



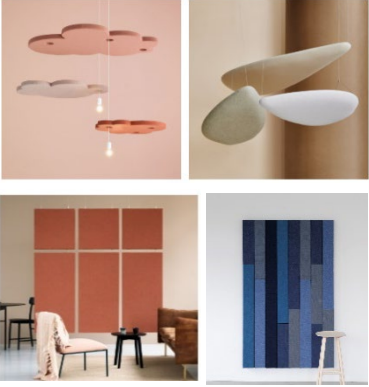



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| Company Story | <p>When Marie Lindqvist and Jenny Helldén founded Zilenzio, they had one mission: to create quieter work environments. Zilenzio develops and delivers high-quality sound absorption using well considered and designed solutions. Their products are the result of their experience and research in sound design, analysis of offices, and testing that complies with international standards. All Zilenzio elements are thoughtfully designed and built with applications that help to define space through various partitions and screens.</p> | | |
| Key Message | <p>At Allsteel, we believe in solving problems with our clients. Sometimes, we know what the client wants but HNI brands don't yet offer. Because furniture trends are so diverse, it makes sense to partner and cover the varied, and quickly evolving floorplan.</p> <p>Zilenzio's vision for creating quieter work environments is grounded in 3 principles.</p> <ul style="list-style-type: none"> ▪ Sound. We can't see it but it affects our physical and mental well-being more than we realize. Distractions from the human voice contribute to lost time and mental strain. It is an often-forgotten element of space design. Zilenzio intends for sound to be thoughtfully considered and designed for appropriately. ▪ Space. In addition to absorbing sound, Zilenzio's screening and furniture elements define spaces to either create circulation patterns or give a measure of privacy and suggests a sense of boundary. All products are influenced by Nordic Design principles and include designs from Norm Architects and Note Design Studio. The use of upholstered mineral wool and wood warm up the settings in which they are placed. Some Zilenzio products are meant to be fixed while others are portable or moveable, allowing for increased utilization of the spaces these products are defining. Some objects create somewhat of a refuge spot, in small footprint. (principle of biophilia) (texture, image, replicate nature or natural) ▪ Sustainability. Using a natural stone as the core element, material restraint is the key component that contributes to the final design. Combined with strict quality and safety standards plus chemical input considerations, Zilenzio prides itself in offering sustainable solutions. |  | |
| Launch Date | <ul style="list-style-type: none"> ▪ Press Announcement – January 14 ▪ Formal Launch – February 15 Dealer Ramp – February – April | | |
| Target Audience | <p>End Users: Human centric, wellness-minded A&D: LEED v4.1, International Green Construction Code (IgCC) and WELL Building Standard all have acoustic standards. Aside from acoustics, the products are beautifully designed.</p> | | |
| Market Trends | <ul style="list-style-type: none"> ▪ Open plan has given rise to lots of opportunities; acoustics is a major problem that we are not equipped to talk about. ▪ Individual well-being at the office ▪ Space division, circulation paths, and distinction between neighborhoods | | |
| Product Differentiators | <ul style="list-style-type: none"> ▪ Zilenzio uses natural stone wool as their acoustic absorbent. This is very different than most competitor products that have a polymer substrate. ▪ In addition, this natural material is upholstered which provides many options on the final specification and provides a softer hand. ▪ The absorptive nature of the product is designed to reduce noise related to human speech. You must hear it to believe it. The product makes a huge difference! ▪ Zilenzio products don't just include wall or ceiling hung elements. They include floor standing, table/desk mounted and even furniture elements, like a sofa and storage. | | |
| Allsteel Partner Positioning |  <p>Corral Beauty, Utility and Craft</p> |  <p>Normann Copenhagen Residential furniture & lighting</p> |  <p>Zilenzio Sound and Space</p> |

Allsteel®

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| Statement of Line | <ul style="list-style-type: none"> Wall & Ceiling  | <ul style="list-style-type: none"> Table Mounted  | <ul style="list-style-type: none"> Floor Standing  | <ul style="list-style-type: none"> Furniture  |
| Selling Tools | Allsteeloffice.com Zilenzio Brochure <i>digital</i> Price List <i>digital</i> Photography Idea Starters (February) | | | |
| Launch Details | Training AllSteel Brainspark (avail 1/14) | Specification/Ordering Price List | Literature Zilenzio Brochure | Information Client & A&D Presentation Dealer Presentation |
| Promotions & Spiffs | Available to dealer at 45% discount plus project discounting. Not available for Edge points. | | | |
| Get Going | <ol style="list-style-type: none"> 1) Join us January 14 for Press Launch. 2) Take Brainspark tutorial. 3) Get ready for Acoustic CEU. | | | |
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