

PRODUCT STORY

Companies are seeking more ways to connect teams across the workspace, especially with the interactive millennial generation a growing segment of the workforce. There is a move toward dynamic, open workstation applications to attract and retain inspired, creative workers, promote efficient team interaction, and allow people to do their best work.

Further supports these open-plan environments with a light-scale solution that is scalable from linear benching applications to Adaptive height-adjustable solutions for specific user preferences. Its hub-and-beam structure manages power and data, and various worksurface shapes, storage, and privacy components work together seamlessly to create linear and organic layouts in both connected and freestanding configurations.

With Further, companies can plan an inspired, productive workplace that addresses individual workstyles for maximum user choice and control. Further offers scalability in options so customers only invest in the features that are needed to address workplace application requirements today and tomorrow as business needs evolve over time.

KEY MESSAGE

Further provides a high level of scalability, allowing customers to determine how they want to invest in and utilize Further for their workspace. With customers shopping across a wider range of price points than ever before, the expansion of Further provides customers more options to make a smarter investment. Further enables customers to:

- Invest smarter and buy only the features they need
 - Options include universal hubs and linear hubs that allow future changes to address evolving business needs
- Easily deploy sit-to-stand capability
 - Options include Further Adaptive sit-to-stand that provides an integrated solution or freestanding Further post-and-beam that works with any freestanding height-adjustable table
- More easily design with Further
 - Fewer individual components
 - Streamlined and modern design bench



PRODUCT BACKGROUND

There is a move to benching applications that provide future flexibility, and Further addresses that need with a more open, light-scale option.

Product solutions that address how people are working today, and residential finishes that make office spaces look and feel more like home are at the top of customers' wish lists.

PRODUCT DIFFERENTIATORS

Scalability and Flexibility

- With the universal hub, Further can be scaled up or down as business needs evolve over time without starting over and investing in a totally new product
- Strengthen ability to offer a variety of solutions to fit a wide range of customer price points

Functionality

- Concealed beams distribute power wherever needed
- Streamlined wire management solutions keep clutter organized
- Multiple planning options – from linear, to perpendicular, to organic, and freestanding to connected – address customer workplace planning needs

Adaptability

- Adaptive height-adjustable worksurfaces can be integrated from the beginning or efficiently added later without disrupting the entire floorplan
- Adaptive height-adjustable worksurfaces can be integrated multiple ways
 - Both sides of the beam
 - One side of the beam
 - By workstation

STATEMENT OF LINE

Worksurfaces: Rectangular, trapezoid, 120-degree, and runoffs in various sizes

Screens and Modesty Panels: Various styles of glass and fabric screens, modesty panels

Supports: Hubs, bench end support, mid-support, worksurface supports

Beams and Electrical: Ported electrical beams, non-ported beams, electrical kits and data

Storage: Horizontal and floor-based storage components in various styles and sizes

Accessories: Desktop and beam-mounted accessories

COMPETITIVE PRICE POSITIONING

- Final approved pricing is available
- Price reference: Further is scalable to trade up or trade down

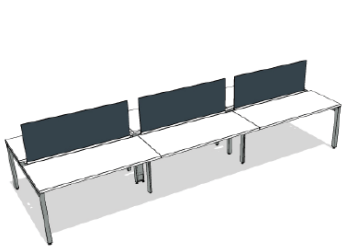
CUSTOMER CONVERSATIONS

- We want to invest in only the features that are needed.
- We want to try something new and different.
- We like to see our workstations with minimal cable clutter.
- A fresh, minimal, and differentiated aesthetic aligns with our brand to help us attract and retain talent.
- We need height adjustability that can integrate now and in the future.
- Our team changes our workspace multiple times a year.
- We like the openness of the floorplan.

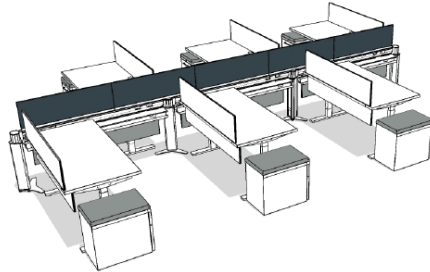
MARKET TRENDS

- User choice and control
- Focus on wellness
- Continued space compression
- Open lighter-scale layouts

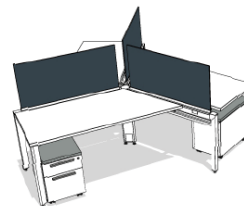
KEY APPLICATIONS



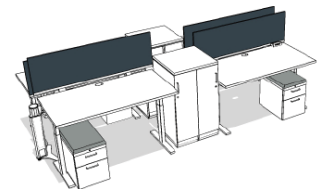
Linear



Perpendicular



Organic



Freestanding

CONTACT

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