



<p>Product Story</p>	<p>As collaboration in the workplace grows, workers need furniture that can easily move where needed and be discretely tucked out of the way when finished. Seating needs to be flexible and available for team spaces, conference rooms, and overflow areas, offering everyone a seat at the table.</p> <p>The Two-Thirds seating and tables collection takes on a variety of shapes and heights to create a fun, relaxed vibe that still feels sophisticated. Lightweight and movable, Two-Thirds lets teams determine where, when, and how seating and tables are used. The interactive collection provides a welcoming environment and can be corralled to control the chaos at the end of a team brainstorming session. With a variety of fabric choices, including dual upholstery, Two-Thirds can stand out or blend in.</p> <p>Two-Thirds aesthetically and functionally complements other products or can work alone in a variety of applications and arrangements.</p>	
<p>Design Story</p>	<ul style="list-style-type: none"> ▪ Conceptualized from the familiarity of nature and geometry ▪ Provides flexibility to work in a variety of applications, while allowing users to arrange and rearrange ▪ Let's designers have a voice with interesting one-third/two-third upholstery combinations 	
<p>Key Message</p>	<p>Two-Thirds offers several functional features.</p> <ul style="list-style-type: none"> ▪ Flex and Move <ul style="list-style-type: none"> ○ Poufs and tables easily flex with the space and move to meet the needed function ○ Lightweight design makes them easy to pick up or slide ○ Provides overflow seating in conference rooms and along corridors ○ Reinforces corporate brand culture across the floorplan with playful iterations ▪ Order to Chaos <ul style="list-style-type: none"> ○ Simple and flexible shapes create order while the spontaneity of the design supports playful chaos ○ Shapes nest together for order at the end of the day ▪ Choice <ul style="list-style-type: none"> ○ Users sit where and how they want ○ Fabric, laminate, and veneer, including standard offering and COMs, allow the design to stand out or blend in ○ Stitching detail and dual-upholstery option add design interest ○ Wobble base available on round poufs 	
<p>Launch Date</p>	<p>Two-Thirds will launch Q1 2020</p>	
<p>Target Audience</p>	<p>Primary: Dealer DSRs, Dealer Designers Secondary: Architect & Design Firms</p>	
<p>Product Background</p>	<ul style="list-style-type: none"> ▪ Poufs are trending in the market (commercially and residentially) ▪ Current tables and poufs are product and application specific ▪ Allsteel wants to create solutions that are adaptable enough to join other workspaces, but strong enough to stand alone 	
<p>Market Trends</p>	<ul style="list-style-type: none"> ▪ Simple product solutions for easy redeployment over time ▪ An alternative to traditional seating that is flexible, movable, and provides user choice ▪ Products that reflect brand culture in subtle or bold ways across the floorplan 	
<p>What types of customers should we target?</p>	 <p>My teams must take time to find seating for conference room overflow.</p> <p>I want pieces that can add pops of color around the office without disrupting existing designs.</p> <p>I need movable seating for quick catch-ups with teammates.</p> <p>I already have a modular soft-seating solution but want a few pieces to add for more interest.</p> <p>I am looking for a lower-cost alternative for casual seating in the workplace.</p> <p>I want items that can continuously adapt and evolve to our current and future space needs.</p> <p>I need something I can plop in bare areas around the office without investing in a costly soft-seating solution.</p>	

