

ASSOCIATED SUPPLY COMPANY Houston, Texas



PROJECT INFORMATION

PROJECT TYPE

Commercial, Interior Design

EFFECTIVE AREA

43,400 Sq. Ft.

CONSTRUCTION COST

\$15 Million

COMPLETION DATE

September, 2019

OWNER

Associated Supply Co.

ARCHITECT OF RECORD

Acuform Architecture

GENERAL CONTRACTOR

Hooker Contracting Co.

EXPERTISE

Needs Assessment
Site Planning & Design
Building Design
Interior Design
Equipment Coordination

PROJECT DESCRIPTION

Building on the success of ASCO's new image program in San Antonio, Acuform was engaged to bring the same bold design standards to a new Houston facility. The challenge was adapting the established San Antonio prototype to a more narrow and elongated site while maintaining brand consistency, operational efficiency, and the flexibility for future growth.

The resulting design reinforces ASCO's commitment to service and its value-based reputation. Just like in San Antonio, the sales floor was left completely open, anchored by a full-length service desk to highlight ASCO's service-first approach. The program also includes a large training room to support the company's goal of cultivating a highly skilled workforce.

By closely collaborating with corporate executives, Acuform ensured the Houston facility reflects the same bold and cost-effective image program developed in San Antonio—establishing a consistent identity across markets while tailoring the design to fit site-specific challenges.



This premier facility replaces an aging equipment dealership on the adjacent parcel positioning ASCO Equipment to remain more competitive in the hot Houston market.

