



CASE STUDY

INCORPORATING NON-TRADITIONAL LANDSCAPING DESIGN TO PARALLEL CUSTOMER'S CULTURE

*OUTDOOR GROUNDS PARTNER
CREATES LANDSCAPING PRIDE IN
FOREIGN-OWNED COMPANY*

The Issue/Challenge:

The landscaping at [IER Fujikura](#) in Macedonia, Ohio, which had a very typical Northeast Ohio theme, was outdated and in need of a facelift. Over the years it had been “hodge podged” together and there wasn’t a consistent or central theme. Additionally, due to the clay soil common in this region, the landscape needed regular watering. Unsatisfied with how their landscaping appeared and the maintenance it required, the company contacted Turfscape regarding a new design.



THE PARTNERSHIP

Turfscape worked closely with IER Fujikura to design a landscape that reduced landscaping expenses while representing the customer’s culture.



THE SOLUTION

Turfscape brought a traditional Japanese landscape with an American twist to Macedonia, Ohio.



THE IMPACT

The property’s cultural facelift is a reflection of the company’s Japanese ownership with American roots and Turfscape’s devotion to their customers.



Turfscape Inc.



The Partnership:

The Turfscape team presented a cohesive landscape design to IER Fujikura, a leader in the technical culture of synthetic elastomers. Although the customer couldn't describe exactly what they were looking for, they knew the design was not the answer. Back to the drawing board! After further discussion with the foreign-owned company, it was clear they wanted a more traditional Japanese landscape with an American twist.

The Solution:

Research of traditional Japanese gardens combined with the knowledge of Turfscape employees who had similar experience led to the compilation of an array of ideas. The concept "drawing" presented wasn't necessarily a drawing but instead pictures of ideas Turfscape came up with that could be incorporated. It wasn't presented as a complete project, but as a la carte options, where Bryan Feimer, COO, and Matt Mueller, Purchasing Manager, at IER Fujikura could pick and choose what resonated with them. Turfscape was competing against one of the well-known design companies in the area, but ultimately was awarded the work "due to their creativity." The grounds maintenance contractor enjoyed thinking outside of the

box and creating a design that wasn't rubber-stamped. In the end, the different Japanese-themed elements that were integrated into the landscaping included:

1. Bamboo Fencing
2. Hand-built Dry Well
3. Pagoda
4. Outcroppings with Japanese Maples
5. Wooden Planks



The Impact:

The new hardscape design resulted in a less demanding lawn maintenance contract which decreased the overall time and cost investment in the landscaping. The renovated landscape provided a low-maintenance pruning schedule and the addition of rocks eliminated the annual cost of mulch. Some of





the existing plants were repurposed to add to the newly created Japanese theme. The completed project introduced different textures and colors on the property while keeping the overall concept minimalistic. From a business and employee wellness sense, the design goes beyond aesthetics. Wooden planks were installed encouraging employees strolling by to pause for a moment and reflect. By brainstorming together, Turfscape and IER Fujikura created a customized, unique design that has resulted in **Bryan Feimer, COO**, of the company stating: ***“Partnering with Turfscape and working together on creating a traditional Japanese landscape with an American twist has resulted in the type of landscape I can take pride in.”***



Turfscape Inc.

Since 1988, Turfscape has partnered with commercial properties to become Northeast Ohio's leading year-round provider of lawn maintenance and snow removal. Let us be your outdoor commercial grounds partner so you can focus on what you do best. Contact us to discuss a solution that is catered to your property's requirements.

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