



News Release
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ROL US Media Contact:
Amber Soto
616-377-5538
amber.soto@rolgroup.com

ROL USA Partners with Lakeshore Advantage to Create Inspiring Interiors for the West Michigan Entrepreneur Community at Next Center

HOLLAND, MI, January 17, 2025 –Next Center, a state-of-the-art facility dedicated to fostering innovation, economic growth, and community collaboration is now open in the heart of downtown Holland, Michigan, showcasing office furnishings from ROL Workplace.

The 20,000 square-foot Next Center provides a hub for innovation and startup support. The space features ergonomic private offices and height-adjustable desks from ROL alongside other workplace furnishings from Haworth and MillerKnoll. It is poised to become a cornerstone for West Michigan's entrepreneurial ecosystem. The space provides community education and houses up to 50 startup tenants, in addition to Lakeshore Advantage.

Founded in 2003 by business and community leaders, Lakeshore Advantage is a non-profit economic development organization that connects businesses to the resources they need to grow in Allegan and Ottawa Counties.

"ROL is excited to have contributed to a state-of-the-art workplace and to support the West Michigan entrepreneurial community. The Next Center is a great example of how height-adjustable solutions can enhance creative and innovative work environments, with applications that consider both the individual's needs and the requirements for collaborative spaces," said Claus Nielsen, Managing Director of ROL USA.

The Next Center's location within the SmartZone brings it closer to resources and networks essential for entrepreneurial success. Lakeshore Advantage will continue to serve as a pivotal force in the economic landscape of Allegan and Ottawa counties.

ROL USA

694 E 40th Street, Holland, Michigan 49423 | +1 616-499-8484 | www.rolgroup.com



About ROL Workplace

Part of ROL Group, ROL Workplace is a workplace furniture company that specializes in designing, manufacturing and delivering custom height-adjustable desks. Our products are produced in state-of-the-art facilities in Europe and in Western Michigan, supported by a ROL-owned global supply chain network. Each frame is meticulously crafted with a focus on modularity, quality, and sustainability through extended lifecycles, traceability and third-party validations. Learn more at rolgroup.com/workplace.

About Lakeshore Advantage

Lakeshore Advantage is the economic GPS for West Michigan's Ottawa and Allegan Counties. The nonprofit economic development organization grows primary employers at all stages of development, plans to ensure long-term economic health, solves economic challenges, and identifies opportunities. Lakeshore Advantage was established in 2003 by forward-focused business and community leaders to assist primary employers—from startups to established global corporations—as they navigate growth in the lakeshore region.

In 2023, Lakeshore Advantage supported 26 business growth projects consisting of \$3.2 billion in private investment and \$634.3 million in support funds leveraged in the two counties. Business growth projects resulted in 1,091 new and retained jobs. In addition, Lakeshore Advantage provided economic support to 285 primary employers and 73 startup companies in the two counties. Find out more at www.lakeshoreadvantage.com.

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