

GO-TO-MARKET BRIEF:

Performance Task Lighting, Wand & Splitty

Allsteel™

PRODUCT STORY

Performance task lighting solutions, Wand and Splitty, illuminate a user's workstation and support user technology throughout the workday by providing teleconferencing and charging functions. Allsteel's offering expands from a simple task light to a highly functional and feature rich lighting tool for teleconferencing through Splitty's 360-degree light head adjustment and soft touch, continuous dimming. Integrated charging allows for small personal device charging crucial to the modern worker's workplace toolkit while minimizing clutter within the station, and supporting distributed work such as dedicated teleconferencing rooms, home offices, etc.

KEY MESSAGE

Customer: Task Lighting decisions should not be difficult. Allsteel delivers aesthetic, functional, and user centric solutions that flawlessly integrate into the workstation.

Dealer: We have expanded the Allsteel lighting offering with user expected functions and market expected prices. We now offer a basic task light (~\$100) and feature rich models competitive in the market (~\$155-\$170).

PRODUCT BACKGROUND

Allsteel lighting has lacked market expected features, driving business to open line manufacturers, and causing complexity for dealers managing multiple purchase orders.

MARKET TRENDS

- Wellness matters in the modern workplace.
- Teleconferencing is as important as it has ever been.
- We know workers are purchasing ring lights to provide better lighting at home. This light can act in the same way without the extra tool within the workstation. Color and temp control is not offered – the user may orient the light and set the dim level.



Wand

Splitty

CUSTOMER CONVERSATIONS

Lighting is so critical to a workstation.

I want finish options to blend into my workstation palette. (be careful as we offer black white and silver but better than before. Black is exciting because Pivot comes in black).

Price is important for "add-on" products. .

I ordered a halo light for teleconferencing.

Occupancy sensors are important for sustainable offices and facilities managers. (feature on Wand – turns off with no motion)

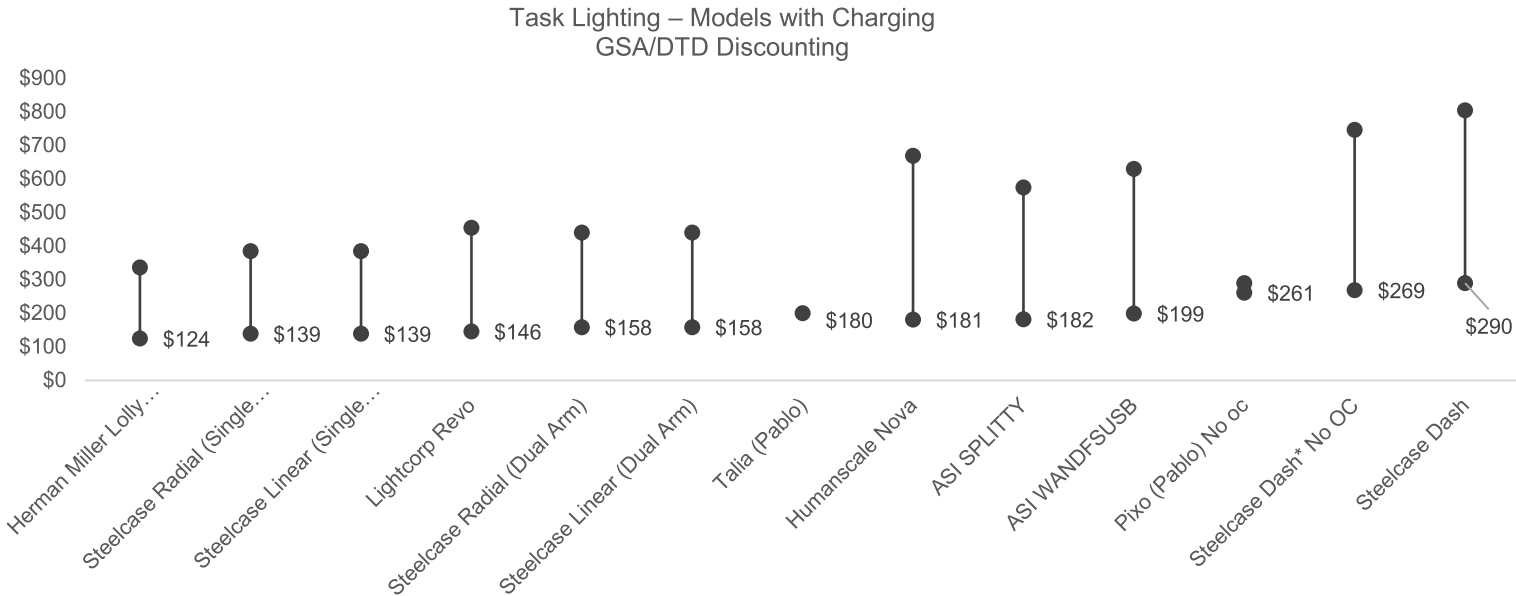
PRODUCT DIFFERENTIATORS

Unique Features:

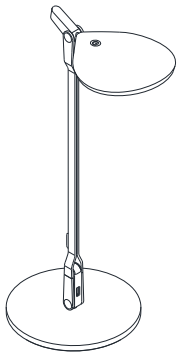
- Dual function: Task light with flip up video conferencing feature.- Splitty
- USB charging port- Splitty & Wand (optional feature)
- One-stop-shop for furniture + ergo accessory needs.

COMPETITIVE

Contract competitors have these options, but this simply allows us to sell light along with an order. Our biggest competition is open-line sources.

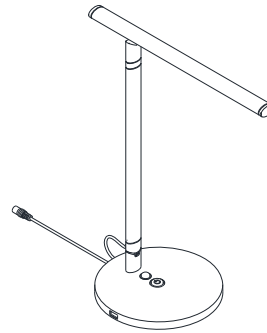
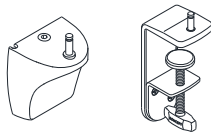


STATEMENT OF LINE



Splitty LED Task Light:

- PRFTSKFS
- PRFTSKCL
- PRFTSKTR



Wand LED Task Light:

- WANDFS
- WANDFSOC
- WANDFSUSB

KEY APPLICATIONS

Desking, Benching, Private Office, Touchdown, Zoom Room, Phone booth, Home Office, Virtual (Video Conferencing with Splitty)

CONTACT

Product Marketing: Dan Forsman, ForsmanD@hniworkplacefurnishings.com

Marketing Launch Marketing: Heidi DeBoer, DeboerH@hniworkplacefurnishings.com

Merchandising: Nate Berkhoudt, BerkhoudtN@hniworkplacefurnishings.com