



## PRODUCT STORY

Briefing is a comprehensive collection of conference, collaboration, training, and occasional tables that offers choice in application, finishes, and styles. The product line supports a spectrum of technology needs and provides overall pricing flexibility. Briefing allows for a "custom" and complementary workspace, supporting a variety of individual and group work needs utilizing a single table line.

## KEY MESSAGE

**Customer:** We know that simplicity matters to you, but that doesn't mean you want limited options. Briefing gives you flexibility across the floorplate with multiple applications that can coordinate within styling and finishes.

**Dealer:** We're making it easier for you to present a holistic offering by combining the best of Briefing, Converge, Medley, and Trio table lines within one platform as well as offering a solution that coordinates with Silea casegoods.



## PRODUCT BACKGROUND

This is a restructured table offering consisting of Briefing, Converge, Medley, and Trio tables. A wide selection of tops, bases, and accessory products is available for customers seeking simple specification and application breadth.

## MARKET TRENDS

- Solutions that offer design and application flexibility at a range of price points
- Flexibility to accommodate multiple applications across the floorplate with coordinating colors and finishes
- Need for tables beyond the boardroom
- Desire for simple specification and ease of space management over time

## CUSTOMER CONVERSATIONS

I want options to customize furniture for my business.

I have significant furniture experience and I have a preference for (sleek, classic, modern, etc.) style.

I'm looking for a product that supports technology and is available in premium finishes.

I need a conference table that doesn't overwhelm the space.

I need a collection of tables that will fit multiple applications, but I don't want to specify multiple brands/lines.

I want tables that coordinate not only with other furniture, but with interior design.

## PRODUCT DIFFERENTIATORS

Range of options:

- Application: conference, collaboration, private office, learning
- Variety of styles
- Coordination with Silea casegoods
- Base options
- Technology choices
- Available surface finishes

## COMPETITIVE

### GEIGER



Products: Elsi, MP, Caucus

- Wood bases higher priced
- Multiple lines with inconsistent options
- Narrower offering of tables and styles
- Round and square tops up to 60" only
- Limited choice in technology options

### NUCRAFT



Products: Flow, Baja

- Higher priced on average
- Multiple lines with inconsistent options
- Options vary from casegoods; casegoods Credentials pricing
- Round and square tops up to 60" only
- No UV finish option for tops

### BERNHARDT



Products: Matera, Encore, Trace, Kappa, Gamma, Epsilon, Ovation, Paralax

- Only 5-year warranty
- Multiple lines with inconsistent options
- No casegoods
- Round and square tops up to 60" only
- Limited choice in technology options

## STATEMENT OF LINE

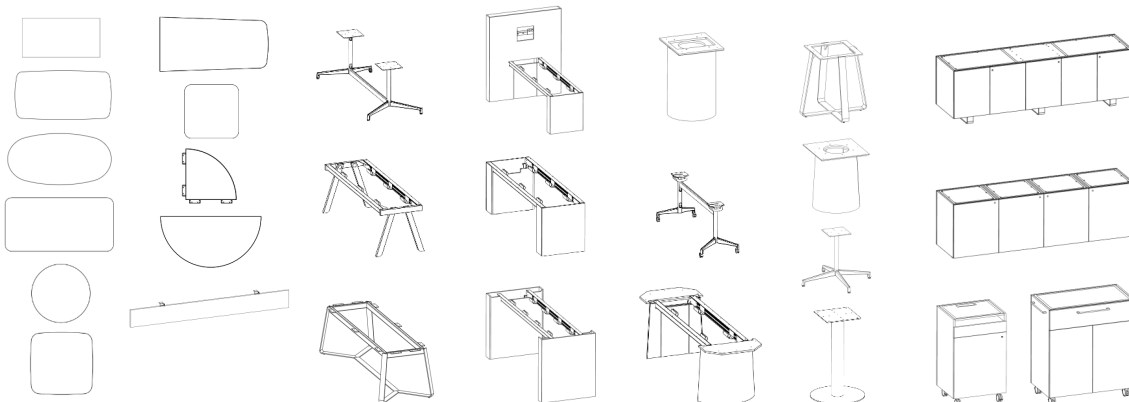
**Tops:** Rectangular, Arc Boat, Soft Rectangular, Ellipse, Round, Quad Arc, Soft Square, Media, Training Rectangular, Training Corner, Training Half Round

**Bases:** Wood — Expandable, Miter, 1/2 Taper, Geo, Cylinder, Full Taper, Media Miter; Metal — X and Y, Leg, Ribbon, Ribbon Y, Disc; Training — Flip Base w/ Casters, Fixed Base w/ Casters

**Occasional Tables:** Laptop, End, Nesting Round, Nesting Square

**Technology Support:** Double Port, Single Port, Extron Cable Cubby, Bezel Mount Power, Perimeter Power, Tech Module, Power/Data Trough

**Ancillary:** Credenza Tops, Credenza w/ Ribbon Base, Credenza w/ Floor Base, Technology and Hospitality Carts



## CONTACT

Product: Bryan Crandall [crandallb@gunlocke.com](mailto:crandallb@gunlocke.com) or Jason Wolfanger [wolfangerj@gunlocke.com](mailto:wolfangerj@gunlocke.com)