

# Case Study

**Industry**  
Newspaper

**# of Workstations**  
694 workstations, 30 private offices

**Products**  
Terrace 2.6, Sum™, Essentials™, Get Set™

**Opportunity**  
Within a single platform, provide a flexible, durable solution with a small kit of parts encompassing workstations and private offices.

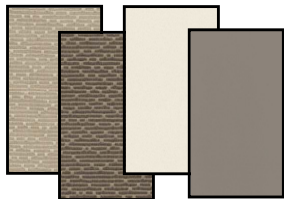
## Color Palette

**Paint**  
P28 Fossil

**Laminate**  
TM33 Whitestone

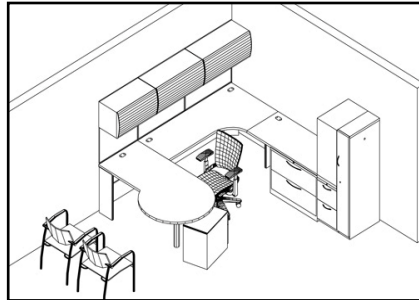
**Edge**  
EH Fossil

**Fabrics**  
43" Fabric Tiles: LC922 Lucy Dusk  
13" Fabric Tiles: LC924 Lucy Neutra



## Terrace® Headlines at Daily Newspaper

The fast-paced nature of the newspaper business meant that when a daily newspaper decided to move into a new building, they were faced with finding a solution and having it installed within a very tight timeline. Terrace met the varied needs of the different newspaper departments.



**Reasons for Success:** Due to their growth, along with each department's varying work requirements, they required a versatile solution with a small kit of parts, all installed in a short timeframe. With nine other competitors, Allsteel and the dealer teamed to create a winning presentation.

*"Allsteel picked up the compiling of the information and putting together the presentation while we worked on the design and pricing," the dealer Account Executive said. "That was a great team effort — we were able to put everything together in a way I don't think our competitors had the resources to do."*



Terrace made an impact during the mock-up presentation. When the newspaper allowed the team two hours to make an impression, they used the time to demonstrate how simple it was to put up and take down Terrace, as well as provide an in-depth demonstration of the construction components, such as the solid steel frame, and the metal trim and base pathways. *"They were incredibly impressed with the integrity of the system, being as secure and sound as it was,"* the dealer said.

Terrace continued to shine with its adaptability. Because it is so easy to configure, supplying seven separate workstation designs within the same product line for the different departments was simple – and Terrace easily integrated into the private offices with upgraded veneer worksurfaces for added prestige.

Terrace allows you to make a confident choice. It features a well-detailed design, quality construction, ultimate in reconfigurability, and lasting durability.