

Go To Market Brief: Pli™



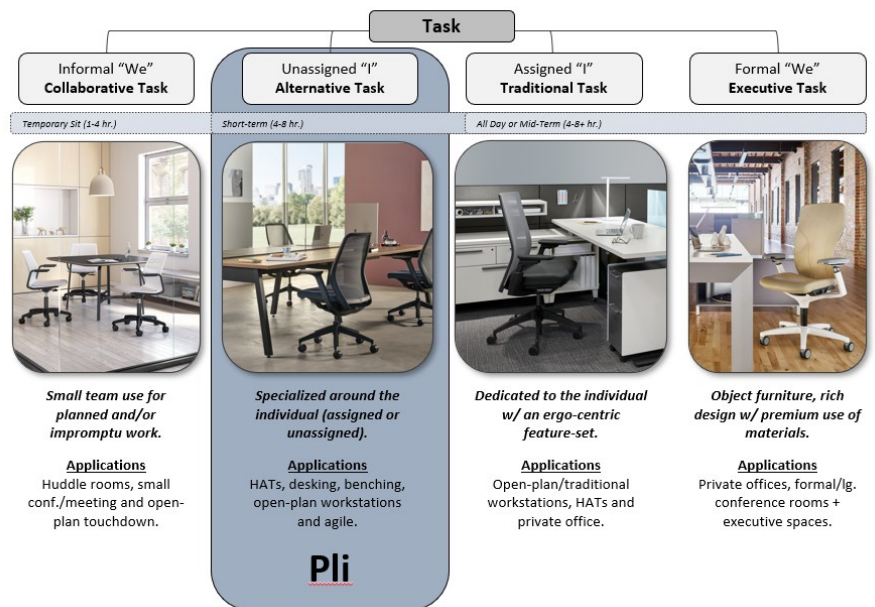
PRODUCT STORY

Pli is categorized as a light-task or alternative-task chair. Seating options in the market today try to 'do too much, with too much' and are difficult to use. Multipurpose seating doesn't offer the support for the long-term sit and traditional task seating is a saturated market. There is a market demand/opportunity to introduce a light-task solution that addresses emerging applications and new workplace behaviors in mobility throughout the office. As task seating continues to evolve, user expectations require options that offer easy-to-use controls, automatic comfort and approachable design aesthetics. Pli's intuitively designed seat and backrest, not only provides immediate comfort but dynamically responds to natural shifts in seated user positions to support healthy sit-work-mobile workstyles.

Pli is a task chair that provides an auto-fitting comfort that is provided through two innovative design features. The first is a four-point seat suspension system that naturally responds to a user's shifting movements. The second is a backrest that's been purposely engineered to reduce the perception of a rigid perimeter like that found on most traditional mesh back designs. Offered in task and stool-height configurations with two arm styles, fixed and height-adjustable. Pli is the culmination of research that's deemed comfort, movement and streamlined adjustments as key to win.

MARKET TRENDS

A new and emerging segment within task seating realizes that most users want a comfortable sit without being required to fine-tune their support. Naturally, product solutions on this side of the spectrum are specialized around the individual, though can be assigned or unassigned in terms of their actual ownership. This is due to their inherent application focused around **desking, benching, open plan workstations and agile environments**. As this segment continues to grow, Allsteel's introduction of Pli, not only intends to provide the market with a solution that's designed to ergonomically support its user, but one that has been scaled to reach the continued reduction in real estate, and a workstation footprints.



KEY MESSAGE

Customer: We understand you want a task chair that automatically provides instant comfort and lasting support. With Pli you do not have to manually adjust any over-complicated features to find the right fit. **Comfort is expected and comes standard.**

Dealer: Pli has been designed for the mid-to-long term sit, and can aggressively compete on price relative to other like-product in its class. Pli is positioned to support wellness through movement as a means of addressing diverse user activity.

PRODUCT DIFFERENTIATORS

Adaptable & Responsive

- Four-Point Seat Suspension
- Front-Edge Seat Flex w/ Waterfall Design
- Designed-to-Flex Backrest

Auto-fitting Comfort

- Light Scale Control Mechanism
- Ergonomic Support
- Exemplifies the idea "less is more"

Multi-position Support

- Support shifting postures
- Responds to the physical uniqueness of any individual

CUSTOMER CONVERSATIONS

We want a clean and minimal design language.
 We want to promote employee wellbeing.
 I'm always on the move. I want a chair that fits me and requires minimal adjustment.

