

Case Study

Industry
Manufacturing

Products
Terrace 2.6

Workstations
670 +

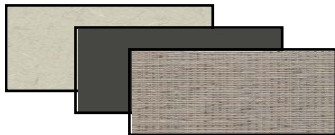
Opportunity
Provide a consultative approach to developing a flexible solution that can be easily reconfigured and handle growth all while providing a small kit of parts.

Color Palette

Panel Fabric
TP980 Tempest Full Steam

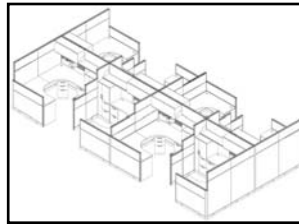
Work Surface
LT2A White Tigris

Paint
P02 Flint



Terrace® Sends the Right Signal

When an antenna manufacturer built a new headquarters, they considered everything from using their existing furniture to new solutions from six different manufacturers. In the end, they found that Terrace not only created a productive environment for today, but gave them flexibility for future growth.



Reasons for Success: Critical to the end user was working with a dealer/manufacturer team that would provide consultative support before, during and after the building was complete. To ensure they selected the right partner, they began the project by giving Allsteel and five different competitors a floor plan and some general parameters. Each was asked to come back with a design concept in two to three weeks.

With so many competitors, having a solid team was key, particularly to overcome an early preference of a particular competitor by some decision-makers. *“It was an unbelievable job of team selling,”* said Mike Cebry, Market Manager at Allsteel. *“The solution the team offered was the right one, but more importantly, they saw how well we worked as a team.”*



The end user did not come into the project with an idea of what they wanted, so determination and a consultative approach were critical to earning the business. The team developed 5 different design concepts. *“Having so many unique Allsteel products helped keep us in the game initially,”* said the Allsteel Dealer.

While their old furniture prevented growth, their new Terrace solution accommodates growth because it is easy to reconfigure. The footprint was designed with flexibility in mind so they could change a management station, to a fax area, to a normal workstation.

“We strategically placed extended straight connectors throughout which will allow the end user to convert an 8' x 8' workstation into an 8' x 12' workstation with minimal disruption to the pods,” added the dealer designer. *“Both the 8' x 8' and 8' x 12' workstations house the same panel widths and storage components to create a small kit of parts.”*

Create. Change. Connect. Terrace is easy to reconfigure and works with an almost unlimited range of surface materials to create flexible environment that move teams to new heights of productivity.