Product Differentiators

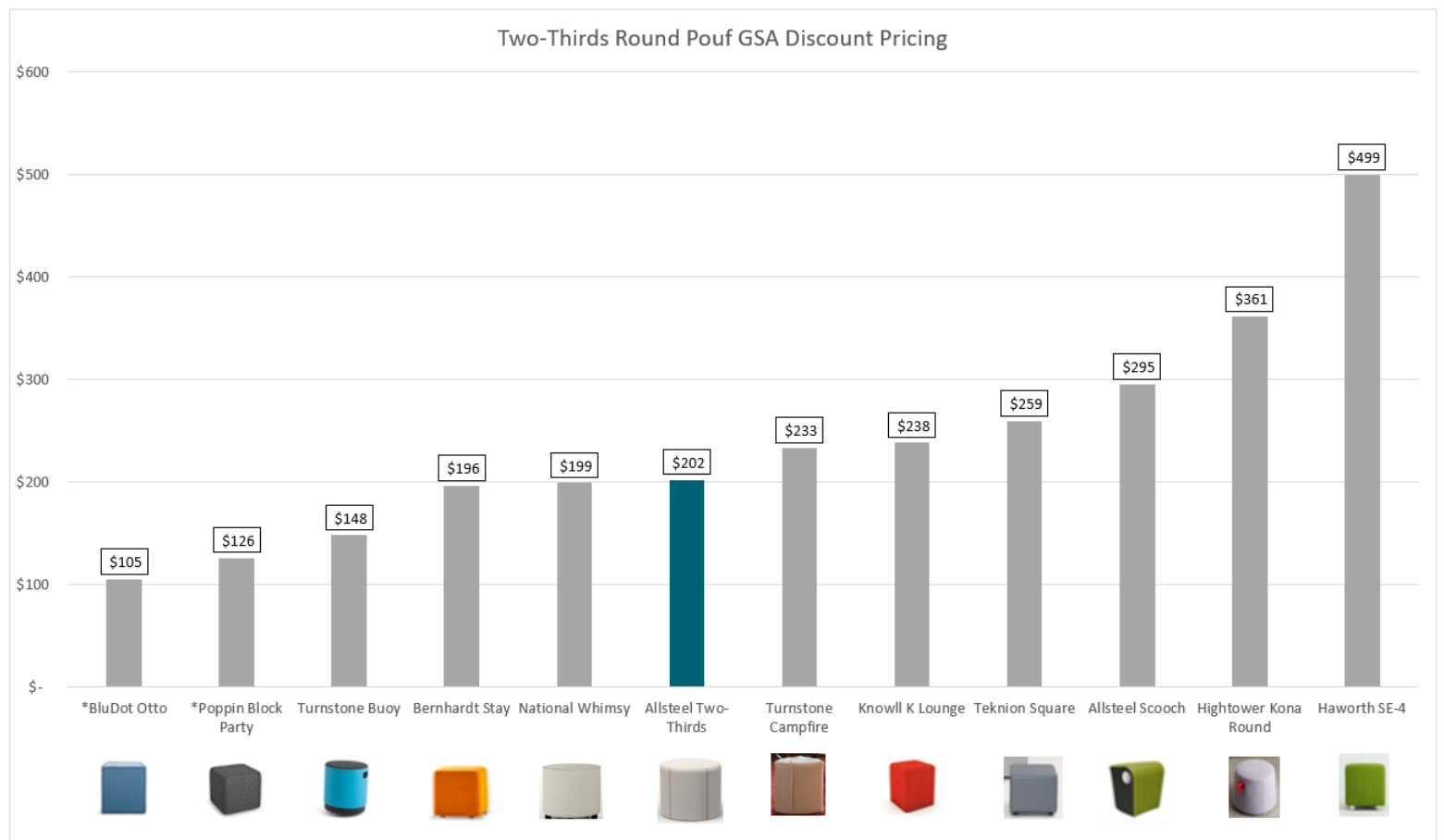
Poufs and Benches

- Dual-upholstery option allows for creative interest
- Lightweight design enables easy pick-up/scooch movement
- Can be easily corralled at end of day or tucked beneath other furniture
- Fun and flexible pieces blend with other products or stand alone
- Wobble option on round pouf provides a fidget-friendly feature

