

customer needs, and we make it a point to get into what the function of the piece is, what they want it to do. Then we try to make it work better for them."

One of the company's largest customer is women's clothing retailer Christopher & Banks and C.J. Banks. While Madsen's project managers have several accounts, C&B is large enough that it is Morgan's sole account. "I work on everything, from ordering materials to new prototypes and making sure the trucks are here to pick up our shipments and deliveries, all facets of it," he says.

"We do their store-



Airport stores are a popular market for Madsen; several stores in the Minneapolis airport feature the company's fixtures. This Jersey store is in the Pittsburgh airport.

fronts, all the millwork and trim within the stores, fitting rooms and benches, cash wraps and back wrap signage," Morgan says. "We also provide for the store front signage if it's located inside a mall."

Another large client, Select Comfort, has several traditional fixture items like cash wraps and dump bin units, but the company also incorporates electronics into its units to demonstrate its Sleep Number beds. Madsen installs the electronics into its display headboards and other units and even has a static-free room in its 36,000-square-foot facility to test each unit. Trippe has been working with Select Comfort since 1993, when the company first launched its retail portion.

NEW MACHINES FOR PRODUCTION

Madsen has taken advantage of the tax benefits for purchasing new machinery in order to improve the company's production. "We decided we had to take advantage of [the tax cut], so we've really updated everything we've got," Trippe says. "I'd say the oldest piece out there is a year and a half old." Included among the new ma-

Apart from store fixtures, Madsen also gets involved with high-end offices, clinics, restaurants and bars and, shown here, salons.



A pneumatic lift has been installed between the company's two Weeke CNC machining centers. Either operator can easily lift a panel from a stack and set it into place on his machine.