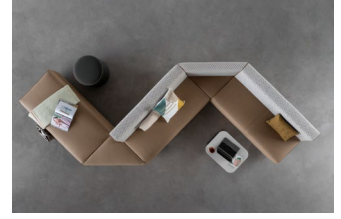


Go-To-Market Brief: Recharge™

Allsteel®



KEY MESSAGE

Designed in partnership with Chris Adamick, Recharge includes modular soft seating elements and tables that can be used in a broad spectrum of settings and are highly compatible with other products.

- Building blocks for multiple configurations supports planning flexibility
- Stay connected with easy access to integrated outlets in seating and tables
- Thoughtful detail such as open-knit screen signals occupancy without compromising privacy

PRODUCT BACKGROUND / STORY

Recharge was developed in response to an increasing need for active work settings away from the workstation. The evolving office and public space continuously drive high level of flexibility and adaptability that accommodate constantly changing organization needs and personal preferences. With a variety of personal experience ranging from individual sense of privacy, effective and seamless zoning, to open visual access, one collection must do multiple things and be easy to change.

MARKET TRENDS

Workers are initiating more fluid motion throughout different spaces around the office, whether it be at the workstation or a comfortable lounge. There is a need for seating options that support this motion and different types of work styles within a variety of space types.



TARGET CUSTOMERS

- DSRs currently specifying competitive modular lounge
- A&D community seeking calm, understated design for soft seating products
- End-users seeking a flexible solution for a range of seating solutions from reception, to lounge, café and solo spaces.

CUSTOMER CONVERSATIONS

- I am a designer looking for a calm, understated design for soft seating products
- I want integrated power, but I want to maintain flexibility and concealment
- I don't need to move my products daily, but want to address future unknown needs
- I'm looking for a collection of components that allow me to apply creativity to meet my specific needs
- I want a singular collection that can accommodate solo spaces, team spaces, and community settings
- I'm looking for a furniture solution to provide privacy instead of architecture

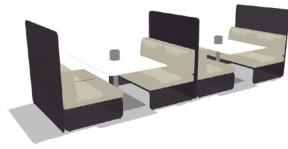
PRODUCT DIFFERENTIATORS

- Large statement of line consisting of benches, open-knit screens, freestanding tables, connectors, and angular seats, supports: space division, work surfaces, lounge seating, power access, and storage.
- Fixed module size, including screens and bolsters, ensures planning ease and prevents planning creep with no gaps or inch unaccounted for.
- Integrates well with Beyond Architectural products and Gallery Panels for more space division.



COMPETITIVE INFORMATION

Coalesse Lagunitas



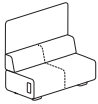
- Recharge has a softer, more comfortable sit
- Aftermarket power port is mounted under the seat; wiring is not concealed
- Does not have planning flexibility supported by concise kit-of-parts like Recharge

Teknion DNA

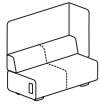


- Recharge has a softer, more comfortable sit with a bolster that has a softened angle and more cushion
- Both maintain a fixed planning module, but DNA cannot create continuous runs of seating with uninterrupted back support like Recharge can
- Power can only be integrated using additional tables

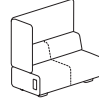
Statement of Line



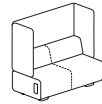
Double Seat with Straight Screen
53 3/8"H x 58"W x 29"D



Double Seat with Left L Screen
53 3/8"H x 58"W x 29"D



Double Seat with Right L Screen
53 3/8"H x 58"W x 29"D



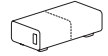
Double Seat with U Screen
53 3/8"H x 58"W x 29"D



Single Seat
17 1/4"H x 29"W x 29"D



Single Seat With Bolster
17 1/4"H x 29"W x 29"D



Double-Seat Bench
17 1/4"H x 58"W x 29"D



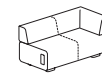
Double-Seat with Left Half Bolster
28 7/8"H x 58"W x 29"D



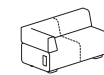
Double-Seat with Right Half Bolster
28 7/8"H x 58"W x 29"D



Double-Seat with Double Bolster
28 7/8"H x 58"W x 29"D



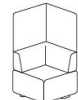
Double Seat with Left L Bolster
28 7/8"H x 58"W x 29"D



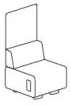
Double Seat with Right L Bolster
28 7/8"H x 58"W x 29"D



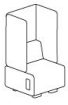
Square Corner
28 7/8"H x 29"W x 29"D



Square Corner L Screen with Bolster
53 3/8"H x 29"W x 29"D



Single Seat Straight Screen with Bolster
53 3/8"H x 29"W x 29"D



Single Seat U Screen with Bolster
53 3/8"H x 29"W x 29"D



End Cap
17 1/4"H x 58"W x 29"D



60 degree Inside Corner with Bolster
28 7/8"H x 41"W x 20"D



60 degree Outside Corner with Bolster
28 7/8"H x 36"W x 25"D



60 degree outside Corner
17 1/4"H x 36"W x 25"D



90 degree Inside Corner with Bolster
28 7/8"H x 41"W x 20"D



90 Degree Corner
17 1/4"H x 41"W x 20"D



Laptop Table
26 3/4 "H x 17"W x 22"D



Work Table
26 3/4 "H x 27"W x 48"D



Coffee Table
17 1/4"H x 27"W x 48"D



Corner Side Table
17 1/4"H x 29"W x 29"D



Square Pouf
17 1/4"H x 19"W x 19"D



Round Pouf
17 1/4"H x 19"W x 19"D



120 x 3 Connector Table
17"H x 28 1/2"W x 31"D



120 x 2 Connector Table
17"H x 35 3/4 "W x 24 5/8 "D



Single Connector
17"H x 24 1/2"W x 28 1/2 "D



Single Connector
17"H x 14 1/2"W x 28 1/2 "D

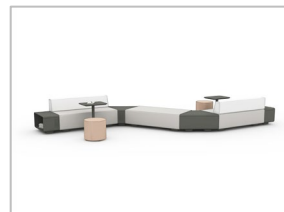
Idea Starters



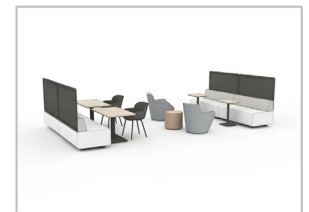
REC-115
9'-8" x 9'-8"
Lounge



REC-122
20' x 20'
Welcome | Reception | Lobby



REC-107
17'-7" x 8'-6"
Huddle



REC-117
9'-8" x 18"
Cafe

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