

Newell Rubbermaid™

GLOBAL
PRESENCE ALLIANCE

The Whitlock Group
broadcast & presentation solutions

AVW+TELAV
Audio Visual Solutions

Newell Rubbermaid Toronto Office



Consistency Across Countries

Consistency across countries: that's the kind of service and streamlined integration Newell Rubbermaid enjoys as a [Global Presence Alliance](#) customer.

Newell Rubbermaid is a global marketer of consumer and commercial products that touch millions of people every day where they work, live and play. Their products include some of the most widely recognized brands in the world, with more than 90 percent of U.S. households using at least one of our products and worldwide sales in over 90 countries.

In the U.S. where its headquarters are situated, Newell Rubbermaid draws on the AV expertise of [The Whitlock Group](#), a systems integration firm focused on the design, procurement, engineering, installation and service of audio visual, videoconferencing, video-streaming, digital signage, video production and broadcast solutions.

As partners in the GPA, The Whitlock Group and AVW-TELAV—along with our other international partners—provide a consistent approach to the deployment of audio visual and videoconferencing technology on a worldwide basis.

As such, when Newell Rubbermaid required

eight new meeting rooms in its Toronto location, The Whitlock Group called upon its Canadian GPA alliance partner, AVW-TELAV, to provide consistent design integration and ongoing maintenance of all of Newell Rubbermaid's technology systems across Canada.

Project details:

- Each of the rooms incorporates a standard projector and motorized screen and is operated by wireless Crestron Touch Panel.
- Two of the meeting rooms are equipped with Polycom HD videoconferencing units, which are used for regular meetings and training, as well as communication with their US locations.
- All eight rooms are connected to Rubbermaid's internal network which enables the use of remote management tools, such as Crestron's Roomview software. Newell Rubbermaid uses this tool for internal maintenance and support by remotely tracking issues in any of its meeting rooms by activating devices and troubleshooting.

For ease of use, uniformity and reliability, all of Newell Rubbermaid's meeting rooms

follow the same standard with an AV configuration consistent with that of their U.S.-based offices, affording them an identical appearance, functionality and support across North America. Best of all, the organization can expand effortlessly by continuing to leverage the international partnerships within the GPA.

Leading organizations, like Newell Rubbermaid, recognize the importance of communication efficiency by way of a globally streamlined AV systems approach. As a result of AVW-TELAV's partnership in the GPA, Newell Rubbermaid benefited from a cost effective and a well coordinated deployment.

"AVW-TELAV understood exactly what we were looking for and provided a solution that met our needs," said Zakaria Nakhuda, IT Manager, Newell Rubbermaid. "We were under a very tight deadline, and AVW-TELAV's team delivered by finishing the job on time—I am very grateful that we picked AVW-TELAV for the job because of their professionalism, experience and knowledge."