



PRODUCT STORY

Approach is a versatile offering of laminate storage, desking, and accessories designed for private offices and workstations. Available options like integrated height-adjustability accommodate workers who value comfort and working efficiently. With the ease of managing a single product line with a consistent aesthetic, Approach offers application scalability and a diverse footprint in a full-facility solution.

KEY MESSAGE

Customer: We know consistency of design throughout your space and meeting the needs of workers are important in a furniture solution. With Approach, you're investing in a durable laminate product with unexpected functionality you can use everywhere.

Dealer: We've expanded the capability of Approach with requested private-office enhancements and new models that also make Approach a go-to workstation desking and storage solution.



PRODUCT BACKGROUND

Approach was originally introduced to optimize the functionality of the private-office space. This same thinking went into creating on-trend products for workstations to make Approach a solution that can be specified throughout the workspace.

MARKET TRENDS

- Height-adjustability in a variety of applications, regardless of the user role or function
- Storage that can be specified and used both in private offices and workstations
- Furniture that provides value for the investment with preferred and popular features to help people work smarter
- Floorplan efficiency with the ability to expand or condense based on company and user needs
- On-trend, curated finishes that provide choice and will look good today and tomorrow

CUSTOMER CONVERSATIONS

I want furniture with clean, simple lines that won't date itself.

I want to know the furniture investment I'm making is smart and that I'm getting the most for my money.

I'm pressed on my timeline, and I need furniture fast.

I know I want laminate furniture because of durability.

I want choices in applications to fit our workstyles.






I know I want to go with this layout design, but I want to be certain it can change over time with business needs.

I want a furniture solution that works in the private office and open plan for a consistent aesthetic and so I can easily manage moves, adds, and changes.

PRODUCT DIFFERENTIATORS

- Application versatility with use in private offices and workstations
- Smart design — pull-out tower, shrouded height-adjustable table legs, credenza for integrated height-adjustable table
- Choice in pulls and feet in multiple colors
- Compatibility with other Allsteel products

COMPETITIVE

					
	Approach	National Waveworks	OFS Staks	Herman Miller Canvas	Steelcase EE
Features					
Two Planning Dimensions	X	X	X	X	X
Base/Foot Options	X		X	X	X
Integrated Height-Adjustable Table	X	X	X		X
Wire Management +	X	X	X		X
Writable Surfaces	X	X	X	X	
Easy Elec/Data Access	X	X	X	X	X
Low/Layered Storage	X	X	X	X	X
Pull Options	5	7	7	6	8
Gallery Panel Compatibility	X		X	X	
System Panel Compatibility	X			X	
Surface Material					
Standard Finishes	13	>15	>15	>15	>15
Material Type	Laminate	Laminate & Veneer	Laminate & Veneer	Laminate & Veneer	Laminate & Veneer

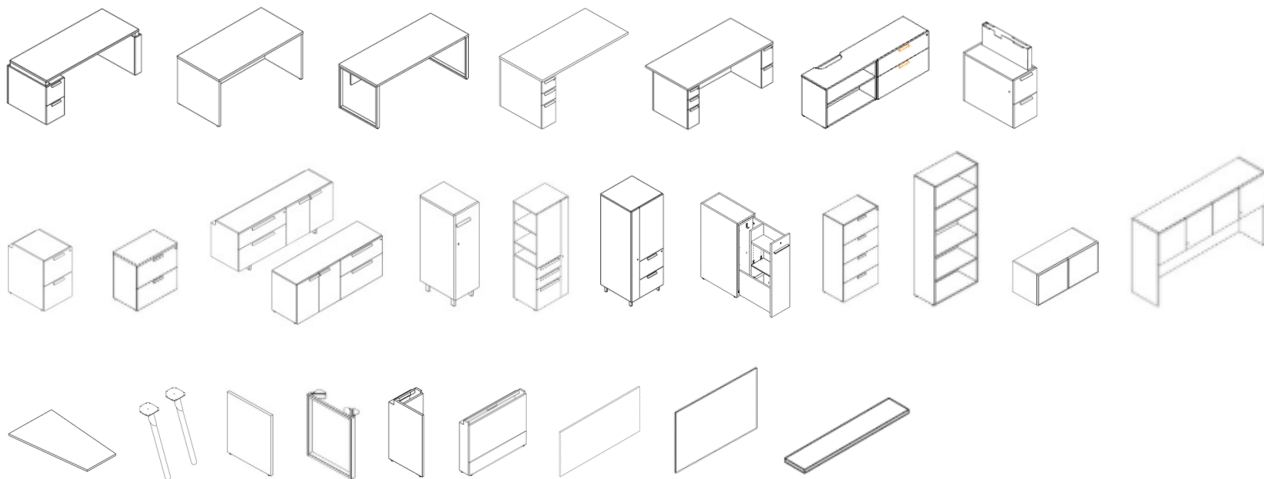
STATEMENT OF LINE

Desking and Worksurfaces: Pre-Configured Desking, Worksurfaces — Round, Square, Rectangle, and Double Sightline, Height-Adjustable Tables, Height-Adjustable Collaborative, Modesty Panels, Wall-Access Panels, False Pedestals

Storage: Towers, Wardrobes, Laterals, Pedestals, Credenzas, Bookcases, Tops and Seat Cushions

Space Division: End Panels, Overheads, Floating Shelf, Tackable and Writable Boards

Accessories: Legs — Splay, Post, and O, Stanchion Support, Shroud for Height-Adjustable Tables, Blade and Post Feet, 5 Pull Styles



CONTACT

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