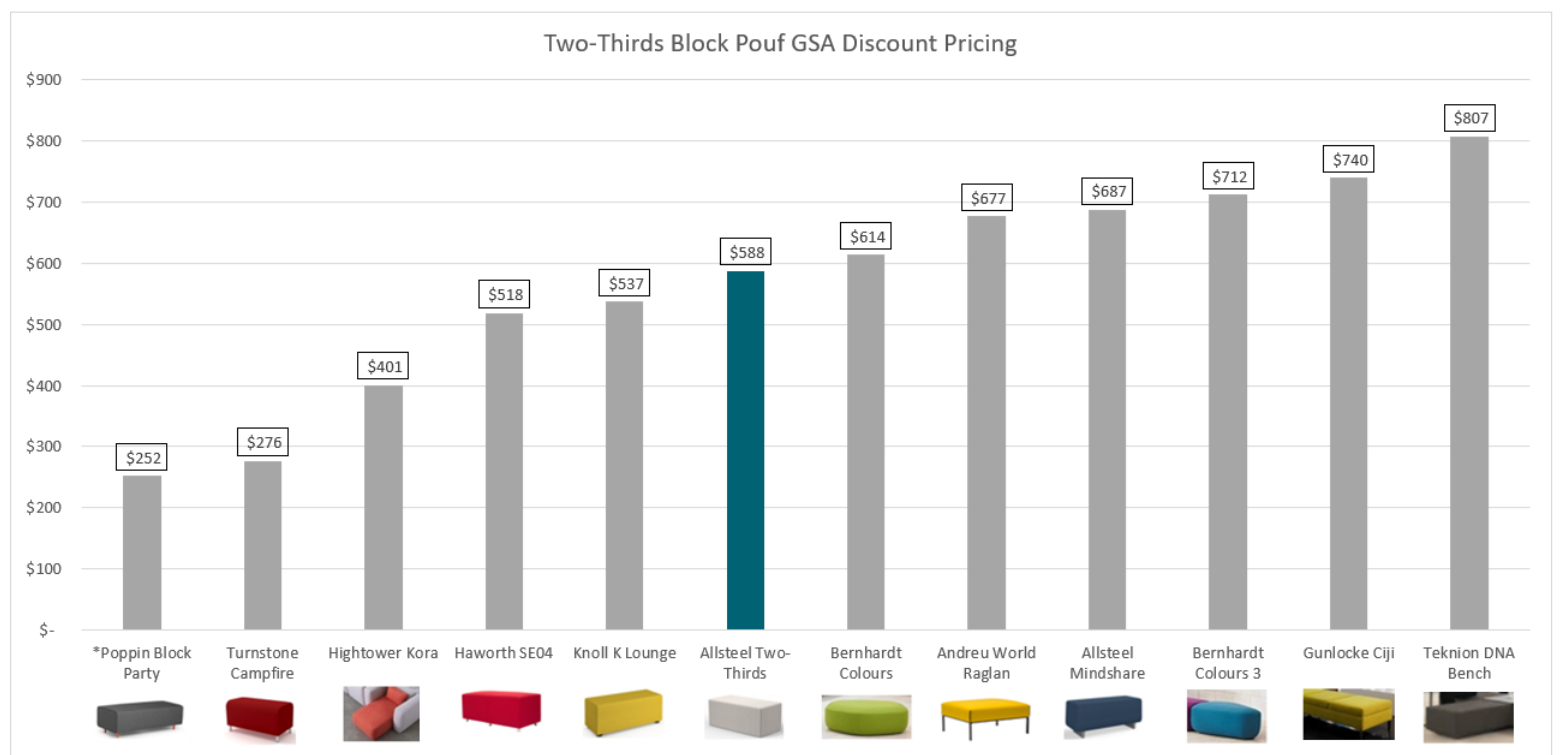
Tables

- Wide selection of laminate and veneer tops
- Can be paired with other soft-seating solutions to provide workspaces

