

Case Study

Industry
Government

Products
Terrace 2.6, Sum™, Essentials™, Get Set, Relate, Nimble

Opportunity
To provide an attractive and single product line solution for workstations and private offices that also integrates into classrooms.

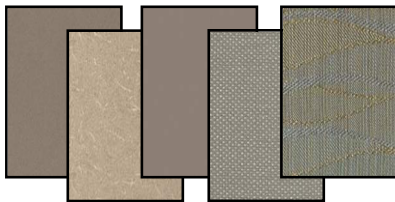
Color Palette

Paint
PR3 Gunmetal Metallic

Laminate
LT6A Camelstone

Edge
E5 Driftwood

Fabrics
PL910 Propeller Blue Steel
ME678 Metallation Polished Pewter



Terrace® a Natural Fit

When the U.S. Fish & Wildlife Service moved a National Wildlife Refuge Visitor and Educational Center, they were looking for much more than a new space; they were looking for a way to tie workstations and private offices with kid-friendly classrooms. With Terrace, they found virtually limitless material options that allowed them to create cohesive areas in which all users can thrive.



Reasons for Success: The conversation with the U.S. Fish & Wildlife's business actually began more than three years before the project originated when Allsteel began building a relationship with the real estate consulting firm that would ultimately handle the project.

According to Allsteel's Nancy Martel, participation in various real estate organizations and committees allowed Allsteel to build credibility as an expert; now the firm's project managers use Martel as a resource for workplace trends information.



"This was accomplished through breakfast, lunch, and dinner meetings ... each time educating these folks individually about Allsteel product solutions and the driving forces leading to these new solutions," Martel said.

Once that relationship was built, the Allsteel dealer went to work illustrating how a range of Allsteel solutions would work for the educational center project. Because the building contained three different types of spaces: private offices, open workstations, and classrooms, it was important to demonstrate solutions that were appropriate for each area.

Terrace 2.6 for workstations and Terrace Freestanding for private offices work together in a single product line so integration with a smaller kit of parts was a simple matter. And by using Get Set nesting tables with Relate and Nimble chairs, the rest of the space was unified within the Allsteel product line.