

# Case Study

**Industry**  
Software

**Workstations**  
5 stories, 53,000 sq. ft.

**Product**  
Reach w/Terrace® 3.4 & 2.6,  
Align™, Sum™, Get Set™, #19®,  
Tolleson, Persona™

**Opportunity**  
Maximize space while creating  
an integrated look and feel  
across multiple floors and  
multiple departments, each with  
their own diverse needs.

## Color Palette

**Panel Fabric**  
SEM001 Maharam Season  
Tortoise

**Metal and Base**  
P27 Black w/Black Arch pulls E4

**Worksurface (General)**  
TM41 Beigestone Laminate

**Worksurface (Marketing)**  
RF331 Dark Rift Oak Wood

**Translucent Panel**  
QU22 Quattro Amber



## Reach™ “Reprograms” Software Developers Offices



department.

A new office building meant more than a location change for a growing software developer, it meant an opportunity to reward employees with a more attractive and more effective work environment. By using Reach, along with a wide variety of additional Allsteel solutions, the company also found its own rewards in space saving costs as well as a professional and cohesive look throughout every

**Reason for Success** The developer had not made any decisions regarding the interior of their new building, so they needed a dealer and manufacturer team that was committed to consulting and leading them through the many decisions they would need to make.

*“One of the first things we did was take them to Allsteel’s corporate showroom in Muscatine so they could see the range of products and applications,”* said the Allsteel dealer. *“The hands-on trip really helped them see all the diverse possibilities Allsteel had to offer their environment.”*



Space utilization was especially important to them so they became very interested in Reach. After the visit to Allsteel, the team then arranged other field trips to local Reach installations which helped them decide on the size of their workstations.

The trips also let them explore Reach open shelf units and standing height worksurfaces, which were added and are now part of their everyday work environment. A secondary worksurface to hold technology was also added after the team learned more about how their employees work.

To further integrate the entire environment, complementary finishes used in the Reach workstations were utilized with the private offices’ freestanding Align.

The result? Reach gives their employees more useable work space in a smaller footprint so the company still has plenty of room for continued growth.