

Altitude[®] A6



PRODUCT STORY

In today's rapidly transforming market of height-adjustable tables, we need to possess the ability to quickly adapt and expand with trends. Altitude A6 has now established the solutions needed to respond swiftly and continue to be nimble as the market changes. With a pick and play approach, we can specify Altitude A6 by simply scaling up or down features and material options, making Altitude A6 a fully scalable height-adjustable table offering.

Altitude A6 gives workers the ability to create and adjust their space to fit their individual needs with multiple options. The user can now choose their leg configuration, control panel, height range, and various material and finish options. With the support of Raddi, Pivot, screens, and wire management you can customize your storage, privacy, and ergonomic needs without compromising the aesthetic of the office.

KEY MESSAGE

Customer: We know that simplicity matters to you, but that doesn't mean you want limited options. Altitude A6 allows you to get everything you love about our current offering without jumping through requests to get it.

Dealer: We're making it easier for you to specify height adjustable tables without barriers to getting the foot or control you want.

PRODUCT BACKGROUND

The Altitude A6 combines new features in addition to all of the best features of the Altitude A3 and Altitude A5, creating an all-inclusive and easy to specify offering.

MARKET TRENDS

Marketing trends are changing faster in height adjustable tables than in traditional office furniture. The ability to adapt faster to market needs is more important than ever.

Ability to retrofit existing workstations.

Companies are moving away from traditional workstations and are looking for a lighter scale alternative without sacrificing functionality.

Height-adjustable tables are a fixture in workplace, there is a need for the ability to customize them as much as they did traditional workstations.

CUSTOMER CONVERSATIONS

We want a consistent design aesthetic that can be incorporated into various team settings.

We want to promote wellness with height-adjustable tables.

We want a height-adjustable table that has a full offering of features and options.

We want features and options that are trending in market.

We want our employees to have the ability to create and adjust their work areas to fit their needs.

PRODUCT DIFFERENTIATORS

Feature Scalability:

- Leg Configuration
- Control Panel
- Height-Range
- Worksurface

Easy to Specify

- Altitude A6 introduces a "pick and Play" approach

Material Options

- Leg color options
- Full laminate offering



COMPETITIVE

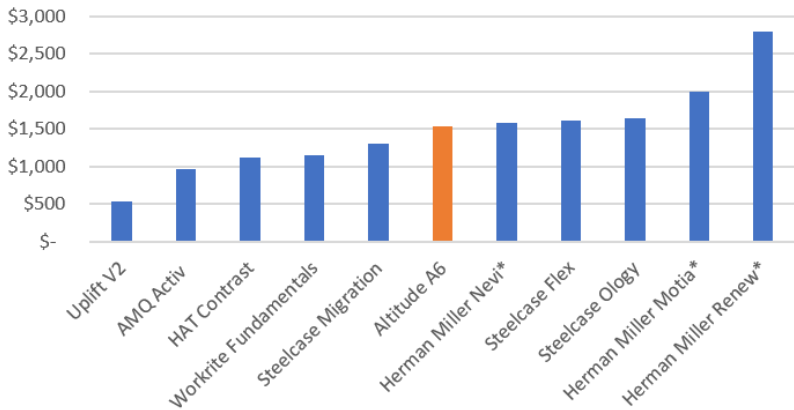


- UPLIFT V2**
- Competitively priced tops
 - Offer wide range of solid wood tops
 - Offers variety of

- WORKRITE FUNDAMENTALS**
- Great solution for larger work-surfaces
 - Array of accessories including screens and power rails

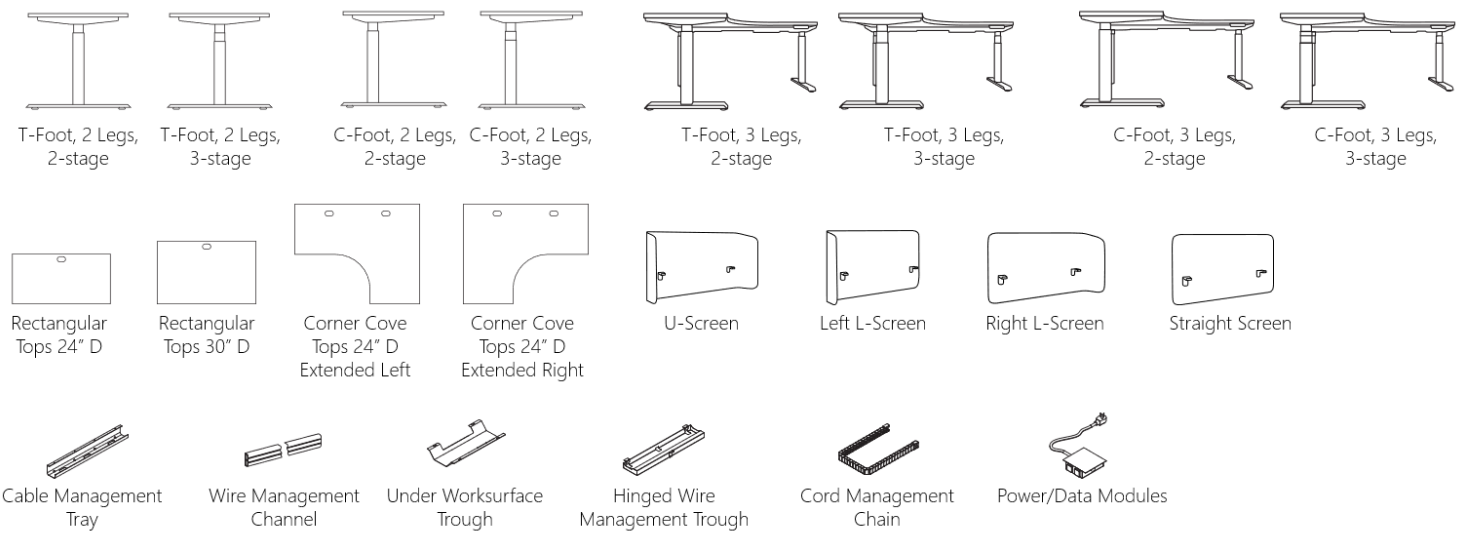
- AMQ ACTIV**
- Wide array of 2-stage and 3-stage options for HAT
 - Easy to specify due to online tools and resources

Competitive Analysis



Herman Miller HAT specify with worksurfaces, while other competitors (including Allsteel) do not.

STATEMENT OF LINE



CONTACT

Product: Lydia Neeley or Madeleine Tigges