We want innovative features and options.
 We want on trend colors and finishes.
 I need a core collection of seating that will fit open-plan workstations

Wellness Summary:

Static postures are unhealthy (i.e. "sitting is the new smoking mentality") and movement is key to wellness. Standing workstations are becoming more popular to foster posture changes yet some workers struggle to adopt enduring and consistent routines in changing worksurface height for a variety of reasons. Some even revert back to seated postures due to their perception of increased focus and/or habit. Movement is therefore lost, due to traditionally rigid seat and backrest designs as found on most task seating options in the category today.

With Pli's intuitively designed seat and backrest, it not only provides immediate comfort, but dynamically responds to the natural shifts in seated user positions, that supports healthy sit-work-mobile workstyles.

COMPETITIVE



Steelcase Cobi

- Collaborative-Orientated
- Armless and Fixed Arms Only
- Self-Adjusting Recline



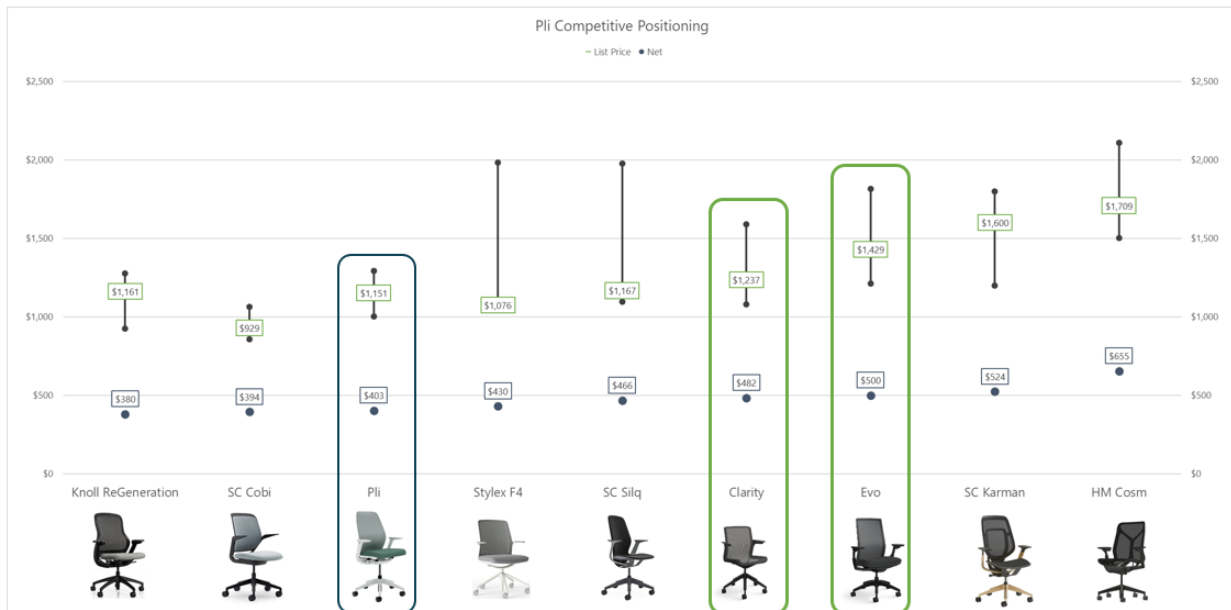
Steelcase Silq

- Always Fully Upholstered
- Armless and Fixed Arms Only
- Thin Seat Foam Application



Herman Miller Cosm

- Single Mesh Seat/Back Design
- Leaf and 2D Arm Options
- Premium Price Solution



STATEMENT OF LINE

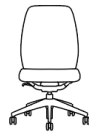
Task Chair



Height-adj Arm



Fixed Arm



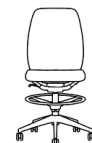
Armless



Height-adj Arm



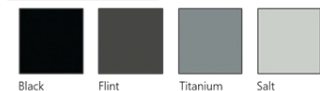
Fixed Arm



Armless

Task Stool

Frame/Base Finishes



Mesh Colors



CONTACT

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