

THAT'S SUM™ CHAIR!

Allsteel's Ergonomic Task Chair Adds Two New Awards to Long List of Honors

Muscatine, IA – *March, 2005* – Sum™, Allsteel's task chair known for its innovative AutoFit™ automatic adjusting lumbar system, has recently been recognized with a Design Distinction Award in this year's Annual Design Review by *I.D.* magazine, as well as a Bottom Line Design Award from *Business 2.0*. The Sum chair provides the ultimate in comfort without the need for manual control levers to adjust lumbar support.

Designed by Allsteel and Marcus Koepke of Marcus Curtis Design, the Sum chair is an important design accomplishment in the furniture industry because it includes automatic ergonomics, innovative design solutions and timeless aesthetics at a reasonable price.

“Allsteel is thrilled by the many awards that Sum has won,” said Julie Zielinski, Allsteel's Vice President, Marketing. “We strive to design products that help people work more comfortably and productively – all in an environment that inspires. To be recognized by such prestigious organizations for our innovations is an honor.”

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ADD ONE**

I.D.'s Annual Design Review has recognized the best in product, furniture, graphic and environment design, from the iconic to the obscure since 1954. Throughout the years, this annual showcase has chronicled the evolution of design, and highlighted its impact on our material and visual culture.

Each year, the featured work is chosen by a jury of leading practitioners, who, along with *I.D.*'s editorial team, focus the abundance of submissions into a clear survey of the state of design. The resulting overview is published in the August issue of *I.D.* magazine — the Annual Design Review issue.

Business2.0's Bottom Line Design Award recognizes products setting a new standard for design—measuring a design's success by its impact on a business and its ability to create satisfying customer experiences. *Business 2.0*, in partnership with Frog Design, created the award in order to recognize the positive effects of experience-driven design on businesses and their brands. The complete results will be published in the April issue of *Business 2.0*.

Since its launch in 2004, Sum has also received the following awards:

- Good Design Award – Chicago Athenaeum: Museum of Architecture and Design, January 2005
- Editor's Choice: Top 100 Products for 2004 – *Buildings Magazine*, December 2004
- Gold Award – IIDEX Best of Show Awards, September 2004
- 2004 Industrial Design Excellence Awards (IIDA), June 2004

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- 2004 Innovations Award – *Buildings Magazine*, June 2004
- Best of Show – 2004 *Design Journal* NeoCon Award, June 2004

For more information about the Sum task chair, contact Allsteel at 1-563-262-4800 or visit its website at www.allsteeloffice.com.

Allsteel Inc. designs, builds and delivers workplace furniture solutions with advanced functionality and lifetime durability. The company has Resource Centers in Chicago, Dallas, Los Angeles, New York, San Francisco and Washington, D.C.

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