

# Case Study

**Industry**  
Technology

**Product**  
Align, #19®, Sum®

## Opportunity

To balance a sophisticated office look along with the power and cabling needs of a technology-driven business.

## Color Palette

**Laminate**  
Twilight Zephyr LT5E

**Paint**  
Platinum Metallic PR2

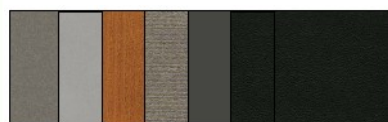
**Veneer**  
Light Cherry NC701

**Finish**  
Tanasee Cinder TSN959

**Edges**  
Flint E9

**#19**  
Black Showcase Leather SHC02

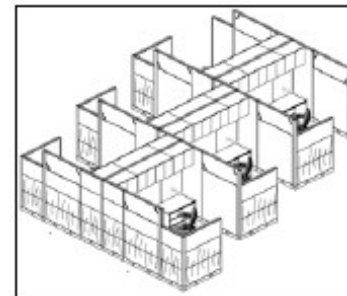
**Sum**  
Infinity Ebony INF10



## Align™ Forges Ahead

When the company who is the recognized market leader for rich media communications and knowledge management services designed their new offices, they wanted an environment to help lure employees and potential clients away from places like Silicon Valley and Seattle. Align helped them prove cutting edge ideas aren't confined to the coast.

**Reason for Success** Nearly every facet of this company is high-tech and they wanted technology reflected in their offices, yet they didn't want a cold "tech" feel to their space.



Align's versatility made creating such a unique space possible. Panels and storage fronts can be dressed up with any 1/8" material to create individualized workstations, so their architect specified overhead storage with glass, metal, or wood. They also used Align to vary panel heights, so each workstation had a different feel from its neighbor.

*"Align allowed us flexibility ... and it didn't seem too trendy; it has a sophistication that will last throughout the years," the architect said.*



Keeping cabling discrete was also important to creating their sleek, new image. Align can run up to 38 cables between frames and provide power as frequently as every 8 vertical inches on the frame, so technology was elegantly integrated into their office.

*"The result was a user-friendly workstation with everything at arms' reach," said the Allsteel dealer. "Align provided a clean look and good workflow, as well as an upscale feel without the visual clutter."*

With Align, more options make for better choices. There are infinite configurations from open plan to private office, and almost every Align surface gives you the opportunity to mix and match to make a statement all your own.