



<p>Product Story</p>	<p>As headcount increases in corporate spaces, open, social, collaborative environments are often the first to be removed from the floorplate to make way for organizational growth. Unfortunately, when these spaces are furnished with more permanent solutions, the furnishings cannot be redeployed when the space is repurposed.</p> <p>Allsteel and Norm Architects have partnered together to design a collection of soft seating, tables, storage, and accessories that addresses this challenge.</p> <p>Park by Norm Architects introduces the following:</p> <ul style="list-style-type: none"> ▪ Soft seating designed for active work ▪ A collection of layered, casual, and meeting tables that creates new ideas about how space can be used ▪ Storage that introduces biophilia (greenery) and space division ▪ A unique approach to technology support that facilitates meetings in both enclosed and open spaces 	
<p>Key Message</p>	<p>Park by Norm Architects provides a functional and comfortable solution for active work that happens away from the workstation in a collaborative setting.</p> <ul style="list-style-type: none"> ▪ Designed for "Day 2" <ul style="list-style-type: none"> ○ Resize/expand/compress planter walls ○ Sized for reuse and 2-for-1 ○ Shaped for max. utilization ▪ Designed for Work <ul style="list-style-type: none"> ○ Soft seating shaped for real work (width and posture) ○ Active/layered worksurfaces ○ Agile technology ▪ Spatial Definition <ul style="list-style-type: none"> ○ High-back seating ○ Planters introduce biophilia (greenery) and divide space ○ Layered tables provision for multi-use 	
<p>Launch Date</p>	<p>Park by Norm Architects will launch Fall 2018.</p>  <ul style="list-style-type: none"> ▪ Soft Seating ▪ Tables ▪ Plant & Storage Pedestals ▪ Easel 	
<p>Target Audience</p>	<p>Primary: Architect & Design Firms Secondary: Dealer DSRs, Dealer Designers</p>	
<p>Product Background</p>	<p>The lines have blurred between residential, hospitality, and commercial spaces, and there's a great need for social and collaborative products that are both comfortable and functional. Park by Norm Architects offers the warmth and comfort of a home environment while responding to the needs of active work settings.</p> <p>Each element of the collection has a purposeful design, responding to the need for collaboration, privacy, wellness, and division of space. Individually or when paired together, the products are intended to be long-term solutions that can be repositioned and repurposed as a company's needs change.</p> <p>The partnership between Norm Architects and Allsteel combines Danish craftsmanship with Allsteel's manufacturing expertise.</p>	
<p>Market Trends</p>	<ul style="list-style-type: none"> ▪ Increasing acceptance of work away from the workstation (work happens anywhere and everywhere) ▪ User choice and control ▪ Focus on wellness ▪ Single spaces must accommodate greater number of activities ▪ All spaces must support active work ▪ Residential sensibilities in corporate settings 	

What types of customers should we target?

I love plants. Why can't we have some in the workplace?

I want my furniture to be "flexible," but I don't want wheels on everything.

I appreciate furniture with a high level of design craftsmanship.

I need space division, but I don't want to use space dividers.

I want my furnishings to look beautiful, but they also need to support real work.

Our team needs to share digital content with one another, but we can't always use the conference room.

I love residential-type furniture design, but the posture is not comfortable for working.

Product Differentiators



Easel

- TV monitors and screens mounted permanently to walls in enclosed conference spaces don't adequately address the growing need for teams to collaborate in multiple environments
- Mobile easel supports active content sharing, capture, and creation in open spaces
- Monitors up to 66" can be easily wheeled from setting to setting without worrying about physical architectural constraints
- Easel aesthetic provides a more artistic quality to media sharing than conventional methods



Plant & Storage Pedestals

- Provide an alternative to conventional millwork solutions that cannot be easily redeployed as needs change
- Plant pedestals introduce biophilia (greenery) into the space
- Act as alternative means to conventional space division
- Storage pedestals provide convenient solution for storing objects and allow for easy top access
- Optional pedestal top provides slideable cover and serves as worksurface



