



Trope Group

By Elaine B. Holtz

Trope Group has been singled out by *NorthBay biz* readers as Best Office Services three years in a row for providing a full range of workplace business solutions. “We believe in the talent of our team. Every member of our organization is encouraged to take responsibility for the success of each project and do whatever it takes to achieve our customers’ goals,” says President and co-owner Christina Pratt. This motto works well for the company, which serves Napa, Marin, Sonoma, Solano, Lake and Mendocino counties.

Now celebrating its 11th year in business, the company was founded by Bettie Trope in 2002, with employees Christina Pratt, Charlie Nicholls and Candy Patocka. After Bettie’s retirement in 2006, the three continued with her belief that being direct, honest and communicative in interactions with employees, clients and vendors leads to success. In spring 2011, Candy retired after 25 years of successfully managing projects for many North Bay clients, leaving Pratt and Nicholls to lead the company forward.

Trope Group is the only North Bay representative of the well-respected Herman Miller line of office products. Trope also represents “a few hundred other brands to round things out,” says co-owner Charlie Nicholls, “including some manufacturers from the Bay Area. There’s Workrite from Petaluma, DFM and Creative Wood from the East Bay and West Coast Industries from San Francisco.”

Nicholls believes it’s the relationship and care Trope Group continually gives its customers that’s led to the success it’s currently enjoying. “We think of our customers as partners,” states Nicholls.

To help clients create “workspaces that work,” Trope Group offers individualized space planning and furniture solutions that meet a variety of budgets. The company’s in-house warehouse staff and certified installers work closely with the sales and design teams and provide immediate feedback from customers. Additional services offered are reconfiguration, ergonomic consultation, order management, move management, warranty repair and maintenance, warehousing and storage.

Pratt believes these are exciting and challenging economic times for many Trope Group clients. Her belief is, “Our customers’ challenges are our challenges,” and she’s found the key to the success is to keep in touch with her clients each step of the way: “Project management and communication is extremely impor-



Trope Group co-owner Charlie Nicholls discusses a design project with account executive Ellen Navarro. [Duncan Garrett Photography]

tant.” She goes on to add that nurturing relationships and helping to facilitate the way a project comes together helps customers trust the end result.

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—Charlie Nicholls

Both Pratt and Nicholls believe their comprehensive solutions transform the way people work, explaining that their interior solutions can increase productivity, create economic value, attract and retain talent, strengthen corporate identity and conserve natural resources.

Both consider themselves privileged to partner with numerous organizations on projects large and small. “Many of our clients are recognized leaders across a variety of industries. We have a long track record of creating workspaces that work for the talented employees that support the North Bay economy.”

For Pratt, winning this award three years in a row is important, because, “The award demonstrates that we’re consistently performing at a level that satisfies our customers and keeps them coming back.” ■

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