

CASE STUDY

One Smooth Project. Three Future Wins.
How Bandstor Turned Trust Into Momentum.



Project Overview

District: Judson Middle School (Texas)

Project Type: New construction facility

Furniture Budget: \$265,000

Dealer Partner: Hardy Educational Solutions | Justin Hardy

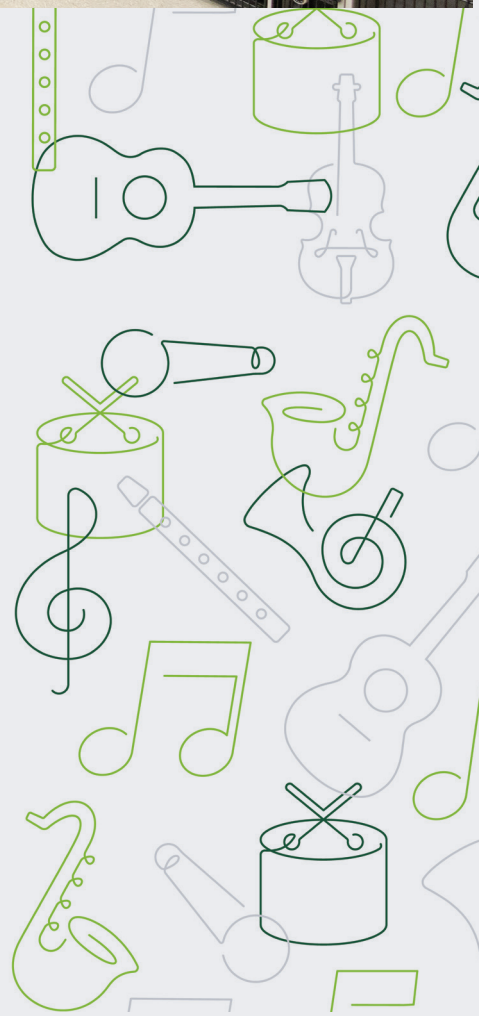
Marco Team: Christina Griffin (Regional Sales Executive),
Angie Zilm (Director of Sales), Richard Davidson (CEO),

The Challenge

Breaking Into a Competitive, Spec-Driven Market

The Central Texas market—particularly San Antonio and Austin—can be difficult to penetrate, especially in band storage, where legacy brands often dominate specifications. For Justin Hardy, owner of Hardy Educational Solutions, this project represented both a challenge and an opportunity. “We really struggled to get into the San Antonio–Austin market. It’s a hot market, but we had a dry spell.”

The project was originally specified with a competing manufacturer. Convincing the contractor and district to consider an alternative would take persistence, trust, and a compelling value story—not just on price, but on performance and partnership.



“They were real hesitant about coming around and using our product. It took quite a few meetings—getting out there, getting to know the guys.”

The Approach

Cost-Smart Design + Long-Term Thinking

Once the door cracked open, Hardy Educational Solutions partnered closely with Bandstor by Marco to re-evaluate the original band storage layout. The goal wasn't simply to match the spec—but to improve it.

The architect provided an initial layout that leaned toward overkill. Together, the team developed a revised plan that still met program needs, while allowing room for growth and delivering meaningful cost savings. “We went back and said, ‘We can price this as-is, but here’s a revised layout that fits the needs and future growth.’ That recommendation was huge.”



Rather than positioning the revision as a correction, the team framed it as a collaborative solution—one that added expertise and long-term value. “The broader needs weren't fully understood, so instrument storage was added thinking it was good enough. They were blown away by the additional resources we provided.”

