

Stance Healthcare Opens Showroom and Design Collaborative in Charlotte, N.C.

New space from the award-winning healthcare and Behavioral Health furniture manufacturers is first of its kind in U.S.



North Carolina, Charlotte, Feb 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - Stance Healthcare, a furniture designer and manufacturer specializing in general healthcare and Behavioral Health settings, announces the opening of a new showroom and design collaborative in Uptown Charlotte, N.C. The 6,000 square-foot space featuring the 2019 Nightingale GOLD Award-winning company's Behavioral Health and general healthcare products is a new approach to the traditional furniture showroom, as it is designed to also be a working space where designers, healthcare facility decision-makers, and Behavioral Health thought leaders meet, learn, and collaborate.

Conveniently located just 15 minutes from Charlotte Douglas International Airport, the showroom solidifies Stance Healthcare's presence as an industry leader in the U.S., where the company has experienced remarkable growth through partnerships with Behavioral Health and general healthcare facilities in the past decade. Known for their highly durable and functional products that also offer a comforting, warm aesthetic, the company is a leading furniture provider for healthcare integrated delivery networks (IDNs), primary care facilities, and Behavioral Health treatment centers of all sizes across the country, including several facilities furnished in North Carolina.

"Our furniture serves a higher purpose of aiming to improve the experience for healthcare patients, visitors, and caregivers," said Suzanne Fawley, Stance Healthcare's Behavioral Health designer. "This design collaborative is a natural extension of Stance Healthcare's mission to create more healing

environments through the spaces we furnish. We want anyone who visits the space to leave empowered with not only product knowledge about Stance Healthcare's lines, but also the insights and best practices that will continue to transform the healthcare experience – from the waiting area to patient rooms – across the country.”

Stance Healthcare envisions the space, which is currently open by appointment only for safety reasons, to be utilized post-COVID 19 and in the long-term as a highly collaborative “open door” gathering place for healthcare industry decision-makers and influencers. The first-of-its-kind showroom will offer designers, healthcare facility planners, and Behavioral Health and wellness experts a space to collaborate on projects in progress; receive an education – including Continuing Education Unit (CEU) accredited courses – on the latest industry best practices, and obtain one-on-one counsel from in-house experts regarding individual Behavioral Health and other healthcare spaces in progress. Following the eventual loosening of COVID-19 capacity restrictions, the Stance Healthcare team also has plans to host a speaker series in the space that rotates healthcare-related subject matter. Future topics for the speaker series, tentatively slated to launch in mid-2021, will include mental health, wellness, and Behavioral Health trends and insights, among others.

“At Stance Healthcare, we are always thinking one step ahead – from the feel and function of each design down to the highly-cleanable fabric selections we offer,” said Carl Kennedy, Stance Healthcare's president. “Every inch of the product we produce is intentional and built to ensure safety, comfort, and durability for end users. The new showroom is exciting because it offers a dedicated space for U.S. designers, healthcare facility decision-makers, and Behavioral Health leaders to experience in person what sets Stance Healthcare apart from the current healthcare furniture status-quo – not only our products but our approach.”

The showroom opens on the heels of back-to-back award-winning seasons that preceded 2020, a year marked by challenge and innovation for the family-owned company. Notably, two months into the global onset of the COVID-19 pandemic, Stance Healthcare announced a new fabric partnership in May 2020 that [brought coronavirus-fighting fabrics to North America](#). This announcement came just 9 months after [winning Healthcare Design's Nightingale GOLD Award for the Frontier line](#), a bedroom collection for Behavioral Health settings, just two years after taking home the [same honor for Stance Healthcare's Resilia drum table collection](#).

Offering the industry's largest selection of Behavioral Health-specified furniture, the company's design emphasis on durability with a comforting aesthetic also translates to other types of spaces and facilities. Stance Healthcare's rotationally-molded products feature rounded corners and are manufactured with naturally pick-proof materials for patients experiencing Behavioral Health treatment. Meanwhile, their solid surface side tables and metal chairs provide highly cleanable and comfortable options for a waiting room and other general areas of a healthcare facility.

“With a variety of care modules evolving for Behavioral Health and other healthcare settings, yesterday's one-size-fits-all approach to interior design no longer works. The various areas of the facility must be treated independently,” said Fawley.

“Through the showroom, we are truly seeking to empower designers and other decision-makers to select the best possible products for the spaces they're specifying. Our goal is to listen and guide visitors to leave equipped with the next steps needed to complete their project – even if that includes pointing them to additional resources outside of Stance Healthcare's collections.”

Stance Healthcare's Behavioral Health products support the evolving demand for increased Mental &

Behavioral Health treatment facilities across the U.S. To learn more about these and the company's other innovative product lines that support a variety of healthcare environments, including seating, tables, and case goods, visit <https://www.stancehealthcare.com/>. The new showroom is located at 712 Morris St, Charlotte, N.C., 28202.

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About Stance Healthcare

Founded in 2006, Stance Healthcare manufactures furniture for healing environments, with a particular focus on hospitals and behavioral health facilities. Stance Healthcare has a reputation for providing high-quality products that meet the ever-evolving demands in the areas of design, comfort, safety, durability, renewability, infection control, and environmental sustainability. With a strong understanding of patient-centered design, Stance Healthcare is committed to providing innovative furniture solutions that support the healing process. Please visit [stancehealthcare.com](https://www.stancehealthcare.com) for the latest news and in-depth information on Stance Healthcare.

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