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Mason Company's experienced staff provides design advice, price quotations and computerized layout drawings free of charge. Contact us today to learn more about how we can help you!



A Tradition of Trusted Animal Enclosures Since 1892



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Designing and Building Unique Features for Clients



Custom Lockers and Card Holders



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Background

ADOGO Pet Hotel is a premier dog hotel in the Minneapolis market. Its president, John Sturgess, is committed to providing a quality, service-driven brand that is both customer-friendly and profitable. To achieve these goals, Sturgess wanted to develop a unique kennel design that incorporated individual storage lockers in the gates. Customers would know their dog's medicine, treats, leashes, toys, etc., would remain with their dog and not be lost. ADOGO staff would also be more efficient in their daily work routine because the dog's personal property would be contained and readily accessible. The lockers would also provide a cleaner, less cluttered look than the conventional plastic totes and buckets used to store personal property. Furthermore, the built-in lockers wouldn't be knocked or kicked over like free-standing totes. This would be more sanitary as well as efficient. Sturgess also had seen the inefficiency of the traditional cardholders or clipboards containing the computer print outs used for record keeping. The established methods were slow and cumbersome, leading to lost work time and therefore profits. He also required special paper holders developed to fit his computer print outs to speed workflow and efficiency. Sturgess' challenge was finding a kennel equipment partner with the design and manufacturing capabilities to make his dream a reality.

Challenge

ADOGO approached several firms, including the Mason Company, with its new ideas. Mason has been designing and building animal enclosures since 1892 but had never been approached with the concept of building a locker into a dog run.

Mason liked the idea and immediately began the task of engineering a sturdy and functional container to hold personal items for the dogs. This was in contrast to others who dismissed the idea out of hand, attempted to talk Sturgess into currently available options, or expressed concern on how the request would upset production runs. Mason also began work on constructing the customized paper holders that ADOGO needed to store pertinent written information. ADOGO also needed these new and unavailable accessories designed, built and shipped within an aggressive timeframe to meet its grand opening.



Solution

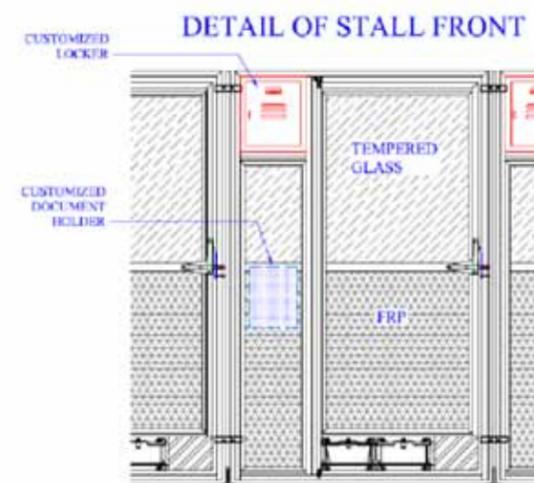
In order to ensure the needs were met, Mason held several conference calls with Sturgess to fully understand his requirements. Mason engaged its engineering department to figure out how to develop the two unique design features.

Mason's engineering and production departments had to solve several problems for the locker idea to work. The storage container had to be designed to securely fasten to the gate frame for safety. It also required a very tight clearance to eliminate nooks and crannies where dander, dust, water, etc.,

could accumulate and become a cleaning and odor problem. Mason could accomplish this because its products are first drawn in AutoCAD to tight specifications (nearest 1/16 inch), which are then released to production.

It was also important for ADOGO to identify a manufacturer with the ability to produce custom sized runs. The lockers were designed to fit in the fixed stall front with a standard three-foot gate to the side. Not every run, however, was the same size. In order to maximize the footprint of its building, ADOGO's blue prints called for non-standard run dimensions: 6 feet 4 1/2 inch fronts consisting of both a custom sized door and a separate fixed portion.

Most manufacturers only build standard size gates and stall fronts, such as three and four feet, and therefore do not like taking on projects with odd sized gates or stall fronts because the extra cost involved in the process.



Mason utilized the expertise of its own installation teams. The same personnel who built the kennels also installed them. This enables the crew to be more efficient and have greater problem solving skills than a local crew. Working together, Mason responded to the aggressive timeframe and met the client's target date for installation.

Results

ADOGO Pet Hotel had a smooth and on-time opening, and was at capacity within three weeks of opening. They are able to communicate the value of these two unique features to prospective customers differentiating them from the competition. Due to the success of this model designed and built by the Mason Company, the client is planning to expand into new markets.

"These two new accessories give us an edge. They differentiate us, and give the customer a lot better feeling that not only is the dog going to be safe, but also that nothing left for the dog is going to be lost. This is a huge selling point that converts into profits," Sturgess said.