Soft Seating

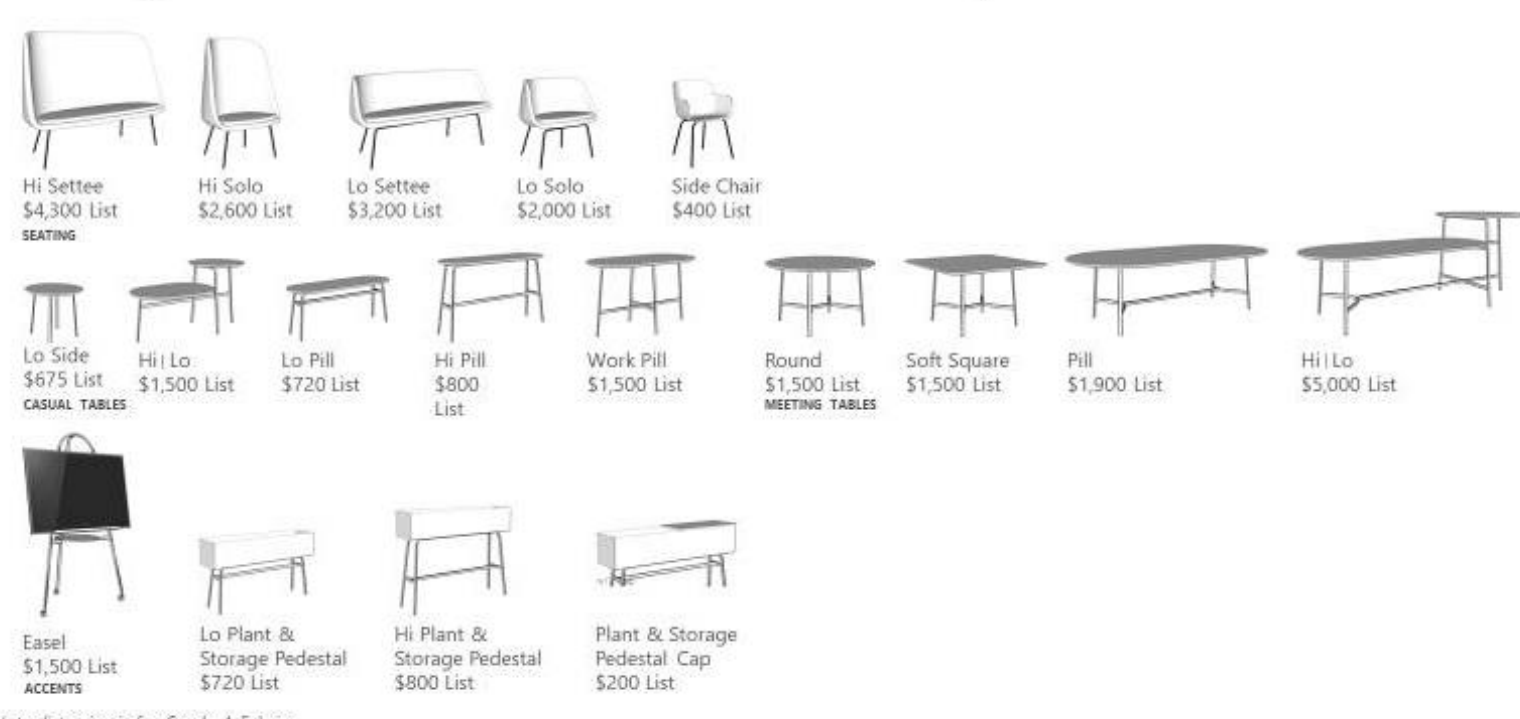
- Width of seating specifically designed for two people to comfortably interact (double models) while maintaining personal space
- Rounded corners allow individuals to rest back into seating posture
- Posture supports active work
- High-back models double as space division



Layered Tables

- "Divided, yet unified" (single table accommodates multiple needs)
- When one individual sits at a regular single-layer table, entire area is occupied; when two separate surfaces are available, increases permission for other users to sit or stand and use
- Agile without chaos of wheels (don't need wheels to allow for multi-use; two layers enable this)
- Elevated surface supports casual touchdowns

Allsteel®

Competitive Price Positioning	<p>Park by Norm Architects Statement of Line & Proposed List Price*</p>  <p> SEATING Hi Settee \$4,300 List Hi Solo \$2,600 List Lo Settee \$3,200 List Lo Solo \$2,000 List Side Chair \$400 List </p> <p> CASUAL TABLES Lo Side \$675 List Hi Lo \$1,500 List Lo Pill \$720 List Hi Pill \$800 List Work Pill \$1,500 List </p> <p> MEETING TABLES Round \$1,500 List Soft Square \$1,500 List Pill \$1,900 List Hi Lo \$5,000 List </p> <p> ACCENTS Easel \$1,500 List Lo Plant & Storage Pedestal \$720 List Hi Plant & Storage Pedestal \$800 List Plant & Storage Pedestal Cap \$200 List </p> <p>*Note: list price is for Grade A Fabric</p> <p>Detailed competitive pricing by product available in sales training presentation.</p>			
Allsteel Competitive Advantages	Park Soft Seating <ul style="list-style-type: none"> Width comfortably accommodates two colleagues Corner design encourages more natural collaborative posture 	Park Tables <ul style="list-style-type: none"> Layering increases utilization Power access below surface increases useable work area 	Park Planters <ul style="list-style-type: none"> Multiple heights Layering capability Optional top cap Six textured finishes Lifetime warranty 	Park Easel <ul style="list-style-type: none"> Wire management box Locking casters Accommodates monitors up to 66" Soft-touch mat protects monitor base and resists scratches
Statement of Line	Soft Seating – Hi and Lo Settee, Hi and Lo Solo, Side Chair Tables – Hi Lo and Pill Conference; Round and Soft Square; Hi, Lo, Work Pill; Hi Lo Casual; Lo Side Plant & Storage Pedestals – Hi and Lo, Pedestal Cap Easel – Supports Monitor			
Selling Tools	Visualization Imagery Product Configurators	Specification/Ordering Symbols Spec. Guide/Price List Typical Gallery	Literature Spec. Sheets Statement of Line Sheet Brochure	Information Sales Presentation AO.com Synergy
Training	NeoCon – June 2018 Allsteel University and Online Modules Designer Learning Path			
Promotions & Spiffs	Standard dealer showroom discount – 75% Standard A&D discount – 65%; Promotional A&D discount – 75% (Jan.-March 2019)			
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"> What is the total size of the opportunity (units/invoice)? Who is the customer, and are they currently an Allsteel/HNI customer? Who is the competition? What is the timing for order entry? Installation? Is there a mockup requirement and do we have the timing identified? 			
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