

## **ALLSTEEL OPENS NEW TORONTO RESOURCE CENTER**

### ***Canadian Market Welcomes Distinctive, figure3-Designed Showroom***

Muscatine, Iowa – *November 2007* – Allsteel Inc. has opened the doors to its new Toronto Resource Center, providing Canada’s growing design, real estate and corporate communities with a first-hand look at the company’s progressive workplace solutions. The showroom, designed by influential Canadian design firm figure3, is located in the historic Toronto Carpet Factory in the city’s Liberty Village neighborhood.

Jennifer Stoddart, Allsteel General Manager, Canada, notes the Canadian design industry employs 7,500 design professionals and includes 1,200 design firms and 1,325 architectural practices.

“Toronto is the business and design capital of Canada, and at least 70 percent of Fortune 500 companies have a presence here. The city also has the third largest design community in North America after New York and Boston,” Stoddart says.

“When you look at all of these factors, it makes complete sense for Allsteel to further strengthen its investment in the Canadian market with a Toronto showroom.”

The new space is housed in the distinctive brick Boiler House of the former Toronto Carpet Factory, which operated from 1899 until the 1920s. The old factory building is part of a vibrant neighborhood which hosts a lively mix of businesses, stores, cafés, restaurants and residential units.

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## **ALLSTEEL OPENS NEW TORONTO RESOURCE CENTER ADD ONE**

“Allsteel chose an extraordinary space for its Toronto showroom. It has striking features and dramatic architecture, including 60-foot ceilings, 20-foot original leaded glass windows and exposed brick walls,” explains Christopher Wright, Partner, figure3. “During the design phase, we set out to balance the historical features of the space, while adding a visual complexity that would communicate Allsteel’s brand and showcase its workspace solutions. I believe we accomplished this goal. When people walk into the space, you can see them stop in their tracks as they view the different levels of the showroom.”

Allsteel’s Resource Center was designed with the added goal of earning LEED (Leadership in Energy and Environmental Design) certification and has the distinction of being one of the first 10 LEED-CI registered projects in Canada. figure3 and the Allsteel team focused on reusing as much of the original building and materials as possible and recycling construction debris.

When visitors enter Allsteel’s space in the Boiler House, they step into the reception area, where to their immediate left there is an inviting, round guest seating area housed in the building’s original smokestack. Standing in front of the reception desk, customers get the full experience of the space’s three levels.

From the reception area, visitors can take the stairs down to the showroom’s lower level, where a variety of the company’s workplace solutions are showcased. Or they can choose the stairs leading to the third level where they are greeted with a spectacular view of the entire space.

On the third level, visitors walk into the community or gathering area, which is flanked on the right by the adjoining Gunlocke showroom. Guests then walk across the original carpet factory hardwood floor, refinished with eco-friendly stain, leading into a distinctive and memorable conference room. The room is cylindrically shaped,  
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sheathed in floor-to-ceiling glass and actually suspended above the showroom's back gallery.

From the suspended conference room, visitors travel down to the second-level, open gallery, which features a number of Allsteel's systems, system enhancers and seating options. This space is set off by 60-foot ceilings and 20-foot leaded glass windows.

"Our new Toronto Resource Center is truly a distinctive space. We set out to dramatically showcase our complete product line, while providing an inviting gathering place for customers, architects and designers," Stoddart adds. "This space is a celebration of the Allsteel brand, which focuses on designing and providing our customers with progressive, relevant workplace solutions."

The opening of the Toronto Resource Center is part of Allsteel's ongoing investment in the Canadian market. At the beginning of 2007, the company hired Stoddart, a 20-year industry veteran, as General Manager, as well as a full sales team located throughout the country, including Calgary, Toronto and Montreal.

Allsteel's Toronto Resource Center is located at The Boiler House, 90 Fraser Ave. in Liberty Village. For more information, stop by the showroom, call (416) 588-6200 or visit [www.allsteeloffice.com](http://www.allsteeloffice.com)

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**ALLSTEEL OPENS NEW TORONTO RESOURCE CENTER  
ADD THREE**

**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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