

## Architecture firm acquires interior design business

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Grand Rapids-based Pure Architects has acquired r.o.i. Design, a full-service interior design and furniture procurement firm with more than 30 years' experience serving clients in West Michigan and across the country.

The acquisition follows several months of discussions between Zachary Verhulst, Founder of Pure Architects, and Mary Witte, Founder of r.o.i. Design.

“Mary and the team at r.o.i. have a long-standing reputation of quality personal service in our community,” said Verhulst. “They deliver design excellence, built on a collaborative approach with their clients. It’s the same high standards we follow here at Pure Architects.”

r.o.i. Design was founded in 1993. It has a talented group of experienced interior designers, who also provide furniture procurement services and product management. r.o.i. will remain its own company and continue serving its long-standing client base in the same high-quality manner they have delivered for three decades.

“This is an exciting change for r.o.i. Design,” said Mary Witte. “After 31 years of delivering great designs to our beloved community, I have decided to step out of my current role as President and into the role of Principal. While this decision was not made lightly, I am eager for the future and confident that we will continue to provide the world-class interior design services our customers have come to expect.”

Witte will continue to be involved in r.o.i.’s operations, sales, and design leadership. Deanna Klopocz will take over the day-to-day management of the staff as the new Managing Director, while Heather Harrington Duthler will take over as Director of Design. The r.o.i. Design team will not change under the new ownership.

*Link to original press release:*

<https://www.westmichigannewspop.com/news/architecture-firm-acquires-interior-design-business>

