


Allsteel®





CONFIDENTIAL CO|HO GO-TO-MARKET BRIEF

Product Story	<p>Offices are transitioning to a place of not just desking but collaboration and residential touches. How do you find a comfortable place to collaborate and allow open conversation on working topics? CO HO work lounge offers these options with soft curves and optional work surface on a tablet arm. This line of seating is a perfect solution to a small space that needs to transform into a working environment. Stand-alone soft seating with an optional tablet arm gives variety to the Allsteel brand.</p>	
Key Message	<ul style="list-style-type: none"> • Functional lounge chair that supports both individual and collaborative activities • Flexibility to be put in several types of office space - traditional lounge, reception, collaborative spaces and those under-utilized corners as well • Fully upholstered seat and back provides comfort • Optional tablet arm can be easily added or removed, giving facility managers the power to repurpose the chairs after office reconfiguration • Contemporary, soft aesthetics with a variety of fabrics and colors to match the office design 	 <p>Co Ho: Lounge</p>
Launch Date	<p>Co Ho Lounge Chair will launch October 1, 2018</p>	
Target Audience	<ul style="list-style-type: none"> ▪ Top dealers in 2016-17 <ul style="list-style-type: none"> ○ Receiving samples are these dealers and showrooms ○ <i>Compass Office Solutions - Miramar, FL</i> ○ <i>Interior Elements - Ridgeland, MS</i> ○ <i>Office Creations - Jacksonville, FL</i> ○ <i>Commercial Office - Seattle, WA</i> ○ <i>Douron Inc - Owings Mills, MD</i> ▪ Commercial dealers had 94% of CO HO Work Lounge sales 	
Product Background	<p>Bruce Fifield designed and used these chairs to integrate a "coffee house" comfort to the office.</p>	
Market Trends	<ul style="list-style-type: none"> ▪ Customers want soft design in that supports active tasks in a lounge/collaborative setting ▪ Maximum usage for small spaces ▪ Agile planning requires furniture to be easily reconfigured and repurposed 	
What types of customers should we target?	<ul style="list-style-type: none"> ▪ I need a way to maximize small spaces. ▪ I want to achieve impromptu collaboration between employees. ▪ I want my chairs to serve as touchdown spaces. 	
Product	<p>Rich in Details</p> <ul style="list-style-type: none"> ▪ Premium finishes with polished aluminum components (base, control, cylinder) ▪ Full upholstery with double stitch <p>Flexibility</p> <ul style="list-style-type: none"> • Optional tablet arms can be easily added or removed 	

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<p>CO HO Lounge Internal Price Positioning</p>	<p style="text-align: center;">Allsteel Collaborative Seating</p> <table border="1"> <thead> <tr> <th>Model</th> <th>List Price</th> <th>Est. Dealer Net</th> </tr> </thead> <tbody> <tr> <td>Co Ho Lounge</td> <td>\$1,079</td> <td>\$453</td> </tr> <tr> <td>Clarity Lounge</td> <td>\$1,248</td> <td>\$499</td> </tr> <tr> <td>Vicinity Lounge</td> <td>\$1,400</td> <td>\$588</td> </tr> <tr> <td>Rock</td> <td>\$1,475</td> <td>\$620</td> </tr> <tr> <td>Linger</td> <td>\$1,797</td> <td>\$755</td> </tr> <tr> <td>Retreat Work 4-Star</td> <td>\$1,800</td> <td>\$756</td> </tr> </tbody> </table>			Model	List Price	Est. Dealer Net	Co Ho Lounge	\$1,079	\$453	Clarity Lounge	\$1,248	\$499	Vicinity Lounge	\$1,400	\$588	Rock	\$1,475	\$620	Linger	\$1,797	\$755	Retreat Work 4-Star	\$1,800	\$756			
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<p>CoHo Statement of Line</p>	<p>Chair Models: Work Lounge Chair Work Lounge Chair: Arm options: 3 (Armless, Frosty White Tablet Arm, Loft Tablet Arm)</p>																										
<p>Selling Tools</p>	<p>Information Sales Presentation AO.com Synergy</p>	<p>Specification/Ordering Symbols Spec. Guide/Price List</p>	<p>Literature Spec. Sheet Seating Guide Brochure</p>																								

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CO HO Lounge Competition Details	<p>OFS Clinique</p>  <ul style="list-style-type: none"> ▪ Back Heights: Low ▪ Back Material: upholstery ▪ Arms: Fixed ▪ Standard Bases 	<p>Teknion Zones Club</p>  <ul style="list-style-type: none"> ▪ Back Heights: Mid ▪ Back Material: upholstery ▪ Arms: Fixed ▪ Standard Base 	<p>9to5 Lily</p>  <ul style="list-style-type: none"> ▪ Back Height: Mid ▪ Back Material: Upholstery ▪ Arms: Fixed ▪ Standard Base 	<p>Allseating Alyles</p>  <ul style="list-style-type: none"> ▪ Back Size: Mid. ▪ Back Material: Upholstery ▪ Arms: Fixed ▪ Standard Base
Training	Handouts, Sales Presentation, and Online Modules			
Promotions & Spiffs	EDGE, Staples Edge, A & D 65%, Dealer Show Room and Everyday Advantage			
Pre-Sell Criteria	All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce. <ol style="list-style-type: none"> 1. What is the total size of the opportunity (units/invoice)? 2. Who is the customer, and are they currently an Allsteel/HNI customer? 3. Who is the competition? 4. What is the timing for order entry? Installation? 			
Contact	Product: Raikkol Cheng ChengR@allsteeloffice.com			