

**ALLSTEEL'S POPULAR REACH™ INTEGRATED STORAGE SOLUTION  
GETS EVEN BETTER WITH NEW ENHANCEMENTS**

*Company Challenges Customer and Itself; Results in  
Even More Choices for This Unique Product Solution*

Muscatine, Iowa – *October 2007* – When Allsteel Inc. first launched its Reach™ integrated storage solution in 2005, the company knew that this unique product – which provides greater storage and actual workspace in a smaller footprint – would allow companies unmatched flexibility in a market of rising real estate costs, expanding workforces and trending towards more open-plan workspaces.

As it does on all of its product lines, from the first Reach installation, Allsteel consistently asked its customers to provide feedback and challenged its internal team to identify ways to continue to make it better. Allsteel has realized success with Reach in a wide range of organizations from corporate and financial services, to healthcare and nonprofit, yet the company continues to look for ways to improve – providing its customers with the best solutions possible.

With that in mind, Allsteel has developed and launched a series of new additions to its Reach line up, now offering customers even more options and flexibility for storage, space division and finishes.

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ADD ONE**

“Our customers frequently find themselves faced with the difficult position of needing to move to smaller workstations but having employees view that shift as sacrificing their space just to save money,” explains D.J. Heil, Allsteel, Group Product Business Manager. “Given its inherent space efficiency, Reach provides companies with the best of all options – workstations that actually feel larger and provide a better, more comfortable workspace, all while taking up a smaller footprint.”

For example, Huron Consulting Group, a NASDAQ-traded provider of financial and consulting services, installed Reach and went from 64 square feet per workstation to 42 square feet, a decrease of nearly 30 percent. Despite the smaller footprint, surveys of the firm's employees note two-thirds of them said their new space actually felt bigger than their old workstations.

“Reach allows companies to build a work environment that supports productivity, creativity and collaboration among team members. And the new enhancements further solidify Reach's advantages, including eliminating confining overheads and pedestals; allowing for lower panel heights and more natural light; actually increasing the amount of storage despite the smaller footprint; and providing a workstation experience that feels larger and more functional,” Heil adds.

The new Reach enhancements include:

- Integrated wardrobe – With Reach's new integrated wardrobe storage option, workers in an open-plan setting now enjoy the benefits of a wardrobe cabinet that is housed within Reach's compact footprint. Workers can easily hang coats, bags and other personal items in their workstation without giving up active storage space for work files, binders and materials.

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ADD TWO**

- Reach with Adept™ – Allsteel has partnered Reach with its Adept system, creating a highly functional solution that balances the functionality and aesthetics of a powered, high-capacity storage wall with light-scale structural dividers. Reach as the spine provides storage and power while Adept divides space and provides privacy.
- Reach with Terrace 3.4 – When Reach is used with Terrace 3.4, the result is a workstation that simultaneously works hard while providing an architecturally styled, sophisticated package. Storage capacity and cable management are greatly increased, as Terrace 3.4's generous width allows power and data cables to be run at the desktop, base pathway or at any 13" increment on the frame.
- Bottom-level open shelves – Usable, functional storage is now available below the worksurface with Reach's new bottom-level shelves. Full-depth, open shelving provides access to materials users want close but not necessarily front and center. And this new shelving option has added planning flexibility for single-sided, freestanding and wing-wall applications.
- New paint finishes – Allsteel has also introduced two new paint finishes for its Reach. Designers now have the flexibility to create either a light, crisp look with the company's new Brilliant White paint finish, or a darker, contemporary look with Carob brown.

To support increased interest in Reach, Allsteel has also launched “Reach in Application” – a new Web-based interactive case study that allows users to actively experience Reach and the benefits it offers. It visually walks through a real-life company facing challenges many businesses today encounter – a growing employee -more-

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ADD THREE**

base and the desire to provide an open, collaborative environment, coupled with the need for more storage space, workstations and teaming areas – and demonstrates how Reach was successfully used to address all of these issues.

For more information on Allsteel's Reach integrated storage solution and the "Reach in Application" case study, visit [www.allsteeloffice.com](http://www.allsteeloffice.com).

Allsteel's expanded Reach offerings are available now and will be presented at IIDEX/NeoCon Canada, September 27-28, 2007, at the Direct Energy Centre, Toronto, ON.

**About Allsteel Inc.**

Allsteel Inc. designs, builds and delivers progressive and relevant workplace furniture solutions. The company has Resource Centers in Atlanta, Boston, Chicago, Dallas, New York, San Francisco, Santa Monica, Washington, D.C., and Toronto, ON.

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