

Image Business Interiors

Creating Unique and Productive Workspaces

“**W**orkplace environments must be designed to reflect the company’s corporate culture as well as support the multigenerational staff,” says Carrie Setliff, managing partner of Virginia-based **Image Business Interiors (ibi)**. “We also look at areas such as sustainability, environmental and ‘green’ elements, natural light, how we humans collaborate and dozens of other factors. Thoughtfully putting them all together, we help our clients create unique workspaces that encourage people to be productive and fulfilled.”



From Left: Partners Bob Kraly, Deborah McDonald and Carrie Setliff

Established in 2006 by Setliff and business partner Deborah McDonald, and later joined by Bob Kraly in 2008, ibi represents over 150 manufacturers of Commercial Furniture including Architectural Walls. The ibi office doubles as a working showroom where staff use and evaluate workplace products every day. Since inception, this SWaM Certified, Small, Women-owned, GSA Contract Holder Business has doubled its sales year over year.

The New York Times Company, with its nationwide Shared Services Center in Norfolk, Virginia’s World Trade Center, has worked with ibi for many years. Clay

Ransone, Senior Facility Specialist says “ibi is a fantastic partner for us. They are part of the family.” In completing numerous projects, he comments, “whatever is needed, ibi gets it done. Our organization is always budget conscious. When we get close to exceeding the budget, ibi always looks to mitigate that. Never has there been a problem.”

Inc. 5000 Among America’s Fastest-Growing Private Companies (2011 thru 2014)

Each partner at ibi brings years of specialized experience and leadership. Setliff has a rich background in business operations and logistics. McDonald specializes in interior design, commercial and health-care sales. Kraly focuses on government and commercial clients. Supported by a talented team of professionals including seasoned sales executives, interior designers, project managers and installation specialists, ibi quickly becomes a trusted advisor and value-added business partner.

The New York Times Company’s Ransone sums up his experience: “ibi is nothing but professional from top to bottom.”

Customers of ibi stretch from Virginia to California, including Fortune 500 corporations, healthcare facilities and high-profile projects such as a Wounded Warriors undertaking at Camp Lejeune in North Carolina.

In collaboration with architects, interior designers and end users that are moving, expanding or renovating their space, ibi’s goal is to create an environment where people actually want to come to work, and where clients, customers, patients or students feel comfortable and valued.

**ibi is dedicated to providing
workplace solutions that
positively influence how
people work.**

