

GO-TO-MARKET BRIEF: UNIVERSAL SCREENS

Allsteel®

PRODUCT STORY

Allsteel's Universal Screens were designed with the user in mind. Visual barriers, physical separation, and psychological safety were paramount considerations when developing the function and form of this product. With a wide array of materials and personal tool accessories, both individual and collaborative spaces can be customized to enhance productivity and well-being in the workplace.

KEY MESSAGE

Universal Screens work with existing desking and benching systems and can be fitted to a variety of worksurface thicknesses. Universal Screens offer a cohesive design aesthetic and a broad range of material options to help define and personalize space.

PRODUCT BACKGROUND

Allsteel's Universal Screens were developed to simplify the space planning process from ideation to installation. Screens are available in a variety of sizes and applications that span the entire office.

MARKET TRENDS

Functional Value:

- Tackability
- Privacy & Visual Separation
- Adaptability
- Cleanability

Aesthetic Value:

- Wide array of materials to choose from
- 8 different brackets that provide a cohesive aesthetic in a variety of applications
- Precise, elevated design

CUSTOMER CONVERSATIONS

- Cohesive aesthetic and broad applications
- Users need more privacy: ordering multiple screens can get expensive
- Need screens that work with height adjustable tables and regular workstations
- Matching sizes between various applications is key

PRODUCT DIFFERENTIATORS

- Universal platform
- Cohesive design
- Consistency in size options (material independence)
- Broad range of material options: metal, glass, fabric, laminate, acrylic



	ALLSTEEL	MILLERKNOLL	STEELCASE	HAWORTH
Collection	Universal Screens, Further, Altitude Screens	Pari, Flat Edge, OE1, K.Screen, Pixel, Series 2	Universal, Sarto, Soffio	Belong Plus, Compose Echo, Desktop Screen, Buzzi Desk
Materials	Fabric, Glass, Acrylic , Laminate, Metal	Fabric, Glass, Laminate, Veneer , Metal	Fabric, Glass, Acrylic, Corrugated cardboard	Fabric, Glass, Acrylic, Laminate, Wood
Sizes	13H, 20H, 27H, 34H	13H, 17H, 28H	13H/15H, 19H/22H	14H, 22H, 31H/34H

STATEMENT OF LINE

Above/Below

Side Mount

Modesty

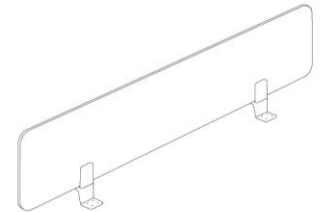
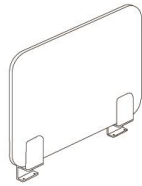
Up Mount



Fixed



Adjustable

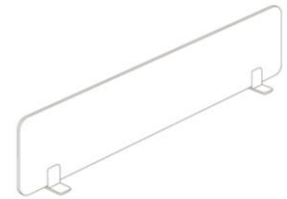
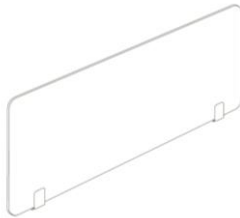
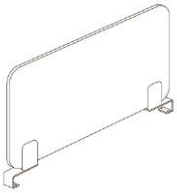


Front-to-Back

Top Mount

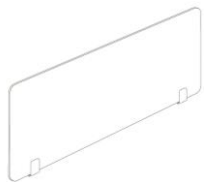
Lateral Organizer

Sit-on-Surface



Further

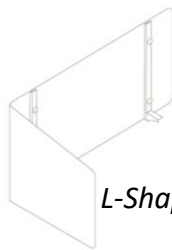
Metal



Center



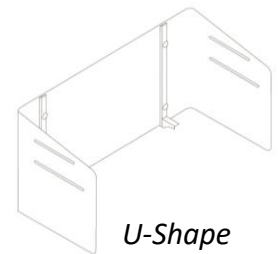
Modesty



L-Shaped



Straight



U-Shape

KEY APPLICATIONS

- Open Plan Desking
- Open Plan Benching
- Training
- Private Office

- **Material Options:** Fabric | Glass | Acrylic | Laminate | Metal
- **Heights:** 13H, 20H, 27H, 34H
- **Widths:** 21W – 72W (check availability for applications/materials)
- **Screen Corners:**
 - Round or Square (check availability for application/materials)
- **Brackets:** U-Shape Bracket Design accommodates 3/8" or 7/8" material thicknesses
- **Material Thickness:** Fabric 7/8", Glass 3/8", Laminate 1/4" & 3/4", Acrylic 1/4" & 3/8"

CONTACT

Allsteel Customer Support or Allsteel Business Development Manager