The Execution

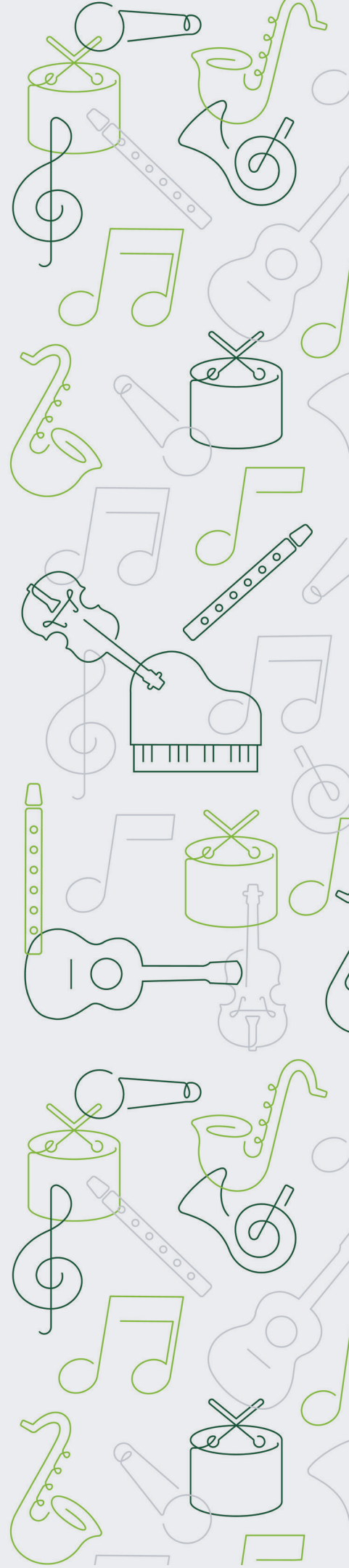
A Smooth Install That Built Confidence

Once the project was awarded, the priority shifted to execution. For Hardy, success meant one thing: no friction. “My goal was to let it go as smooth as possible. No hangups. The quicker we get in and get out—and they don't have to worry about us—the better.” From submittals and purchase orders to scheduling and logistics, Bandstor by Marco delivered exactly that.



“Y'all are the easiest folks to work with. Submittals, POs, scheduling—just a breeze.”

When the construction schedule shifted, flexibility mattered. “If we had to kick the job back a month, instead of putting it in storage and re-delivering it, Marco just worked with us. That alone saved everyone time, money, and headaches.”



The Result

One Project Turned into Three

The Judson project didn't just go well—it changed perceptions. Because of the smooth experience, the district and project partners came back to Hardy Educational Solutions and Bandstor by Marco for two additional middle schools—projects that were not originally specified.

"Because of how smooth Judson was, we now have two more middle schools coming up. One—we're the spec now. And the other—they preferred us and awarded it to us." In a market dominated by incumbents, execution became the differentiator. "That experience speaks volumes."



Installation photo of Bandstor™ Music Library System

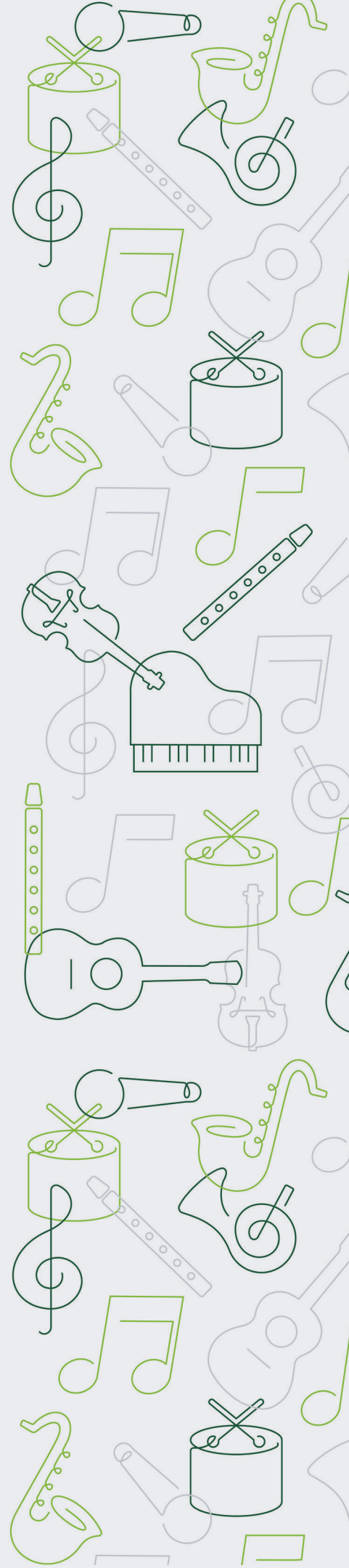
Why it Worked

Partnership Over Product Alone

For Hardy, the story isn't just about cabinets—it's about people, trust, and responsiveness. "There's a reason we've made leaps and bounds in Texas with Bandstor—and it's not because of me. It's because of Marco Group."

From samples and brochures to fast answers and hands-on support, Bandstor by Marco showed up as a true partner. "When I need a sample, a PDF, a brochure—anything—they're hands-on. Just a heck of a job." That partnership runs both ways.

