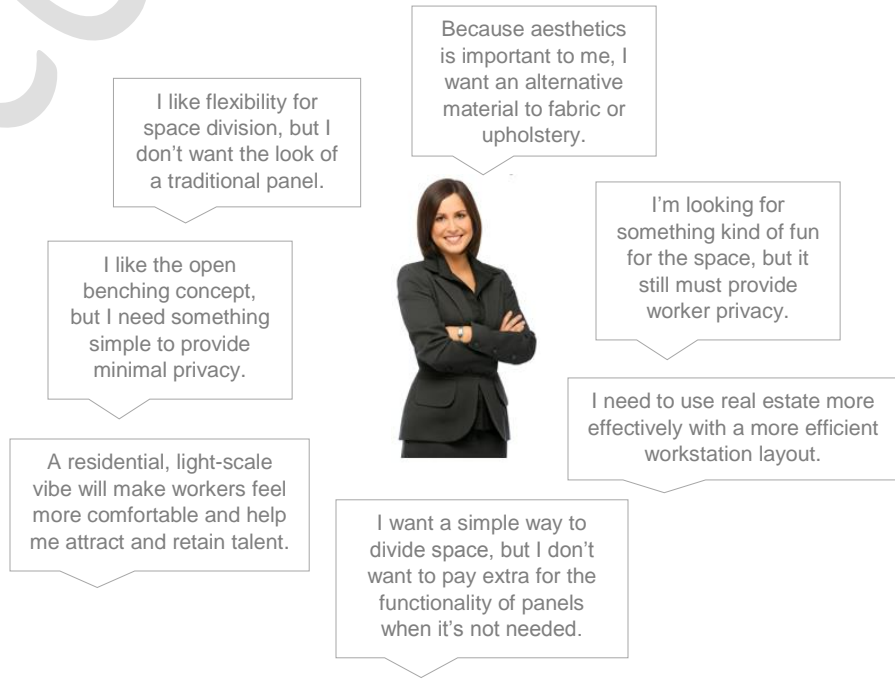


<b>Product Story</b>	<p>Customers and designers are looking for ways to soften and modernize the workplace to cater to new-generation workers. Panel walls with fabric were once accepted as the standard, but customers don't want traditional panels throughout every application, especially when the functionality is not needed.</p> <p>Allsteel's gallery panel used in combination with Stride, Terrace, or Further is an alternative way to divide space while introducing natural wood elements with other surfaces throughout the workspace. Any gallery panel size can be topped with integrated glass, increasing privacy and visual interest.</p> <p>The Allsteel gallery panel provides a light-scale space division alternative that maximizes both function and aesthetic appeal.</p>	
<b>Key Message</b>	<p>Gallery panels are a lighter-scale space-division alternative to traditional panels for a more modern, less corporate look and feel.</p> <ul style="list-style-type: none"> <li>▪ Privacy space division <ul style="list-style-type: none"> <li>○ Separates work areas from busy aisle ways</li> <li>○ Provides an environment free of distractions for workers within the workstation</li> </ul> </li> <li>▪ Softer aesthetics and mix of materials <ul style="list-style-type: none"> <li>○ Full offering of standard laminate finishes and edgeband colors</li> <li>○ Integrated glass option for a clean, seamless aesthetic</li> </ul> </li> <li>▪ Ability to use across systems platforms <ul style="list-style-type: none"> <li>○ Stride, Terrace, and Further</li> <li>○ Same gallery panels used in panel and benching applications (different hardware for panels and benching)</li> <li>○ Makes it easy to add to or change in the future while maintaining visual consistency and simplifying inventory management</li> </ul> </li> </ul>	
<b>Launch Date</b>	<p>August 2019</p>	
<b>Target Audience</b>	<p><b>Primary:</b> Dealer Designers, Architect &amp; Design Firms  <b>Secondary:</b> Dealer DSRs</p>	
<b>Product Background</b>	<p>Customers and designers are looking for ways to make the home-base workstation lighter-scale, more modern, and residential-like to attract and retain talent. Although there is still a need for traditional panels along the spine to distribute power and support worksurfaces, gallery panels are a way to soften the look, introduce natural wood elements on the vertical surface, and provide privacy above and below the worksurface.</p>	
<b>Market Trends</b>	<ul style="list-style-type: none"> <li>▪ Softening and modernizing workstations</li> <li>▪ Using the work environment to attract and retain talent</li> <li>▪ Light-scale space division for privacy</li> <li>▪ Use of materials to make workstations feel more residential-like</li> </ul>	
<b>What types of customer problems are we solving?</b>	 <p>I like flexibility for space division, but I don't want the look of a traditional panel.</p> <p>Because aesthetics is important to me, I want an alternative material to fabric or upholstery.</p> <p>I'm looking for something kind of fun for the space, but it still must provide worker privacy.</p> <p>I like the open benching concept, but I need something simple to provide minimal privacy.</p> <p>I need to use real estate more effectively with a more efficient workstation layout.</p> <p>A residential, light-scale vibe will make workers feel more comfortable and help me attract and retain talent.</p> <p>I want a simple way to divide space, but I don't want to pay extra for the functionality of panels when it's not needed.</p>	
<b>Product Differentiators</b>	<ul style="list-style-type: none"> <li>▪ Smart design: Ability to connect panels with simple and hidden fasteners</li> <li>▪ Integrated glass can be specified on any gallery panel width and in any application type</li> <li>▪ Gallery panels can be used across frame-and-tile workstations and benching for a consistent look and feel</li> <li>▪ Minimal layout creep for efficient space planning</li> </ul>	

