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CONFIDENTIAL

PARALLEL™ GO-TO-MARKET BRIEF

Key Message	<p>Parallel is a collection of work-lounge and tables within the Gather Collection that adapts to a variety of spaces.</p> <ul style="list-style-type: none"> ▪ Great aesthetic designed to be worked in ▪ Variety of settings: reception areas to collaborative ▪ Inspiration starter; canvas for a company's brand identification 	
Target Audience	<p>Primary: Interior designers at design firms Secondary: Dealer designers/specifiers</p>	
Product Background	<ul style="list-style-type: none"> ▪ Parallel was designed to compete in the classic/conventional soft seating category which has several established legacy brands with design-heritage products and strong A&D loyalty ▪ Parallel is well suited to address more adaptive (vs. conventional) soft seating needs and can work in a variety of settings 	
Market Trends	<ul style="list-style-type: none"> ▪ Workstyles and the places we work are changing. Collaborative areas are blending with focused work settings adjacent to team spaces. ▪ Bringing comfort, function, and aesthetics to work areas ▪ Customer's expectation and desire for flexibility and versatility in office furniture 	
What types of customers should we target?	<p>Parallel customers value:</p> <ul style="list-style-type: none"> ▪ Beautiful form and thoughtful details ▪ Breadth of finish options ▪ Ability to craft a personal, expressive aesthetic ▪ Comfort <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid gray; padding: 10px; width: 20%; text-align: center;"> <p>To our employees, an office is their second home. We want them to feel comfortable.</p> </div> <div style="border: 1px solid gray; padding: 10px; width: 20%; text-align: center;"> <p>I only want to deal with one supplier, if possible.</p> </div> <div style="border: 1px solid gray; padding: 10px; width: 20%; text-align: center;"> <p>We have a strong brand image and would like our furniture choice to be as such.</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="border: 1px solid gray; padding: 10px; width: 20%; text-align: center;"> <p>I want beautiful furniture that is comfortable and sturdy enough for use in work area (not just for light duty reception.)</p> </div> <div style="text-align: center;">  </div> <div style="border: 1px solid gray; padding: 10px; width: 20%; text-align: center;"> <p>We give our employees freedom to work wherever they want.</p> </div> </div>	

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Product Differentiators

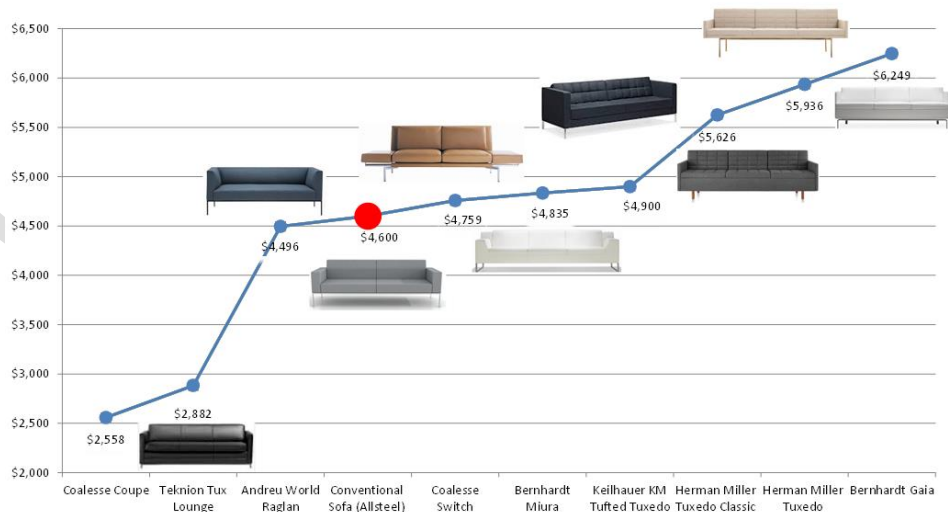
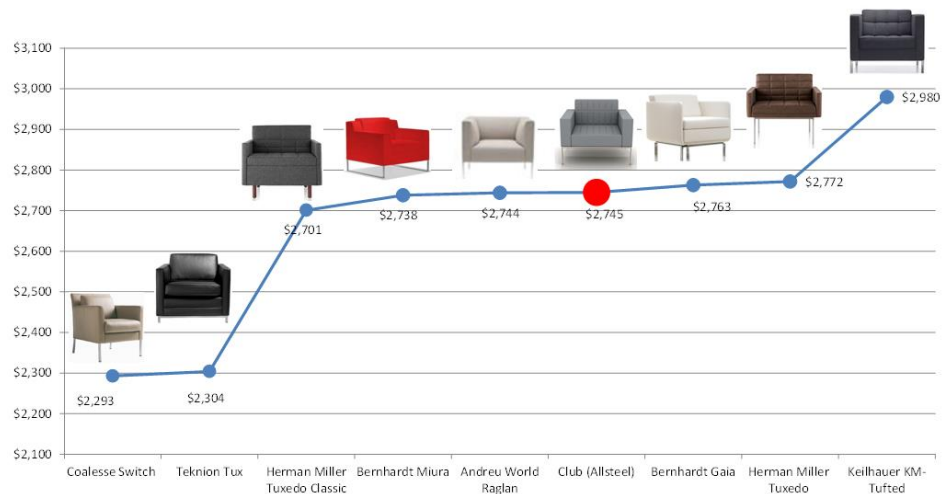
The unique details embedded in Parallel are bringing new interest to a low-distinction, mature category.

