa Team

Andrew Chapman

Jeff Sharpe

Background

In 2019, a hockey apparel manufacturing company, Bauer, found itself in a predicament. The company had been operating out of a traditional office space previously occupied by a professional services firm. This space, located on the upper floor of a commercial building, was ill-suited for their operations. The space was outdated, uninspiring, and did not meet the company's functional needs, particularly in terms of shipping and receiving and equipment and apparel storage.

Challenges

Bauer regularly received large shipments of hockey apparel and equipment, but the office space's layout and location made this process cumbersome and inefficient. Furthermore, the space did not reflect the vibrant and dynamic nature of the company's brand. This lack of alignment between the office space and the brand identity also affected employee attraction and retention.

Solution

Bauer partnered with a tenant-focused integrated commercial real estate company, Cresa, to address their challenges. Cresa Toronto identified Bauer's needs and aspirations for new office space through an integrated real estate solution, project management and design process.

Identifying Needs

Bauer desired a functional office space that would streamline shipping and receiving operations. Additionally, they sought a space that would better reflect their brand identity, fostering employee morale and attracting top talent.

Exploring Options

Cresa worked closely with Bauer to explore various options. It became evident that relocating to a quality building with modern amenities would best suit Bauer's needs. After extensive research and analysis, a suitable building with amenities including a gym, golf simulator, yoga studio, food services, convenience store and outdoor green space was identified.

Value Engineering

Once the new space was selected, our team's project management and design professionals collaborated to value engineer existing improvements within the suite. This process involved optimizing the layout and functionality of the space while adhering to budget constraints. Through careful planning and resource allocation, Bauer was able to maximize the value of their investment.

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Outcome

The relocation to the new office space marked a significant transformation for Bauer. The new space addressed their functional needs and aligned with their brand identity, fostering a sense of pride and motivation among employees. The modern amenities provided an added benefit, contributing to a positive work environment and enhancing employee satisfaction.

Conclusion

Bauer's journey from uninspiring office space to a vibrant and functional workspace demonstrates the importance of aligning physical environments with organizational goals and values. By leveraging the expertise of tenant-focused integrated commercial real estate professionals and embracing an integrated approach to project management and design, Bauer was able to achieve a successful outcome that positively impacted both their business operations and employee well-being.

Cresa Team



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Bauer Hockey's Canada office, located at 55 Standish Ct., Mississauga ON
Photo credit: Bruce Freeman, Former Director of Design at SDI Design