



PHOTO CREDIT: JENNY CRUBAUGH

UNITYPOINT HEALTH - MERITER

Madison, Wisconsin

At UnityPoint Health – Meriter, furniture selection goes far beyond aesthetics. In a high-demand healthcare environment, durability, cleanability, flexibility, and long-term value are critical considerations. Over the years, Integra has supported numerous projects across the hospital and its affiliated clinics as the organization continues to refresh and modernize its spaces.

Today, working alongside Integra representative Jenny Crubaugh of J Cru Contract Furnishings, Integra seating is used throughout the campus, creating a cohesive and consistent look and feel from one space to the next.

Recent projects include updates to patient waiting areas, public lounges, the hospital's birthing center, and the Monona Clinic, a 15-year-old facility in need of both visual and functional renewal. Outdated, wood-heavy furnishings that posed sanitary concerns were replaced with lighter, more contemporary seating solutions from Integra, creating brighter, calmer spaces that better support patient and family comfort while meeting healthcare's stringent cleaning requirements.

Products from Integra's Coastal Collection—including Tide and Marina seating—were selected for their blend



Integra products specified:

- Tide | Metal
- Marina | Metal
- Kallise Collection
- Coffee House Collection
- Coastal Tables | Metal
- Drum Tables

of residential warmth and healthcare-grade performance. Metal legs withstand frequent mopping, while solid-surface arm caps and tabletops support infection prevention and clean-out designs simplify daily maintenance. Component-based construction allows upholstery to be refreshed over time without replacing entire pieces, aligning with Meriter's sustainability goals and budget requirements.

One standout installation is Integra's Coffee House Collection in the main lobby, which has become a well-known gathering point for staff and visitors. "It's the place everyone knows," Meriter Construction Manager Jessie Gundlach shared. "People are told to 'meet at the round couch'—it's become part of the hospital's culture."

Across projects, Integra's flexibility has enabled Meriter to mix lounge chairs, settees, ortho-height seating, and more to create visual variety while maintaining consistency. No-upcharge combination upholstery options were especially valuable, enabling layered design without increasing costs.

As a community hospital, Meriter prioritizes smart investments, which includes selecting products that may carry a higher upfront cost but deliver exceptional durability and lower lifetime ownership costs.

Integra's durability, responsiveness, and commitment to evolving products based on real-world feedback continue to strengthen the partnership. "For me, it's simple," Gundlach



concluded. "I don't think I've ever had an issue with an Integra product. And if I did, I know it would be resolved quickly and efficiently."

The result is a cohesive, contemporary healthcare campus with spaces that support patients, families, and staff today while remaining adaptable for years to come.



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Jessie Gundlach, Meriter Construction Manager