# Allsteel®

<b>Competitive Price Positioning</b>	<table border="1"> <caption>Gallery Panels Price Comparison</caption> <thead> <tr> <th>Brand</th> <th>Price</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Allsteel</td> <td>\$165</td> <td>0%</td> </tr> <tr> <td>Three H</td> <td>\$181</td> <td>9%</td> </tr> <tr> <td>Miller</td> <td>\$185</td> <td>11%</td> </tr> <tr> <td>Knoll Antenna 1</td> <td>\$185</td> <td>11%</td> </tr> <tr> <td>National</td> <td>\$187</td> <td>11%</td> </tr> <tr> <td>AIS</td> <td>\$215</td> <td>23%</td> </tr> <tr> <td>Steelcase</td> <td>\$261</td> <td>37%</td> </tr> <tr> <td>Knoll Antenna 2</td> <td>\$276</td> <td>40%</td> </tr> </tbody> </table>				Brand	Price	Percentage	Allsteel	\$165	0%	Three H	\$181	9%	Miller	\$185	11%	Knoll Antenna 1	\$185	11%	National	\$187	11%	AIS	\$215	23%	Steelcase	\$261	37%	Knoll Antenna 2	\$276	40%
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<b>Allsteel Competitive Advantages</b>	<b>Herman Miller Renew Link &amp; Canvas Wall Gallery Panels</b> <ul style="list-style-type: none"> <li>Limited range of applications</li> <li>Separate models for Canvas Dock vs. Renew/Nevi Link solutions</li> <li>Limited leveling glide adjustment up to 2" for Canvas and ½" for Renew/Nevi gallery panels</li> <li>Uneven floors can cause challenges in lining up with an adjacent system</li> <li>Hidden fasteners</li> <li>Offers up to 144"W in split panels</li> <li>Offers vertical grain direction up to 60"W panels</li> </ul>	<b>Steelcase Frame One &amp; Answer Gallery Panels</b> <ul style="list-style-type: none"> <li>Broad range of applications</li> <li>Primarily made for Answer panel system</li> <li>Cannot integrate glass or screens on top</li> <li>Limited leveling glide adjustment up to 1½"</li> <li>Uneven floors can cause challenges in lining up with an adjacent system</li> <li>Handed panels with visible fasteners</li> <li>Offers up to 147"W in split panels</li> <li>Offers vertical grain direction up to 60"W panels</li> </ul>	<b>Allsteel Gallery Panels</b> <ul style="list-style-type: none"> <li>Broad range of applications</li> <li>Universally offered across Stride panel, Terrace panel, Stride benching, and Further benching</li> <li>Non-handed construction with hidden fasteners</li> <li>Offers seamlessly integrated glass in smoked, clear, and frosted options</li> <li>Levels up to 2½" to accommodate uneven floors and line up with systems</li> <li>Offers vertical grain direction up to 60"W panels</li> </ul>																												
<b>Statement of Line</b>	<p>Gallery panel specifications</p> <ul style="list-style-type: none"> <li>1 1/8" thick</li> <li>Full laminate and edge-band offering</li> <li>Woodgrain laminate can be specified with the pattern horizontally or vertically (vertical up to 60"W)</li> </ul> <p>Integrated glass specifications</p> <ul style="list-style-type: none"> <li>3/8" thick</li> <li>7½" high</li> <li>Smoked, frosted, and clear glass options</li> <li>Integrated within gallery panel without brackets or trim</li> <li>Available on all gallery panel sizes</li> </ul> <p>Horizontal woodgrain is standard. Vertical woodgrain is an option for panels up to 60"W.</p>																														
<b>Selling Tools</b>	<b>Visualization</b> Imagery CET	<b>Specification/Ordering</b> Symbols Spec. Guide/Price List Typicals Gallery	<b>Literature</b> Integrated within Stride, Terrace, and Further Brochures	<b>Information</b> Sales Presentation allsteeloffice.com Synergy																											
<b>Training</b>	NeoCon – June 2019 Allsteel University and Online Modules																														
<b>Promotions &amp; Spiffs</b>	Gallery Panels will be on the Everyday Advantage program																														
<b>Contact</b>	<b>Product:</b> Zhas Amirov <a href="mailto:amirovz@allsteeloffice.com">amirovz@allsteeloffice.com</a> <b>Marketing:</b> Brian Parrott <a href="mailto:parrottb@allsteeloffice.com">parrottb@allsteeloffice.com</a>																														

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