

Case Study

Industry
Management

Products
Concensys, Ambition™, Relate™

Opportunity
Cost effectively modernize the look of the headquarters with on-time installation.

Color Palette

Panel Fabric
LC 922 Lucy Dusk

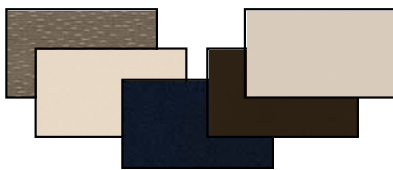
Ped and Lateral Storage
P52 Carob

Panel Fabric Trim
P93 Parchment

Worksurfaces
LS85 Pearl Bisque

Seating
OPN25 Openhouse Midnight

Conference Room Seating
Mahram: Repeat Dot
Pixel/Chocolate,
Orakelblume/Danube
Architex: Ivaloo Dusk, Majesty
Dusk



Concensys Wins at Management Firm

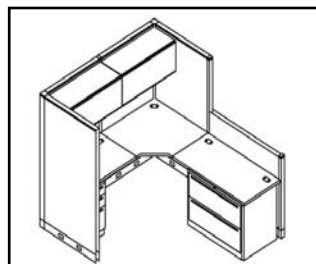
When a major association management firm sought to change the furniture in their Chicago headquarters, they needed a system that kept with their status as a non-profit entity yet provided a modern look for their young staff. With Concensys, they found adding style can be cost effective.



Reasons for Success

They required a new office solution, but influencers within the company were recommending refurbishing with a competitor because they believed used furniture would save money. Through understanding the customer's requirements, Allsteel and the dealer were able to formulate a strategy to provide an all-new office solution. *"We did research and comparisons for them,"* said the Allsteel dealer. *"When we compared refurbished versus Concensys, the price was very close."*

Because Concensys has such a wide range of materials and clean lines, it was easy to provide them with a more modern look than they could achieve with dated, refurbished materials. To address the varying tastes of different decision makers, the dealer specified a more muted palette for the workstations and central areas, and bright colors on the chairs in the conference room.



They also needed to be confident they could rely on the Allsteel team to install with clockwork precision. A busy downtown location meant the delivery had to take place at night and that elevators had to be reserved, allowing no leeway for delays. *"Allsteel's customer support coordinated to make sure the trucks came in on time and our project manager did an excellent job with coordination and making sure the client knew when the product would arrive,"* the dealer said.

After the smooth installation, employees were excited to get into their new offices; the dealer said they are "fighting tooth and nail" to be able to work on the floor with the new environments.