

## PRODUCT STORY

Silea is the preferred private office solution on the market, designed with a wide array of products and a range of styles, options, and materials and finishes. As a market leader in integrated height-adjustable solutions and refined technology management, Silea offers components to facilitate wellness and collaboration. The collection is stylish and agile, easily adapting to private offices, reception, enclosed team spaces, and collaborative settings.

## KEY MESSAGE

Customer/Dealer: The private office isn't just a private office anymore. It is a conference room, a meeting space and a reflection of the owner to their team. Silea allows for diversity in style as well as a broad selection of application options to create the ideal combination of form and function.

## PRODUCT BACKGROUND

Designed by Mitch Bakker from IDA Design with the intent to provide a range of styles, applications, and materials in a single casegoods line to meet customer needs.

## MARKET TRENDS

- Ease of specification, design, and ordering to simplify sales process
- Movement towards a flexible range of aesthetics to accommodate many styles
- Desire for height-adjustability that isn't obvious
- Usability of private office outside of owner's solo work
- Reduction in footprint to micro-offices requires products to do more in less space
- Agile offices need to be adaptable and changeable throughout the day
- Attraction and retention: The reception space is the first impression for new clients and employees.

## CUSTOMER CONVERSATIONS

- We still need private offices, but we want to use that space in a smart way.
- The average age of our leadership team is quite young.
- We want our office spaces to feel fresh and modern.
- I need a single product solution that ranges from enclosed spaces to open and collaborative applications.
- We are looking for a concealed and integrated height-adjustable desk.
- Our offices reflect our business, and we want to be seen as put-together and refined.
- I have a need for veneer and laminate offices to accommodate different applications and budgets.
- I'm a facilities manager and I need one product that can provide a range of style and function.
- We want something that feels premium and looks custom to welcome those into our business.

## PRODUCT DIFFERENTIATORS

- Height-adjustable leadership: L-shape, Cantilever, Split-top, Reception and many other integrated options
  - Coordinating metal elements (locks, pulls, bases, shelves)
  - 7-1/4" depth smart pedestal and storage (Patent Pending)
  - Soft-close drawers and doors
  - Repositionable metal pulls
  - Soft leather pull option
  - Wire management trough
  - Storage locker with whiteboard option
  - WorkWall and Lounge-Level media unit
- Range of Material Options:
- Wood (Strata, Natural, Quarter Cut)
  - Laminate
  - Metal (5 finishes)
  - Glass (6 options)
  - Solid Surface (3 options)



## REFINEMENT IN THE DETAILS

Numerous fully integrated height-adjustable options



Smart pedestal and storage (Patent Pending) 7-1/4" depth



Storage locker and whiteboard



Coordinating metal elements



Soft leather pull option



Easy-access wire management



## STYLE PROFILES

Silea is composed of carefully curated and compatible material and finish options to embrace diverse styling choices. Its versatility even extends to meeting the challenges of smaller space allocations while enabling design solutions with exceptional functionality and an unmatched array of finish options. It is one platform with many choices, providing unlimited outcomes.

Sleek Sophistication



Essential Elements



Classic Character

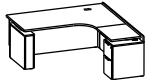
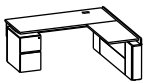


Modern Simplicity

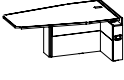
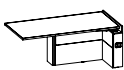


## FULLY INTEGRATED HEIGHT ADJUSTABLE OPTIONS

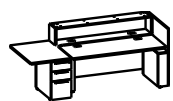
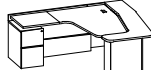
L-shape



Cantilever



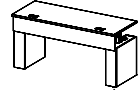
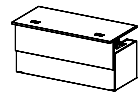
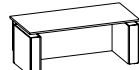
Split-top



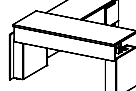
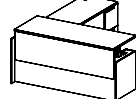
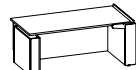
Private Office

Welcome Station

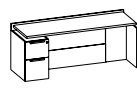
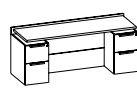
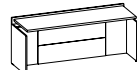
Freestanding



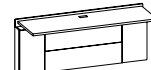
Extension



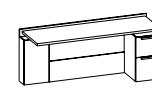
Credenza



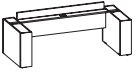
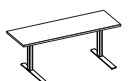
Bridge



Return



T-base



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