



Product:
BSD SpecLink

Customer:
FreeAxez

“BSD SpecLink’s team of industry experts have assisted us to address the specification challenges we’ve been facing.”

Tama Williams
Director, Project Management

“We selected BSD SpecLink because of their knowledgeable team, industry expertise, and how they not only understood our challenges – but proactively created a platform to best serve the industry.”

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FreeAxez Partners with BSD SpecLink to Increase Product Specification Rates



FreeAxez added BSD SpecLink to their arsenal to increase their visibility and inform the industry on their truly unique offering. The results? More sales and an increased adoption rate of their flagship product, Gridd, an adaptive cabling distribution system.

FreeAxez offers a low-profile access flooring solution that allows for on-demand adaptation and reconfiguration, accommodating changes to building technology and futureproofing with total wiring distribution and accessibility throughout the building. FreeAxez’s customers range from Fortune 100 companies to the US Government and Military.

“There is nothing else like Gridd on the market,” says Kaelee Geertgens, Marketing Manager at FreeAxez. “At FreeAxez, we are striving to educate the market of the long-term benefits of selecting an adaptive cable distribution system allowing facilities to stay competitive by easily adapting to new design, technology, and environmental advancements.

The Problem

Building product manufacturers understand how vital it is to get in front of design professionals early in the design phase. BSD SpecLink takes it one step further, because it’s not enough to just get listed.

FreeAxez enlisted BSD SpecLink Manufacturer Services to help inform architects, engineers, and facility owners on their truly unique offering.

BSD SpecLink’s enhanced listings allow manufacturers to provide detailed product information to get it in the hands of architects, engineers, and facility owners faster and more reliably.

The Solution

“We were searching for a company that was committed to providing a quality product – creating an offering that was in the best interest of the customer,” says Director of Project Management Tama Williams, “We selected BSD SpecLink because of their knowledgeable team, industry expertise, and how they not only understood our challenges – but proactively created a platform to best serve the industry.”

BSD SpecLink’s Manufacturer Services enable manufacturers to become

a trusted partner for the AEC and Owner market by delivering up-to-date product information early in the specification process.

“Not only are FreeAxez’s products able to be specified more frequently by utilizing SpecLink’s proprietary sections,” says Paul Worosz, VP Sales at BSD SpecLink, “they’re able to be specified more accurately by leveraging our team of in-house specification writers that keeps the proprietary section up to date.”



“It’s refreshing to work with an organization who is thinking outside the box to create a product that best serves its clients.”

Earl Geertgens
CEO

The Results

“BSD’s solution gives the Gridd system more visibility and reporting capabilities,” says Earl Geertgens, FreeAxez CEO “BSD SpecLink is a valuable specifications platform to us as a manufacturer, but, more importantly, it’s a great specification platform for the AEC community. It’s refreshing to work with an organization who is thinking outside the box to create a product that best serves its clients.”

About BSD SpecLink Manufacturer Services

BSD SpecLink is changing the way design professionals create and collaborate on commercial construction projects through an easy to use, web-based platform. A team of experts made of architects, engineers, and specification writers manage both US and Canadian content to allow architects to write specifications 70% faster.

BSD partners with manufacturers to list them directly in the specifications and provide detailed content information. BSD’s SpecLive solution provides access to project data as specifications are created in real-time.

Learn more about how [BSD SpecLink Manufacturer Services](#) helps BPMs to get specified and stay specified.

About FreeAxez

For more than 25 years, [FreeAxez](#) has led the industry in developing new low-profile access floor systems that accommodate changing technology and adapt to future changes quickly. With a proven system of products, Gridd, Gridd Power, and Gridd Mobile, FreeAxez is continuously expanding and refining its offerings to meet the needs of today’s and tomorrow’s integrated high-performance buildings. This “can do” approach to demanding projects and commitment to stay ahead of the industry’s evolving needs is what FreeAxez’ clients depend on.

Manufactured in the USA, UL-Listed, and GreenSpec listed. [Gridd](#) delivers the power to change.

Want to learn more?

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