

Case Study

Industry
Medical Supplies

Workstations
300

Products
Reach / Terrace 2.6

Opportunity
Create more useable workspace in a smaller footprint while overcoming preference for an incumbent manufacturer's product

Color Palette

Panel Fabric
ME625 Metallation Stainless Steel
ME678 Metallation Polished
Pewter
ME629 Metallation Dark Annealed

Paint
P28 Fossil

Laminate
D Natural Maple



Reach™ Supports Rehabilitation Products Producer

As a global provider of knee braces and other rehabilitation and regeneration products, they have enjoyed tremendous success and growth. With a need to expand their corporate headquarters, Reach provided the solution they required to do more work with less space



Reasons for Success They were faced with the challenge of handling their growth after consolidating three buildings into a single headquarters. Though the initial specifications called for typical 8' x 8' workstations, their Allsteel dealer knew Reach could offer more value by reducing each workstation's footprint.

Allsteel met the specifications with Terrace; but also included a Reach/Terrace combination as an enhancement.

"We took the initiative to propose a Reach solution and include it in our mock-up," said the dealer. "Once the employees and the selection committee got a hands-on look at Reach, the competition was essentially left out in the cold."

By introducing a new product, in addition to the specified workstations, the dealer was not only able to impress the selection committee, but also overcome the objections of a major influencer with a strong preference for another brand.

The employees have a new perception of what a workstation can be like. While the new workstations have a smaller footprint, Reach provides them with more usable surface and storage than they were used to. And because tall panels weren't needed to support overheads, the lower 56" panels in most areas allowed a more open feel with more natural light throughout the office.

When a space is tight, Reach offers is a smarter solution that makes storage more active, people more productive, offices more open, organization more attainable and work surfaces more workable.