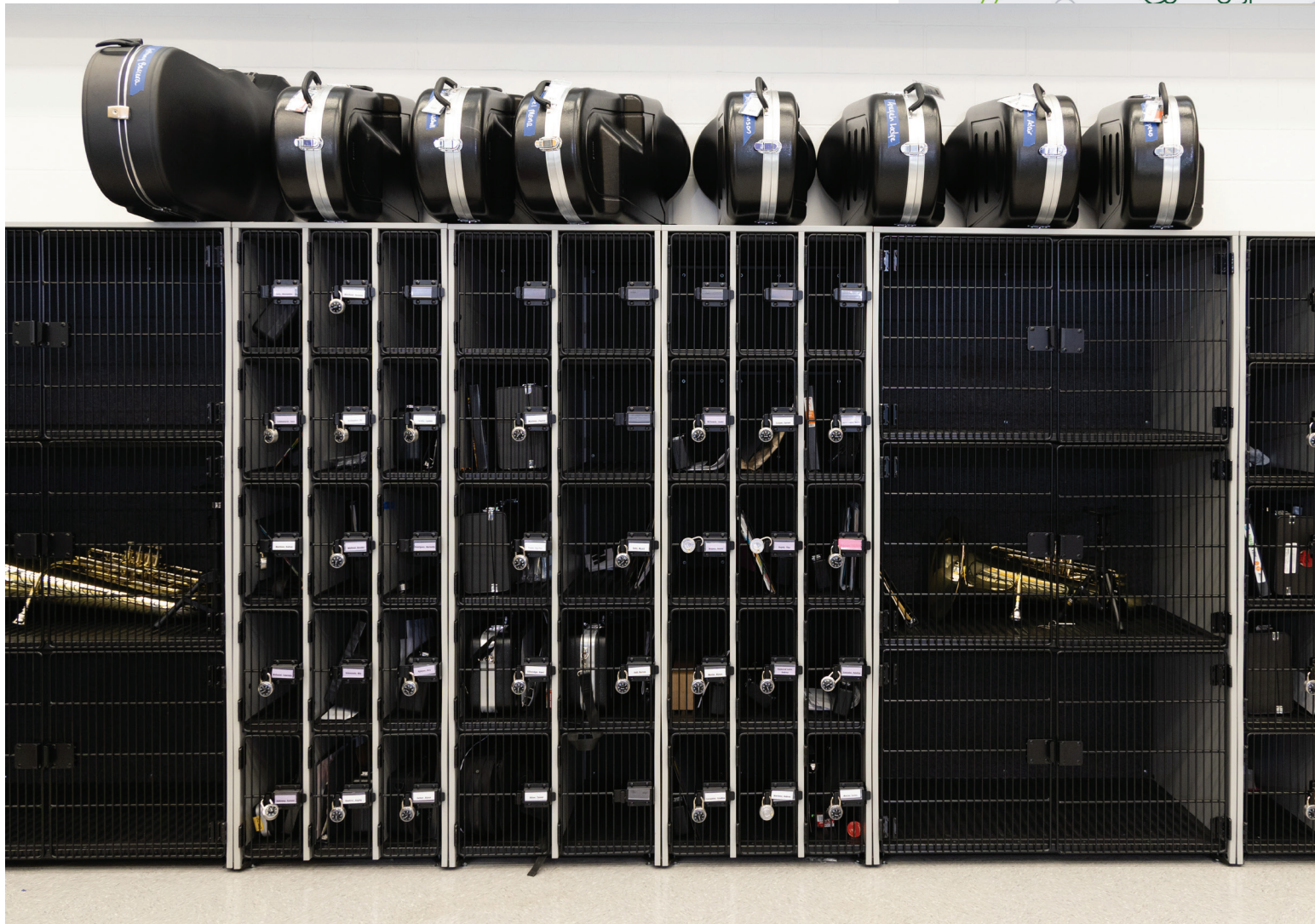
"Other manufacturers asked me to sell their music lines. I said no. I'm loyal. I sell Marco Group—and Marco Group only."



Looking Ahead

With more projects already queued and additional installations planned across Texas, Hardy Educational Solutions continues to build momentum—backed by a manufacturer willing to invest in relationships, not just orders.

“They took a chance on me early on. I said, ‘You helped me out—let me help you out.’ This has been an awesome partnership.”



The Takeaway

When it matters—execution, flexibility, and trust win the next project. And the one after that.

