

GO-TO-MARKET BRIEF: Align™

Allsteel®

PRODUCT STORY

Align—a coordinate line of metal case goods—offers a comprehensive line of storage and organization for everyday use in the modern office. Designed to promote form and function throughout a wide variety of spaces, Align provides a contemporary, clean aesthetic that performs effortlessly with the complete Allsteel portfolio.

KEY MESSAGE

The entire Align series is designed to unite and enhance shared and private workspaces, both aesthetically and functionally. With coordinating feet, pulls, and drawers, Align offers a sleek, coordinated aesthetic while delivering customized adaptability and multipurpose performance to any space.

PRODUCT BACKGROUND

Historically, Allsteel lacked a single metal storage series that could do it all: aesthetics, form, and function. Align gives Allsteel the opportunity to provide an all-encompassing case goods line that works seamlessly throughout the office in a variety of applications. From lockers to HAT integrated credenzas to digital locks, Align evolves with the market trends and customer desires.

MARKET TRENDS

- Design Continuity - product features promote consistency across the series
 - Contemporary, durable finishes
 - Drawer Pulls
 - Heights
- Compatible - adapts to user by being easily accessible as well as providing multifunctional interactions
- Tailored Platform - allows component configuration and flexibility for multiple options
- Adaptable - storage addresses condensing office footprint

CUSTOMER CONVERSATIONS

- We need storage that can do more than just store paper
- Our office space is downsizing but no one wants to give up their storage
- Reconfigurability and mobility are required to enable total flexibility of a space
- Employees continue to file less, but still desire places to store/stow w/ easy access
- HAT in the office is a must-have, but customers are looking for ways to optimize their real estate

PRODUCT DIFFERENTIATORS

Broad product applications. Solutions for any part of the office. Footed and non-footed options. Can cross-sell with the rest of the Allsteel line because of design continuity throughout the Allsteel portfolio.

