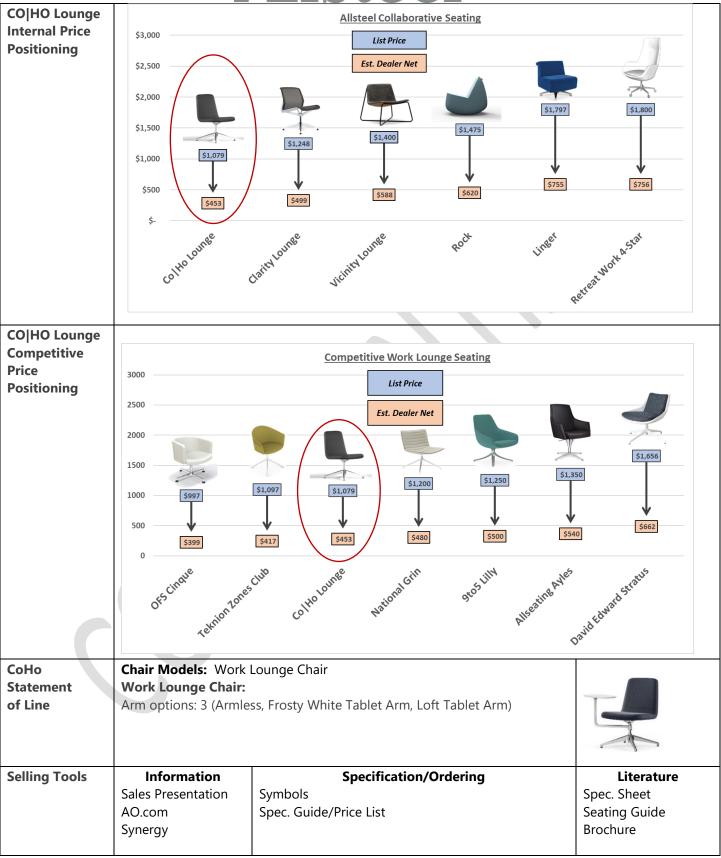
# Allsteel®

### CONFIDENTIAL COIHO GO-TO-MARKET BRIEF

Product Story	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.				
Key Message	<ul> <li>Functional lounge chair that supports both individual and collaborative activities</li> <li>Flexibility to be put in several types of office space - traditional lounge, reception, collaborative spaces and those under-utilized corners as well</li> <li>Fully upholstered seat and back provides comfort</li> <li>Optional tablet arm can be easily added or removed, giving facility managers the power to repurpose the chairs after office reconfiguration</li> <li>Contemporary, soft aesthetics with a variety of fabrics and colors to match the office design</li> </ul>				
Launch Date	Co Ho Lounge Chair will launch <b>October 1, 2018</b>				
Target Audience	<ul> <li>Top dealers in 2016-17         Receiving samples are these dealers and showrooms         <ul> <li>Compass Office Solutions - Miramar, FL</li> <li>Interior Elements - Ridgeland, MS</li> <li>Office Creations - Jacksonville, FL</li> <li>Commercial Office – Seattle, WA</li> <li>Douron Inc – Owings Mills, MD</li> </ul> </li> <li>Commercial dealers had 94% of CO HO Work Lounge sales</li> </ul>				
Product Background	Bruce Fifield designed and used these chairs to integrate a "coffee house" comfort to the office.				
Market Trends	<ul> <li>Customers want soft design in that supports active tasks in a lounge/collaborative setting</li> <li>Maximum usage for small spaces</li> <li>Agile planning requires furniture to be easily reconfigured and repurposed</li> </ul>				
What types of customers should we target?	<ul> <li>I need a way to maximize small spaces.</li> <li>I want to achieve impromptu collaboration between employees.</li> <li>I want my chairs to serve as touchdown spaces.</li> </ul>				
Product	Rich in Details  Premium finishes with polished aluminum components (base, control, cylinder)  Full upholstery with double stitch  Flexibility  Optional tablet arms can be easily added or removed				

## Allsteel®



## Allsteel®

CO HO Lounge	OFS Clinique	Teknion Zones Club	9to5 Lily	Allseating Alyles		
Competition Details						
	<ul> <li>Back Heights:         Low</li> <li>Back Material:         upholstery</li> <li>Arms: Fixed</li> <li>Standard Bases</li> </ul>	<ul> <li>Back Heights: Mid</li> <li>Back Material: upholstery</li> <li>Arms: Fixed</li> <li>Standard Base</li> </ul>	<ul> <li>Back Height: Mid</li> <li>Back Material:         <ul> <li>Upholstery</li> </ul> </li> <li>Arms: Fixed</li> <li>Standard Base</li> </ul>	<ul> <li>Back Size: Mid.</li> <li>Back Material:         <ul> <li>Upholstery</li> </ul> </li> <li>Arms: Fixed</li> <li>Standard Base</li> </ul>		
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.  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					