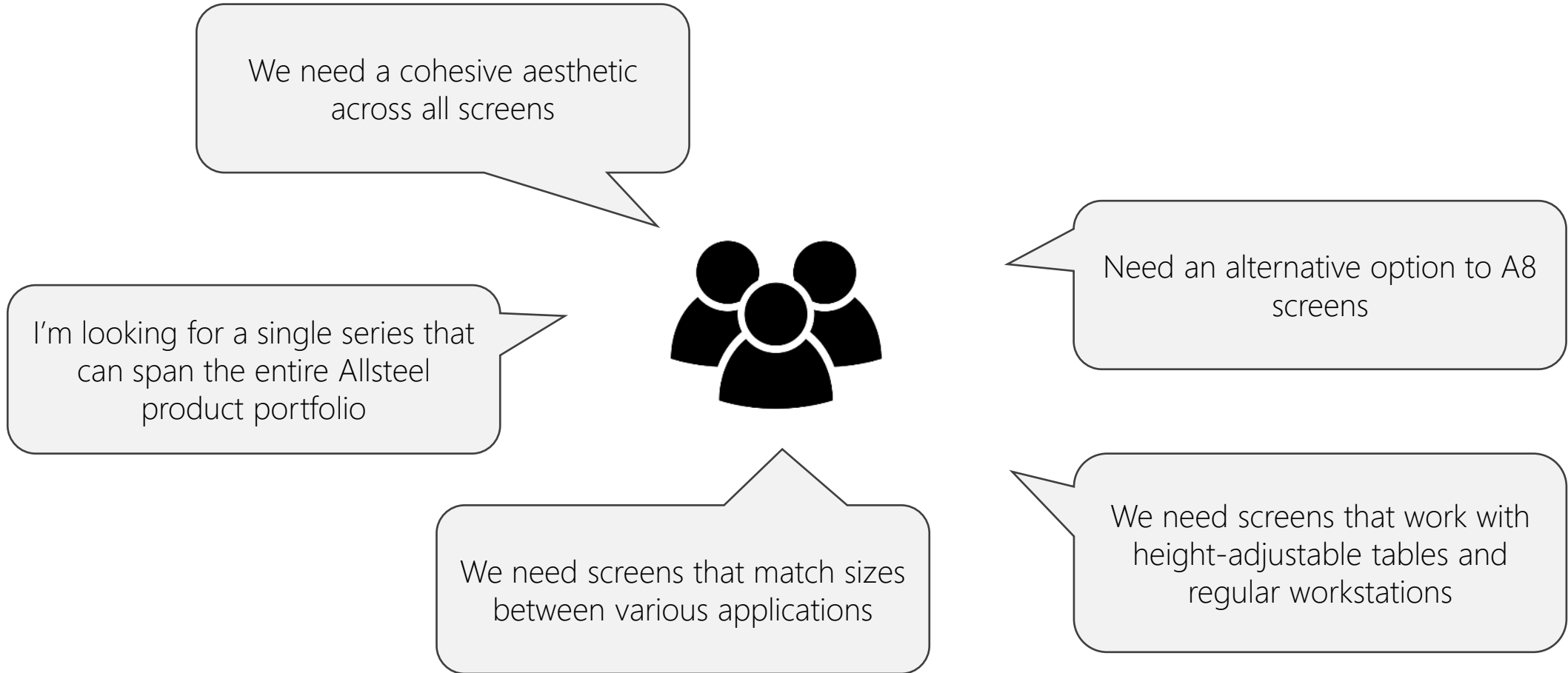




# Universal Screens Competitive Comparison

	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

# Customers to Target with Universal Screens



# Internal Positioning

Laminate



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Acrylic

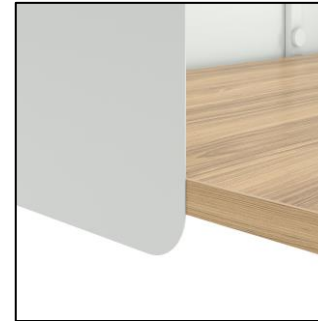


Fabric



\$\$

Metal

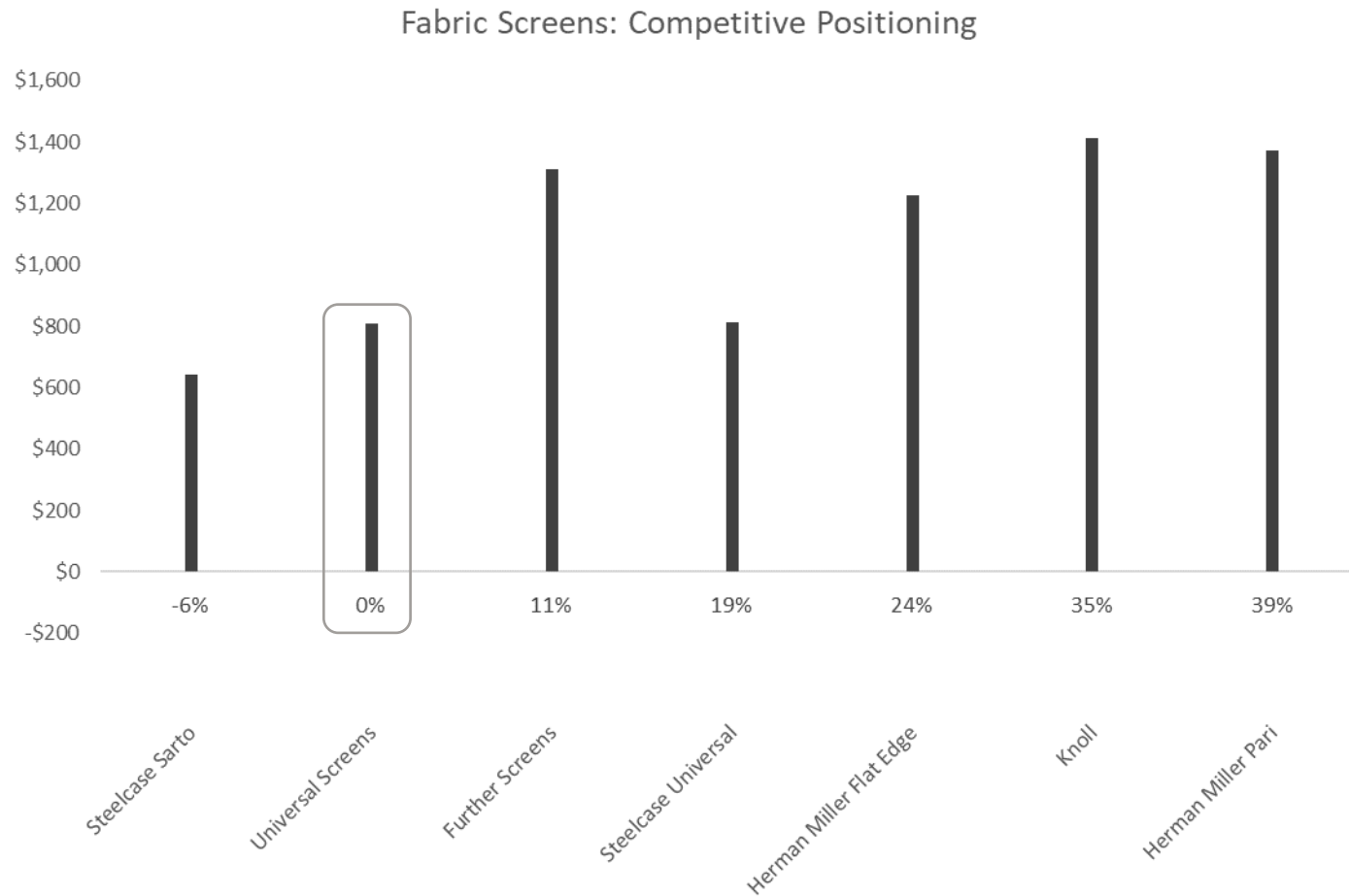


Glass



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# Competitive Positioning



- Unlike Allsteel's Universal Screens, competitor options come in varying shapes and sizes that are not cohesive in design, fit and function
- With the Universal Screens, we've figured the perfect balance to create a function and aesthetic at the right value for customers

# Universal Screens Launch Timing

Tactics	Dates
Price List & Spec Guide	January 2023
20/20 & Symbol Publication	February 2023
Allsteel Communications	Reveal 1: November 2022 Reveal 2: December 2022 Reveal 3: January 2023
Marketing Collateral	January 2023
Dealer Samples	March 2023 (approx.)
Open For Order	February 1, 2023

# FAQ

1. **What heights are available?**
  - 13H, 20H, 27H, 34H
2. **What widths are available?**
  - 22W, 24W, 28W, 30W, 34W, 36W, 40W, 42W, 46W, 48W, 52W, 54W, 58W, 60W, 64W, 66W, 70W, 72W
3. **What materials are available?**
  - Fabric, Acrylic, Laminate, Glass, and Metal
4. **What materials offer rounded corners?**
  - Fabric, Acrylic, Laminate, and Metal
5. **What materials offer square corners?**
  - Acrylic, Laminate, and Glass
6. **What grain directions are available on laminate screens?**
  - Vertical and Horizontal
7. **Will laminate finishes match workstations?**
  - Yes, laminate screens offering will match worksurface laminate options
8. **When would you spec true to size vs undersized screen widths?**
  - Undersized screens match the widths and depths of our undersized Altitude worksurfaces. Nominal sized screens will correspond with our standard worksurface widths and depths.