Competitive Price Positioning



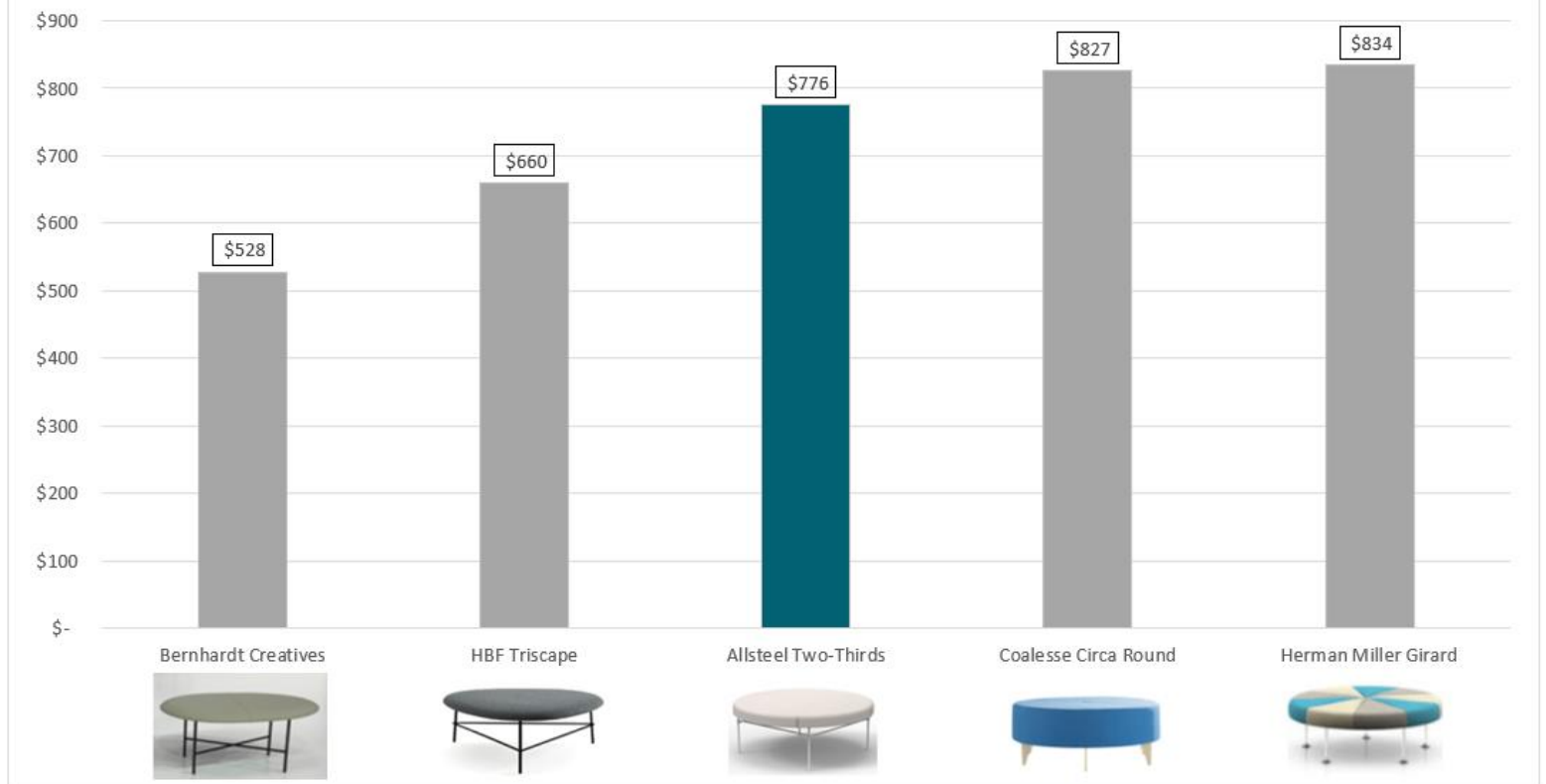
*BluDot and Poppin based on retail price.



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Allsteel®

Two-Thirds Round Bench GSA Discount Pricing



Allsteel Competitive Advantages

BluDot Ottoman

- Only offered in 10 colors
- Offered in 5 shapes
- No tables

Campfire Pouf

- Weighs only 7 lbs.
- Very small seat
- Has small handle
- Only comes in one shape, with variety of fabrics
- Stitch/fabric layering on top

Poppin Block Party Ottoman

- Weighs 20 lbs.
- 24" round pouf comes in 6 colors; 40" and square poufs have only 3 colors
- Paired with Tucker side table

Steelcase Turnstone Buoy

- Weighs 20 lbs. with handle
- Wobble base is only option
- Wobble base is height adjustable
- Can choose 6 base colors and "countless" cap colors

Statement of Line

Round and Pebble Poufs



Block Poufs



Poufs and benches available with single or dual upholstery.

Benches



Tables



Allsteel®

Selling Tools	Visualization Imagery CET	Specification/Ordering Symbols Spec. Guide/Price List Typicals Gallery	Literature Spec. Sheet Brochure	Information Sales Presentation AO.com Synergy
Training	Allsteel University and Online Modules Designer Learning Path			
Promotions & Spiffs	<ul style="list-style-type: none"> ▪ Standard dealer showroom discount – 75% ▪ Standard A&D discount – 65%; Promotional A&D discount – 75% 			
Pre-Sell Criteria	<p>All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce.</p> <ol style="list-style-type: none"> 1. What is the total size of the opportunity (units/invoice)? 2. Who is the customer, and are they currently an Allsteel/HNI customer? 3. Who is the competition? 4. What is the timing for order entry? Installation? 5. Is there a mockup requirement and do we have the timing identified? 			
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