



Company Principals Greg Campbell (L) and Randy Alderson are proud to have their work on Richmond Centerstage, the GRTC headquarters and Stratford University awarded “Best In Class” by the Greater Richmond Association for Commercial Real Estate.

The Smarter Service and Solutions

Smarter Interiors is a commercial furniture dealer enjoying long-standing client relationships that ensure exceptional service and peace of mind, whatever the project.

Many companies boast it, but not all practice it; but for commercial furniture dealer Smarter Interiors, customer service is the key.

Greg Campbell, Smarter Interiors’ principal explains: “As a relatively small company, we can ensure that all of our clients receive the same level of professionalism and integrity along with the exceptional value and service they deserve without having to worry that their project will be put on the backburner.”

Headquartered in Richmond, Virginia, Smarter Interiors was founded in 2000 by industry veterans and entrepreneurs Greg Campbell and Randy Alderson, who describe the company as flexible and hardworking, backed with decades of experience and proven performance.

“We pride ourselves on handling all types and sizes of commercial furniture projects whether they are around the corner or across the country,” states Randy Alderson, Smarter Interiors’ principal. “Whether it’s providing one chair or furnishing a million square feet, we do it all, building long-term relationships along the way with our clients.”

The company’s portfolio includes major projects for the federal, state and local governments, major corporations as well as businesses in all markets in the private sector. Industry experience includes: architecture, banking, industrial, education, entertainment, legal, manufacturing, professional services, healthcare, public utilities, historic renovation, recreation, sports facilities, hospitality and telecommunications.

Many of the clients Smarter Interiors works with are owners, C-suite executives or managers who often have a host of issues to concern themselves with, not just furniture.

Campbell says: “In the commercial furniture industry, there are so many variables to deal with and understand. Depending on the project, specifying and ordering furniture can be a daunting, time consuming process—one that can easily become a full time job.

For some companies, it may be difficult to give the time required to ensure the project is delivered within an allocated timeframe. At Smarter Interiors, we work as an extension of our clients’ team to help them maximize their budget and take the hassle out of furniture for them.”

To ensure flexibility and value in its service to clients, Smarter Interiors works with a myriad of manufacturers to provide a variety of furniture and pricing options. As protecting the environment is an ever-growing concern, Smarter Interiors offers a wide range of “green” remanufactured “systems” furniture. Plus they offer space planning, project management, installation and move management services for complete, beginning to-end solutions.

With the experience and flexibility to meet every individual requirement, Smarter Interiors offers the unique ability to listen and adapt to its clients’ requirements. To experience the exceptional level of selection and service for yourself, let Smarter Interiors handle your commercial furniture needs.



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