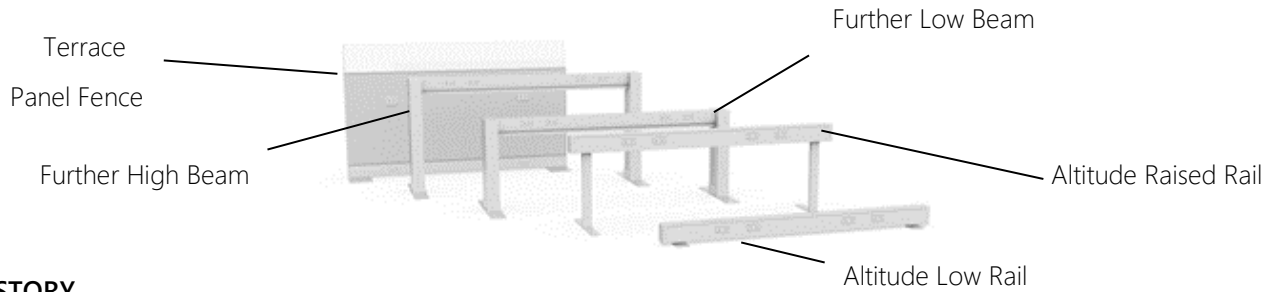


# Allsteel Power Beam Offering



## PRODUCT STORY

Companies are looking for solutions that can adapt as their employee's workstations change. The need for flexibility and convenient power access is as dire as ever. A large part of this trend is the rise of height-adjustable tables, not only as stand-alone workstations, but as system solutions. An open plan system like this requires adequate power access for the configuration and employee power needs.

Power Beams offer routed power to free standing desk solutions to create true open plan systems rather than traditional stand-alone workstations.

## KEY MESSAGE

*Customer:* We know convenient power is key throughout your workday. A power beam should provide you with easy access to plug-ins and power for your open plan system.

*Dealer:* We are offering more solutions at various price points and capabilities with options to choose from.



## PRODUCT BACKGROUND

### Altitude Power Rail

- Value option, competitively positioned offering to popular HAT competitors
- Option of low or elevated legs

### Further Beam

- Full-offering for desk-beam solution to meet most customer needs
- Various heights of beam offered

### Panel Fence

- Fully concealed data and electrical
- Top to bottom visual and acoustic privacy solution

## MARKET TRENDS

As we look at HAT as systems, rather than just tables, we must find new ways to conveniently and aesthetically route power through the workspace. Beam and rail solutions create linear, but flexible power systems that pair with the freestanding desk solutions. The market is looking for something that gives the same structure as a traditional panel system, but with the modern conveniences of open-plan, HAT configurations.

## CUSTOMER CONVERSATIONS

We want a consistent design aesthetic that can be incorporated into various team settings.

We want to promote wellness with height-adjustable tables in the workstation.

We want convenient and adequate power access.

We want features and options that are trending in market.

We want our employees to have the ability to create and adjust their work areas to fit their needs.

## PRODUCT DIFFERENTIATORS

### Feature Scalability

- Leg Configurations
- Rail Sizes

### Power Access

- Power Poles
- Hubs

### Design Aesthetic

- 32 color options
- Sleek, non-intrusive design

## COMPETITIVE



### ESI

- Available in 36" rails
- Limited sizes and colors
- 4 outlets, 2 data inputs/per side of rail
- 48 hr. shipping on small offering
- **Linear application only**

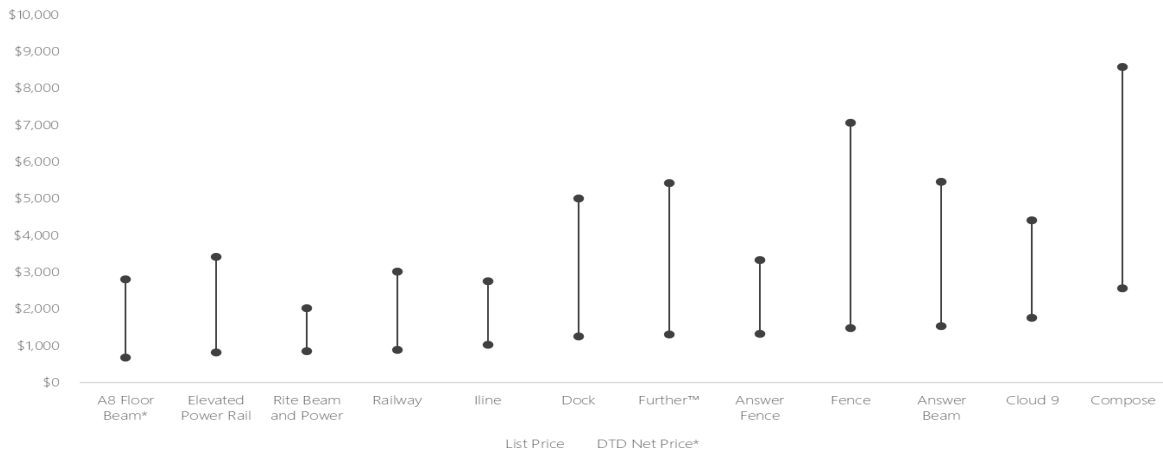
### AMQ

- Imported solution
- Limited sizes and colors
- Bulky design
- Power routed through legs
- Built-in wire channel

### WORKRITE

- Imported solution
- Limited sizes and colors
- Screen bracket integrated into rail for clean aesthetic

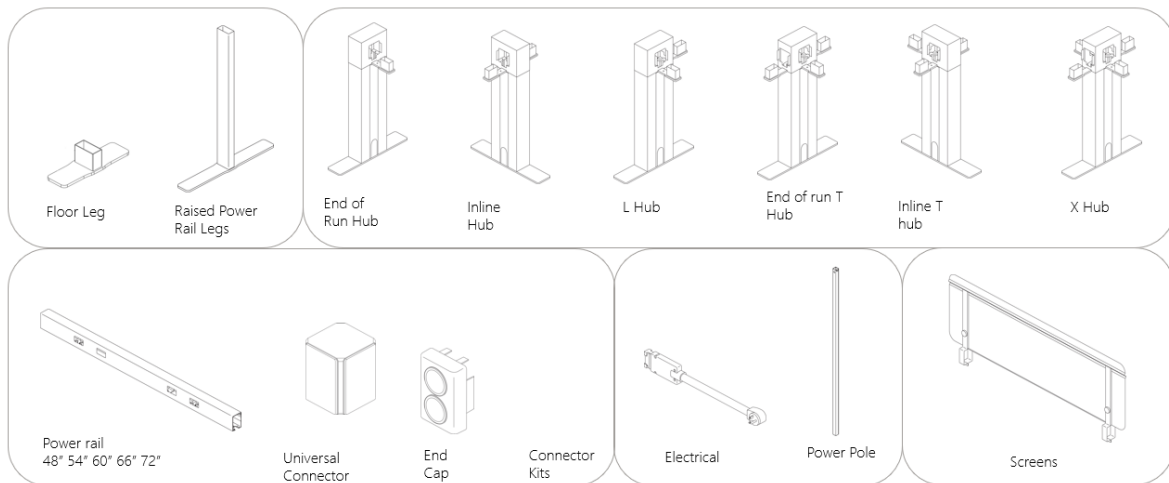
4-Pack, 2 Beam Comparison



NOTES: Competitive information is Altitude Power Rail specific, while product and market trends are a more holistic view of Allsteel's Power Rail Options.

## STATEMENT OF LINE

### ALTITUDE POWER RAIL



## CONTACT

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