

Case Study

Industry

Financial Services

Workstations

65

Product

Reach™/Terrace® 2.6

Opportunity

To compete against other banks for a whole new generation of clientele (35 and under), this regional bank wanted clients and employees to experience their new corporate culture the second they walk in the door. The bank required an office space that was vibrant and open. Their instructions were “Don’t make it look like something we already have,” referring to their conservative atmosphere.

Color Palette

Panel Fabric

Propeller Sandalwood

Landscape Tiles

Infinite Spectrum™ (PANTONE® 18-1449 TPX Ketchup)

Paint

Flint, Gunmetal Metallic

Laminate

Pearl Bisque

Seating Upholstery

Moguls Graphite

Pulls

Matte Silver

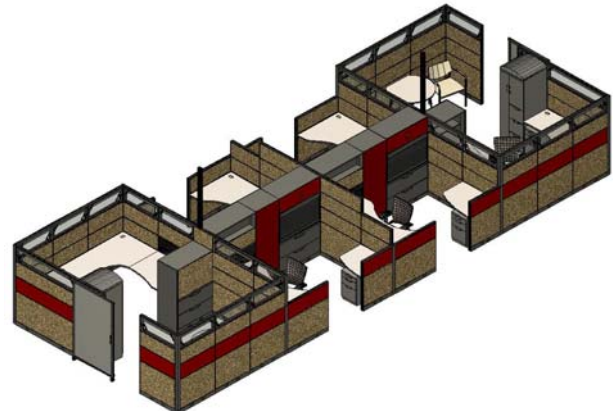


Financial Institution Banks on Reach’s Hipness

To attract a new and younger client base, this regional Bank faced a rebranding challenge. They needed to move from a conservative image of a small-town bank founded over 100

years ago to a young, vibrant and “hip” company.

Reach was the perfect solution that also maximized their office space.



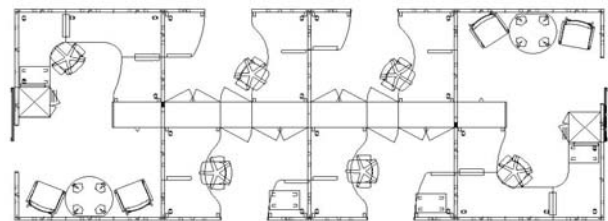
Reason for

Success

The bank’s executive

management group

felt that Allsteel’s and the dealer’s consultative approach offered the best fit for their needs. Following a presentation by the Allsteel team on office trends, how people work, and productivity gains, we were able to separate ourselves from the competition. The bank was impressed with the unique look, feel, and functionality of Reach and the fact that workstations felt larger even though they occupy less space.



“I believe we would have won the project without Reach, but with it and our strategic approach, our chances went from 50/50 to no contest,” according to Jeff Ruttenberg, Allsteel Account Manager.

Allsteel and the dealer provided ideas and open plan concepts that helped spark the bank’s imagination. Additional enhancements, like an open café, community center, concrete floors and columns, and exposed ceilings, contributed to the new environment. Tasteful high-tech metals, translucents, and custom tiles were also incorporated. The result was a communicative, fresh environment very different from most traditional East coast banks.