



Product Story	<p>Technology is constantly evolving. Additionally, no two people are identical - how we work varies in just as many ways. What if companies could adapt to shifts in technology, while promoting well-being in the workplace and increasing productivity?</p> <p>Pivot monitor arms offer flexible technology support that promotes a healthy workplace experience through customization of monitor depth, height, tilt, and lateral placement. Available in numerous configurations with standard or heavy-duty support, the slim-profile design moves computer monitors off the worksurface and wires are concealed neatly within the arm. This expands the available workspace needed for ample productivity during heads-down work or quick collaborations at the workstation.</p> <p>Whether a user is quickly sharing a visual on their screen with a colleague or if they need to add more monitors to a workstation, Pivot adapts to the unique needs of the next task or user.</p>	
Key Message	<ul style="list-style-type: none"> • Adaptable <ul style="list-style-type: none"> ○ Mix and match, add or subtract screens as workplace needs change ○ Rotate screens at any moment • Slim design <ul style="list-style-type: none"> ○ Integrated cable management hides cables neatly within the arm ○ Pieces fit together easily for quick install ○ Durable components maintain smooth transitions ○ Sustainable <ul style="list-style-type: none"> ▪ Indoor Advantage Gold ▪ Healthier Hospital • User choice <ul style="list-style-type: none"> ○ Black and silver color options allow companies to choose arms that align with their workplace design and brand ○ Adjustable by hand or with allen wrench 	
Launch Date	<p>The following components will launch in Q4 of 2019:</p> <ul style="list-style-type: none"> ▪ Standard weight arms <ul style="list-style-type: none"> ○ Single ○ Dual ▪ Heavy duty weight arms <ul style="list-style-type: none"> ○ Single ○ Dual with crossbar ▪ Post arms <ul style="list-style-type: none"> ○ Single ○ Dual ○ Triple 	
Target Audience	<p>DSRs currently specifying Allsteel systems and competitive systems products</p> <p>DSRs looking for one wholistic workstation resource for the entire floorplan</p> <p>End-users that desire adjustable options for workers and want visual coordination with interior design</p>	
Product Background	<p>Technology has shifted in recent years and monitors are getting both wider and lighter at the same time. This has transitioned monitor arms from being large, heavy, and bulky to now slimmer in design, lightweight, and more adaptable for the individual user rather than the installer.</p>	
Market Trends	<ul style="list-style-type: none"> ▪ Solutions that offer design and functionality at an attractive price point ▪ Consistency in color and finish offering to allow for design coordination throughout the workspace ▪ Flexible solutions that can adapt to rapidly changing technology ▪ Optimization of the compressed office footprint 	
What types of customers should we target?	<div style="display: flex; align-items: center;">  <ul style="list-style-type: none"> ▪ I desire options to support technology throughout my business ▪ I'm looking for a product that enables user specification ▪ I want to promote healthy habits and ergonomics among individuals ▪ I need monitor support that is not overly bulky or large when installed on workstations ▪ I need integrated power, but I want to maintain flexibility and concealment ▪ I want something that coordinates not only with other furniture, but with overall interior design </div>	

Product Differentiators

Adaptability:

- Pivot monitor arms allow users to adjust and adapt to new and changing work environments
- Multiple options to support a wide range of weights, including single to triple monitor applications

Functionality:

- Low profile design allows for best workspace optimization
- Tension adjustment allows for modification of weight capabilities to accommodate a wide range of monitors without requiring new units to be purchased
- Dual-piece clamp allows for easier workstation installation and reconfiguration
- Additional crossbar model accommodates wide monitors

User Choice:

- Black and silver color options allow users to choose arms that align with workplace design and brand
- Silver arms ship with white and silver accent pieces to allow users to customize aesthetics

Competitive Price Positioning

Single Monitor arms list and net pricing at project discounting



Dual Monitor arms list and net pricing at project discounting



Allsteel Competitive Advantages

Allsteel Pivot



- Max arm reach: 20"
- Max height adjustment: 9.6"
- Weight capacity: up to 17 lb per monitor
- Color options: silver with white trim, silver with gray trim, or black with black trim

Herman Miller Flo



- Max arm reach: 13.3"
- Max height adjustment: 20"
- Weight capacity: up to 20 lb per monitor
- Color options: silver or white for standard model – silver for all other models

Humanscale M2.1



- Max arm reach: 20"
- Max height adjustment: 12"
- Weight capacity: up to 15 lb per monitor
- Color options: polished aluminum with white trim, silver with gray trim, or black with black trim

ESI Kata



- Max arm reach: 21"
- Max height adjustment: 14"
- Weight capacity: up to 20 lb per monitor
- Color options: silver, black, or white

Allsteel®

Statement of Line	Standard weight Arms: Single and Dual dynamic arms Heavy Duty weight Arms: Single dynamic arms, Single dynamic with crossbar Post Arms: Single Dynamic, Dual Dynamic, and Triple fixed			
Selling Tools	Visualization Imagery Product Configurator CET	Specification/Ordering Symbols Spec. Guide/Price List Typical Gallery	Literature Brochure	Information Sales Presentation AO.com Synergy
Training	Allsteel University and Online Modules			
Promotions & Spiffs	Pivot will be on Everyday Advantage at 65% discount. A competitive dealer SPIFF program is in development – more info coming soon!			
Pre-Sell Criteria	All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce. <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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