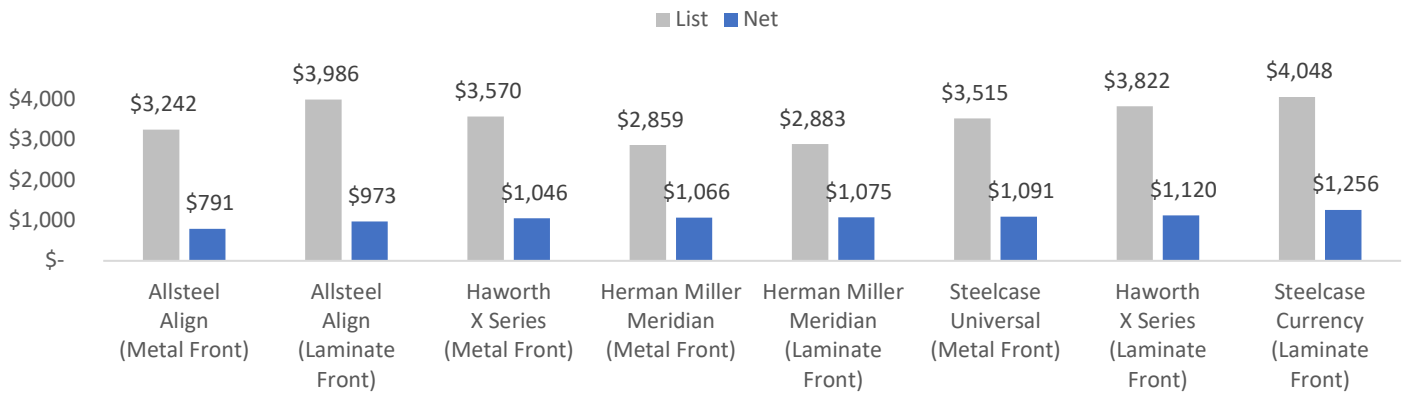


WHAT'S NEW- July 2023

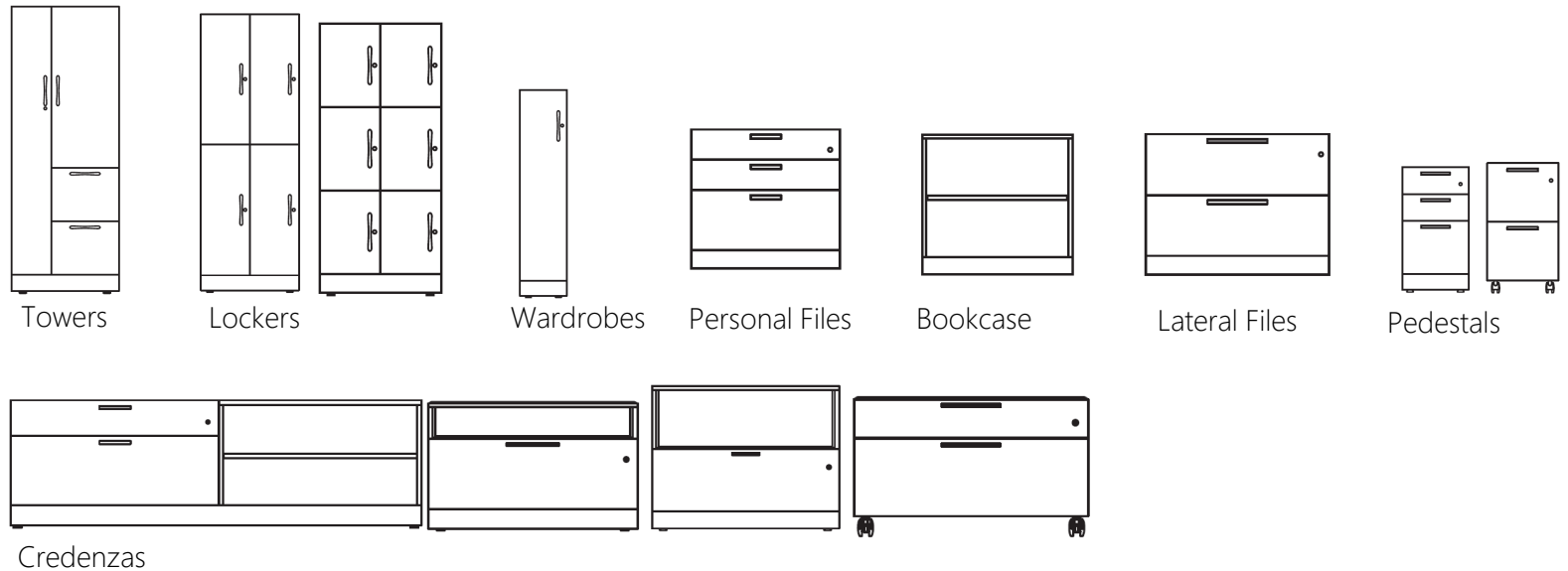
- HAT Integrated Credenzas- the ability to integrate your HAT within storage supports efficient space planning, and helps to clean up wires/cords
- Open Credenzas- new credenza configurations enhance access to what you need while providing a light scale aesthetic
- Mobile Credenzas- furniture should be flexible and easily reconfigurable for users' needs

	Allsteel Align™	Steelcase Universal	Haworth X Series	Herman Miller Meridien®
Pull Options	5	6	8	6
Base/Foot Options	4	4	3	2
Locks	4	1	3	2
Digi Locks	Yes	No	Yes	Yes
HAT Integrated Solution	Yes	Yes	No	No
Combo Credenzas	Yes	Yes	No	No
Mobile Solution	Pedestals & Credenzas	Pedestals	Pedestals & Personal Storage Towers	Pedestals & Lateral Files & Low Towers
Material Type	Metal & Laminate	Metal, Laminate, Wood	Metal, Laminate, Wood	Metal, Laminate, Veneer

50" H Personal Towers 24"W x 24"D w/ GSA Discounting



STATEMENT OF LINE



KEY APPLICATIONS

- Workstations/Open Plan
- Collaboration Areas
- Private Office

CONTACT

Allsteel Business Development Manager or Customer Support