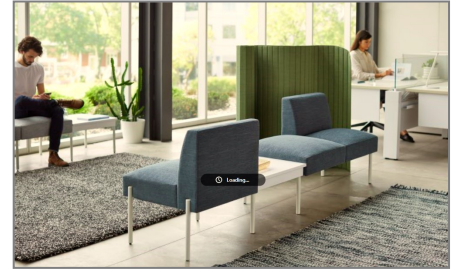


GO-TO-MARKET BRIEF: Jetty:Mod™

Allsteel®



PRODUCT STORY

Jetty:Mod is a beam-based modular sofa offering that supports individual and group activities in workspaces and private offices; in cafes, atriums, and in walkways to influence circulation patterns. Arms, legs, cushions, tables, and screens can be selected for work and lounge versions offering different combinations of heights, depths, and separation to enable several work modes and solve for activity-specific needs. The kit-of-parts can be exchanged or added to over time to adapt to business requirements. Jetty:Mod is modern, modular, and can be modified to fit whatever the user experience requires.

KEY MESSAGE

Customer: With work happening everywhere, furniture needs to be adaptable and changeable with business needs. Jetty:Mod optimizes user posture and comfort when work is away from the desk, whether the goal is a change of scenery, collaboration with team members, or focused individual work and privacy.

Trade Partner: Jetty:Mod is a sofa solution that works across the floorplan, from reception to private office to collaboration spaces with a wide breadth of options. True modularity makes specification simpler without the complexity of individually constructed units.



PRODUCT BACKGROUND

Workspaces, social interactions, and expectations for the workplace are in flux. In the face of this uncertainty, modular furniture that can change with evolving needs and norms is extremely relevant. The Jetty:Mod offering provides elements for separating and distancing along with components for sharing and huddling. Designed by Niels Bendtsen and Giancarlo Stefani.

MARKET TRENDS

- Solutions that offer design and application flexibility between space types and applications
- Flexibility to accommodate multiple applications with coordinating textiles and finishes
- Need to separate users, distance individuals, and modify as required over time
- Residential and fashion trends: mix/match and layer materials and textures
- Ergonomics and Work Geometry™ (support a variety of work postures associated with productive workspaces throughout the floorplan)
- Furniture for multi-use offices, new-leader offices, and enclosed spaces

CUSTOMER CONVERSATIONS



Jobs are comprised of tasks, and organizations are comprised of relationships. These work relationships require ongoing, and often unintended, interactions. Social cohesion can be strengthened when employees share physical space and exchange information more effectively, forming trusting and cooperative relationships.

Biophilic design appeals to our senses reminding us of our connection with nature. One aspect of this design approach includes providing spaces of refuge, or protection. Jetty:Mod provides opportunity to define and create moments of respite that cocoon the user within the context of larger, busy settings.







PRODUCT DIFFERENTIATORS

- Applications: From guest seating in private offices to overflow seating in conference rooms to lounge seating in reception to work seating in collaborative areas
- Separate work and lounge models support a variety of user postures and work modes
- Layer finishes with upholstery, laminate, and metal
- Work mode features: tablets, power, and posture
- Application enablers: tables, screens, coat hanger, and bolster

COMPETITIVE

VITRA	COALESSE	ARPER
		
<p>Product: Soft Work</p> <ul style="list-style-type: none"> Limited table finish options (5) No serpentine tables Limited base color options (2) 	<p>Product: Sistema</p> <ul style="list-style-type: none"> Can only span up to 3 units No serpentine pieces; linear only Table options are limited No screens; only higher-back options available Movable table is not at seated height Lounge seat is 25"D 	<p>Products: Kiik, Loop</p> <ul style="list-style-type: none"> Kiik has serpentine tables and Loop has serpentine upholstered pieces; Arper does not offer one cohesive product line that has both Can only span up to 3 units No screens; only higher-back options available Limited base color options (2)

INTERNAL POSITIONING

	Jetty:Mod	Recharge	Parallel	Calm	Ciji	Park
						
Formal vs. Informal Application/Aesthetic Informal=1, Formal=6	6/3	3/1	2/6	5/2	4/5	1/4
Work Enablers	Tablet, Shared, and Bolster Arms, Screens, End Cap, Power, Coat Hanger	Tables, Screens, Power	Wide Arm, Arm Sleeve, Upright Work Geometry	Tables, Power	Upright Work Geometry, Power	HijLo Meeting and Occasional Tables, Easel
Family of Options	Work and Lounge Versions, Occasional and Connecting Tables	Tables, Poufs	Occasional Tables, Sofa, Club Chairs	Occasional and Connecting Tables	Wood and Aluminum Legs, Mid and Low Back	Tables, Planters, Easel, Poly Shell Chair
Footprint (Single Seat)	Lounge: 30"W x 30"D Work: 24"W x 24"D	29"W x 29"D	36"W x 29 1/4"D	25"W x 32"D	24 5/8"W x 31 1/2"D	32"W x 27 5/8"D

STATEMENT OF LINE

Jetty:Mod is comprised of work and lounge upholstered seats and backs, legs, screens, tables, connectors, and accessories.



CONTACT

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