

PRODUCT STORY

Fit Panel System is a minimal, clean aesthetic product that utilizes hard surface laminates in several solid color and woodgrain options, with choice of integrated glass along the top edge. The main purpose is to divide space and distribute power. The power rail is a functional design element, available in all standard metal color finish options which coordinate with other products and accessories. This offering is compatible with other Allsteel systems and storage components for unlimited design potential. With minimal visual disruptions, aiseways become clean and cohesive, while station interiors allow for freedom in accessories and workstyles.

KEY MESSAGE

Customer/Dealer: Workstations today need to do more while rising to a higher level of design. Fit provides a much-needed aesthetic boost in the open plan while offering robust technology and space division capabilities. De-contented and de-cluttered, Fit breaks the mold.

PRODUCT BACKGROUND

Designed by Mitch Bakker from IDA Design with the intent to re-think panel systems and provide updated aesthetics, applications, and materials to meet customer needs.

MARKET TRENDS

- De-cluttered panel system that focuses on providing true user needs:
 - Divide the space
 - Bring power to the user
 - Personalized accessory options
- Movement towards a flexible range of aesthetics to accommodate many styles
- Increased popularity of hard-surface solutions
- Thin panels reduce the footprint and do more with less space

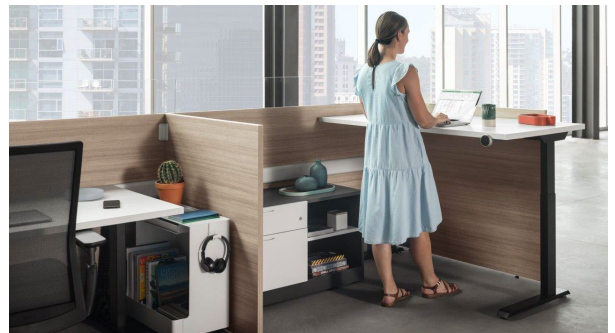
CUSTOMER CONVERSATIONS

We still need panel systems, but we want to create an environment without the dated look.

We want a panel solution that meets user needs without the high price tag.

We want our office spaces to feel fresh and modern.

I am interested in a custom millwork look but with a product that is affordable and easy to specify and install.



Our workstations reflect our business, and we want to be seen as put-together and refined.

I have a need for laminate workstations to accommodate different necessities and budgets.

I'm a facilities manager and I need one product that can provide a range of style and function while being easily cleanable.

PRODUCT DIFFERENTIATORS

Unique Features:

- Solid surface: woodgrain or solid color laminate
- Seamless integrated glass
- Multiple height locations for power
- Numerous accessories for user choice and variety
- Limited visible connectors
- Thinner panels, just 1-1/8" thick
- Single-piece panels up to 84"W with power
- Coordinating metal elements (power rail, connectors, accessories)

Range of Work Tool Accessory Options:

- Tackboards/Markerboards
- Coat/Bag hooks
- Countertops brackets
- Floating laminate shelves
- Rail-based paper management:
 - Single/Double/Triple paper shelf
 - Single/Double/Triple angle file
 - Binder Bin
 - Personal Shelf

COMPETITIVE

OFS

Product: Staks

Allsteel differentiators:

- 1) Allsteel specification is simpler and does not require custom consultations with the OFS design team
- 2) Thin 1-1/8" HPL laminate
- 3) Cleanly integrated frameless glass in 3 finish options
- 4) Hidden electrical in rail. OFS electrical is visibly tucked under tables and storage
- 5) FSC certification option
- 6) Competitive project discount
- 7) Standard 4-5 week lead time



ThreeH

Product: Multistations+

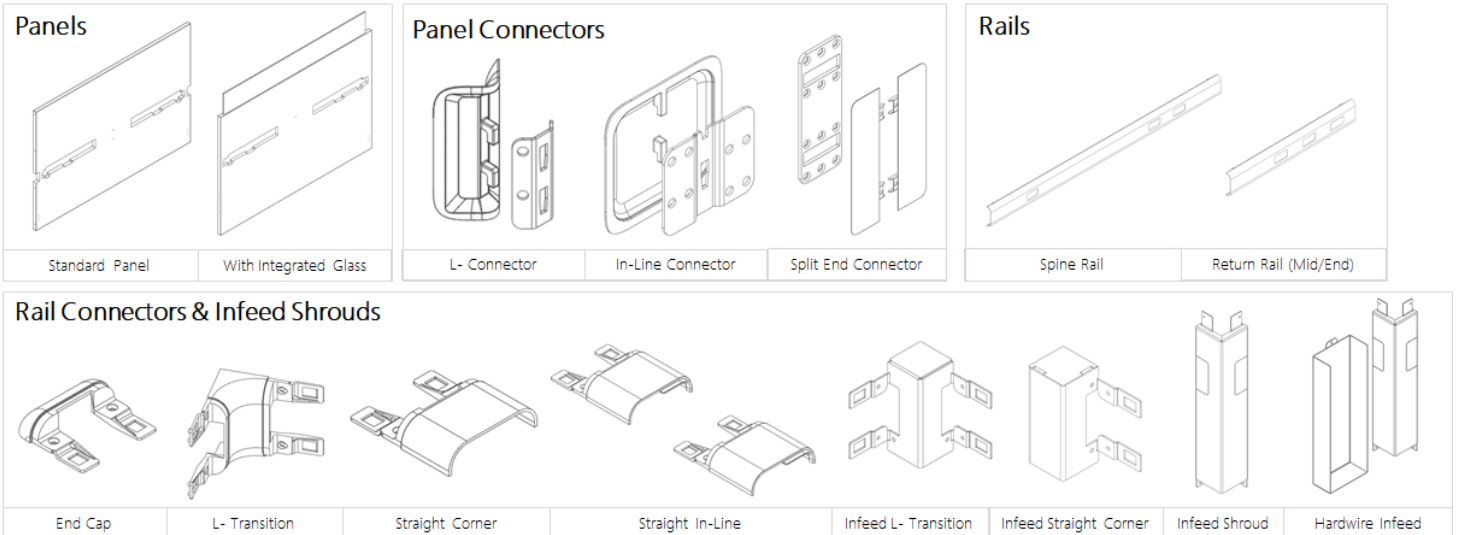
Allsteel differentiators:

- 1) No metal connector posts
- 2) Thin 1-1/8" HPL laminate
- 3) Cleanly integrated frameless 10mm laminated safety glass in 3 finish options
- 4) Hidden electrical in rail. ThreeH electrical is visibly tucked under tables and storage
- 5) FSC certification option
- 6) Competitive project discount
- 7) Standard 4-5 week lead time



STATEMENT OF LINE

A detailed statement of line and specifications is available online at allsteeloffice.com.



KEY APPLICATIONS

Open plan workstations, benching, reception

CONTACT

Product: Carly Sibert (sibertc@allsteeloffice.com)

Marketing: Peter Barton (bartonp@allsteeloffice.com)