

GO-TO-MARKET BRIEF: O6™

Allsteel®



PRODUCT STORY

Because comfort throughout the workday is the most important task-seating consideration, users want the right comfort control options without being overwhelmed. Task seating is also the most personal of all work tools—it reflects your personality, how you work, and your place in the organization.

O6 seating offers the essential ergonomic adjustments to customize to personal preferences, promoting a comfortable, long-term sit. With a wide range of aesthetic options and a softer, rounder design, O6 allows users to create a look that complements, rather than dominates, their environment.

KEY MESSAGE

Customer: Purposefully designed to complement rather than dominate the space, O6 is an aggressively priced task chair that delivers on what's most important: essential comfort, functionality, and optionality.

Trade Partner: O6 seating is designed to aggressively compete on price with competitive products in its class. O6 answers customer budgetary concerns while providing an easy-to-operate, comfortable, and aesthetically pleasing seating solution.



PRODUCT BACKGROUND

Allsteel lacks a strong position in the \$275-\$330 task-seating price category. Currently, Quip holds that position, but it is failing on both design and comfort. There is an opportunity for Allsteel to leverage existing components (weight-activated control, base assembly, arms) and design a comfortable, aesthetically pleasing task-seating option at an affordable price.

MARKET TRENDS

- Demand for fresh designs to address Millennial workers
- Pricing pressures on task seating in the marketplace
 - Competitively
 - Due to work-from-home market that offers low-cost seating
 - From customers who won't sacrifice comfort and design for price

CUSTOMER CONVERSATIONS

- We want to promote employee well-being by choosing products that allow user adjustability
- We want a clean and minimal design with innovative features and options
- We want on-trend colors and finishes that look good today and tomorrow

PRODUCT DIFFERENTIATORS

- 13 standard Spectrum mesh colors plus 9 additional non-standard colors that can be applied on the back and seat for a monochromatic aesthetic
- Ability to value engineer O6 by using 4-Way Stretch mesh (available in 7 colors)
- 4 frame/base colors that complement all mesh colors

COMPETITIVE

STEELCASE



Product: Series 1

- 3D Microknit application
- Integrated LiveBack™
- Color options
- Accessories available

HERMAN MILLER



Product: Lino

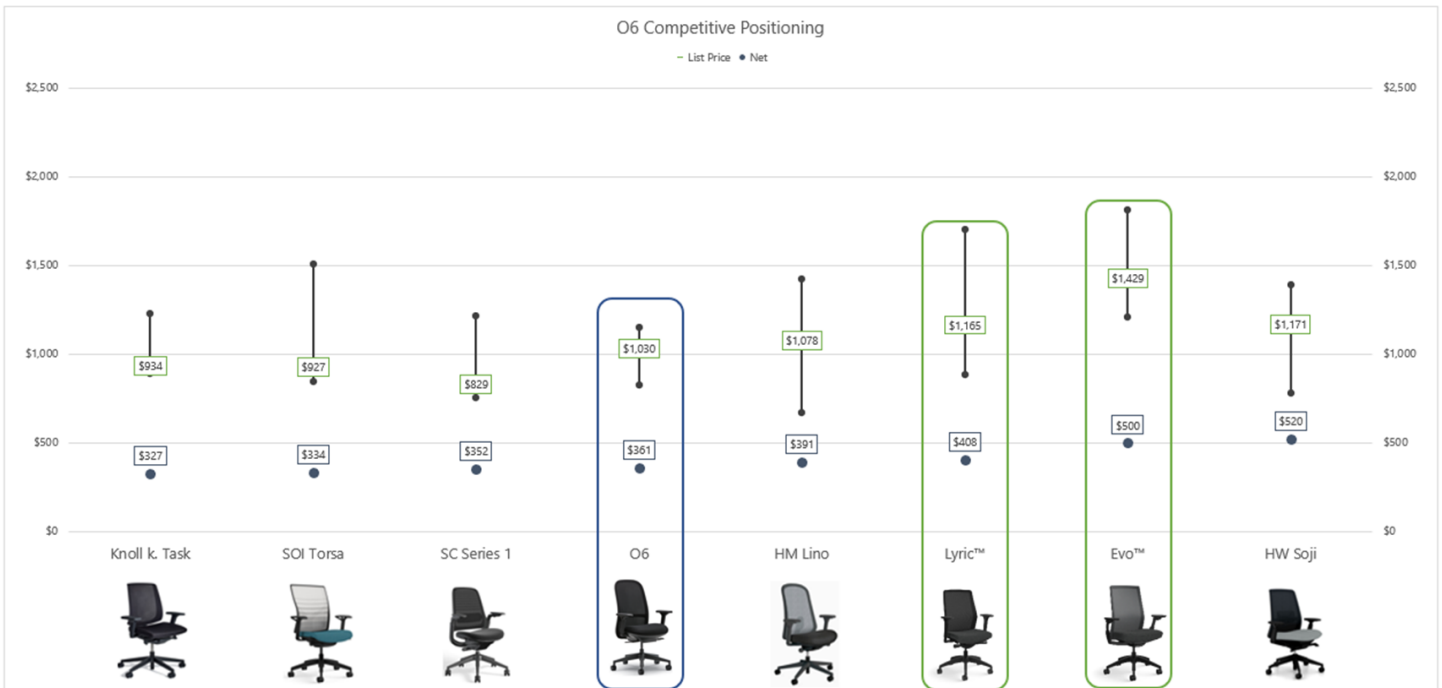
- Dual-suspension material
- PostureFit™ technology

HAWORTH



Product: Soji

- Unique upholstery execution
- Forward-tilt control option
- Leather seat/back options



STATEMENT OF LINE

Task Chair



4D Fully Adjustable Arms
2D Adjustable Arms



Armless

Task Stool



4D Fully Adjustable Arms
2D Adjustable Arms



Armless

Lumbar support is optional for both task chair and stool.

CONTACT

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