- **Design versatility**
 - Intrinsic design elements with large side arms for ability to work
 - Designed to be worked in:
 - Shorter seat depth
 - Back pitch more upright
- **Thoughtful design aesthetics**
 - Finer design details calling to a craftsman feel:
 - Tapered oval legs
 - Reveal in the frame
 - Crisp upholstery tailoring
 - Channeled and non-channeled upholstery options
- **Solid structural design:** Built for longevity with an emphasis on integral comfort and aesthetics, and the ability to support up to 300 lbs. on seat, arm, and back














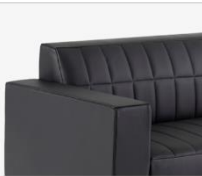

Competitive Price Positioning

List price at opening-grade fabric

Discount: Standard 55%



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<p>Competitive Advantages</p>	<p>Allsteel Parallel</p>  <ul style="list-style-type: none"> ▪ The extended width of Parallel's armrests accommodates writing, technology, and active working. A metal sleeve accessory can be separately specified to provide solid surface for writing or beverage placement. ▪ Robust arm and back design and structure enables perching ▪ Dual-density, high-resilient foam allows for a comfortable initial sit and long-term performance and shape-holding. This cushion is built to stand the test of time against sag. ▪ Backrest at distinctive angle to provide lower back support 	<p>Herman Miller Tuxedo</p>  <ul style="list-style-type: none"> ▪ Tuxedo's slim armrests will not support active working behaviors or technology usage. No optional accessory. ▪ Thin armrests risk damage under heavy stress through perching or leaning ▪ Long-term sitting in Tuxedo's thin cushioned seat can create user stress and discomfort ▪ No visual indication of lower back support 	<p>Teknion Tux</p>  <ul style="list-style-type: none"> ▪ Narrow armrests on Tux provide inadequate room for writing or active working behaviors or technology usage. No optional accessory. ▪ Does not have tables ▪ Thin armrests on Tux risk damage under heavy stress through perching or leaning ▪ An overly soft sit in Tux discourages support for upright postures ▪ Specifically designed for reception areas, private office, and home ▪ Chrome base finish only 		
<p>Statement of Line</p>	   <p>Club Chair Club Plus Lounge Sofa</p>    <p>Coffee Table Side Table Arm Sleeve</p> <p>Base Colors</p>     <p>Brilliant White Polished Chrome Silver Carbon</p>			 <p>Channeled Upholstery</p>	 <p>Non-Channeled Upholstery</p>

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Selling Tools	Visualization Imagery Product Configurators	Specification/ Ordering Symbols Spec. Guide/Price List	Literature Spec. Sheets Product Cards Brochure (March 2017)	Information Sales Presentation AO.com Synergy Leg Sample Kit
Training	Allsteel University and Online Module			
Contact	Product: Nicole Willits willitsn@allsteeloffice.com Marketing: Kendra Fish fishk@allsteeloffice.com			

