

CASE STUDY

AT A GLANCE



District:

Leonard ISD (Texas)

Project Type:

New school build (first in 50+ years)

Furniture Budget:

\$500,000 (entire building)

Dealer Partner:

Lone Star Furnishings

Solution:

Marco Classroom Furniture



The Challenge

- Fixed \$500K furniture budget for an entire new school
- Originally specified manufacturer came in too high and became unresponsive
- Dealer faced a hard choice: exceed budget or compromise outcomes

The Marco Approach

- Lone Star Furnishings made a strategic pivot and brought Marco in mid-project
- Marco re-quoted the full classroom package within 24 hours
- Delivered comparable design, durability, and performance—without the premium price
- Clear, responsive communication replaced uncertainty with confidence

The Result

- Project delivered under budget
- Savings reallocated to fund new playground equipment
- On-time delivery with zero damaged product, zero delays, zero punch issues

Why It Mattered

- Students received more—inside and outside the classroom
- The district maximized limited funds without sacrificing quality
- The dealer gained a responsive, reliable manufacturing partner
- The project proved that challenging the default can deliver better results



"When we looked at Marco, we saw similar design, knew the quality and service would be there, and thought—why not give them a chance?"

— Travis Taylor, Lone Star Furnishings

Marco. Where Learning Takes Shape.