

Crafthouse Restaurants Standardize on Revolving Doors to Protect Customers from the Elements



When Crafthouse USA CEO and founder Evan Matz moved from Florida to Virginia several years ago, he realized that the sunny, tropical weather had not followed him there. In the winter, at some of his first restaurants, he noticed an issue with the entry. At one property, as customers entered through a pair of swinging doors, the cold winter air rushed inside and everyone in the dining room wanted to be far away from the entrance. At another location, he had a vestibule with two swinging doors; this better controlled the influx of cold air but took up a lot of expensive, interior space. Matz decided back then that he needed a different entrance solution for his restaurants – a revolving door.

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Evan Matz, CEO and Founder


BOON EDAM

 *your entry experts*

CASE STUDY



Challenge

A pair of swinging doors at the restaurant entrance allowed cold outside air to rush in, causing an uncomfortable lobby for guests. It also took up valuable floor space that could be used to seat guests.

Solution

By installing a revolving door at the entrance, Crafthouse was able to reclaim valuable floor space while creating a comfortable dining space.

Benefits

- Minimizes air infiltration, keeping the dining area right inside the front doors conditioned
- Keeps dirt and debris outside
- Saves interior space that could be used for revenue-generating tables
- Intuitive and easy to use for customers

Matz has since launched a new, upscale casual restaurant concept called Crafthouse, and opened three locations in Northern Virginia. In his search for revolving doors, Matz's contractor, St. Clair Construction of Louisville, KY, recommended Boon Edam Inc., a global leader in architectural revolving doors and security entrances. Matz installed their BoonAssist TQ manual revolving door to protect his business and customers from the elements as they enjoyed the local cuisine and color of Northern Virginia.

"Snow and cold air could blow in and disturb the customers," said Matz. "The revolving door not only blocks out the elements but creates a smooth entrance for customers as opposed to swing doors that can jam. I can also fit more tables with the space savings and that brings in a tangible ROI."

The three Crafthouse locations can be found in Reston, Fairfax and Arlington. A full-service, casual restaurant, Crafthouse serves upscale Craft Fare and offers over 300 craft beers, cider, wine, bourbon, whiskey and scotch options representing Virginia and DC, with staff that can guide customers through every selection. Crafthouse brings its local color to every aspect of the meal by hosting music from local artists, karaoke nights and trivia contests.

Matz has been extremely pleased with the support and service he has received from Boon Edam. "When we call Boon Edam to assist, someone is out here the same day. The timing, professionalism and assistance from Boon Edam helps to keep our restaurant open and doesn't hinder our business one bit."

The BoonAssist TQ manual revolving door from Boon Edam is a metal-framed door with glass sidewalls and door wings. The BoonAssist TQ is remarkable for its three distinct features: a "push and go" power assist drive that reduces user effort by up to 50%, automatic positioning of the door wings at the end posts upon completion of rotation for maximum ease of use, and speed control that prevents excessive rotation speeds and therefore allows for safe operation.

In addition, the BoonAssist TQ creates energy savings for Crafthouse and all users by minimizing air infiltration, especially during heavy use – which is the opposite effect of swinging doors. Crafthouse operates BoonAssist TQ doors at all three of their locations.

"It's a gorgeous door, and we've been thrilled with its performance and Boon Edam's support. I'm planning to open many more locations and will continue to use this door," concludes Matz.

