

**ALLSTEEL'S NEW ALIGN™ SYSTEM – VERSATILE AESTHETICS TO
BEST PROJECT YOUR COMPANY IMAGE**

A Single, Coherent Structure. Endless Freedom of Expression.

Muscatine, IA – *October, 2005* – As organizations gear up to compete more aggressively for valuable knowledge workers, the physical work environment becomes increasingly important in attracting and retaining workers. Allsteel introduces Align, a furniture system providing the unique mix of aesthetic and functional capability to inspire knowledge workers and the organizations that depend on them.

Designed as a coordinated offering of systems, storage, and desking products, Align can be used as building blocks across the office landscape – open plan workstations to private offices to common areas – to provide a cohesive elegant office landscape. This feature allows a designer to comfortably stay within one product line for an entire project. Align was designed with uncompromising detailing featuring clean and simple lines. With its tight vertical and horizontal reveals, it offers perfect alignments between panels, storage, worksurfaces and desks, regardless of surface materials and finish selections.

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ALLSTEEL'S NEW ALIGN™ SYSTEM ADD ONE

“The design of Align answers, in a cohesive way, the practical needs of hierarchy, budget and image,” said Eric Jungbluth, Allsteel President. “Being able to switch materials without functional compromise gives an unequalled range of design options. With Align, materials are a choice, not a sacrifice.”

What before had to be specified with custom materials, multiple product lines, and long lead times can now be specified simply and affordably and managed easily through this one single platform. Align can create a unified aesthetic along with individual expression throughout an entire office. Utilizing complementary materials from the front desk to the executive suite, it's excellent for architects and designers choosing colors and textures when defining functional areas. It also makes use of wood and other new innovative materials as an accent or to make a statement.

Align provides a new level of sophistication in materials choices and the freedom to mix and match colors and textures in fabric, wood, metal, and landscape surfaces in surprising combinations.

Align Is the Answer to Workplace Trends

Recent Allsteel workplace trend research reveals that the knowledge worker continues to become a scarce and valuable commodity – thus attracting and retaining this workforce is key for employers. Systems with the functionality and aesthetics

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such as Align are key recruiting factors as workers now report their physical environment is one of the three major contributing factors in job satisfaction and turnover.*

This is especially important for those organizations where image is imperative and requires coordination between open plan and private office. Too often, offices grow into a piecemeal approach, when what they really need is a coordinated and versatile total office solution.

Align is designed *to be* designed and its versatility is a key factor for A & D consultants. With a choice of materials and a huge range in breadth of line – open plan work stations to freestanding desking and storage – it's applicable to almost every type of worker and workspace in an office. Align enables the architect or designer to create furniture to complement and enhance the specific vision of their project. The result is up to the imagination: from an environment that acknowledges achievement with rich wood or one that lightens the mood with lower panels and desks that are open and airy.

“In creating Align, we developed an extensive line of office furniture with a single, adherent structure that offers you endless freedom of expression,” noted Jungbluth. “We’ve taken Allsteel’s core capabilities in systems and storage and married those with Gunlocke®’s strength in wood to create the most cohesive and functional system on the market.”

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ALLSTEEL'S NEW ALIGN™ SYSTEM ADD THREE

Facility managers are Align fans as well: no longer will they have to sacrifice ongoing ease of management for promotion aesthetics. They appreciate its ease of specifying and purchasing. It's also easy to install and is available with short lead times – even for wood. And best of all, facility managers can meet all their furniture needs within one line.

The Difference Is In the Details

When it comes to craftsmanship of design, Align's advantages feature four major elements:

- ? The consistent 8" horizontal module creates unparalleled dimensional coordination throughout the product line;
- ? Reveals are subtle and tight (the narrow vertical – ¼" and horizontal – 3/16th" reveals are consistent throughout the entire product line – from panel tiles to storage fronts to the connection between worksurface and leg);
- ? Connection points and other details are handled with grace and thoughtfulness;
- ? And, the extensive material options (including the ability to use *any* 1/8th" material on storage fronts) allow Align to elegantly respond to a significant range of images and price points.

The result is pieces that truly "fit" together, and storage that really matches the system. As noted, Align features renowned Gunlocke wood products and its patented Cleartech® UV cured worksurface finish.

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**ALLSTEEL'S NEW ALIGN™ SYSTEM
ADD FOUR**

For more information about the Align system or other contract office furnishings, 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.

Source: ASID Recruiting and Retaining Qualified Employees – By Design

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