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## PRESS RELEASE

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### **ALLSTEEL AND NORMANN COPENHAGEN EXPAND SUCCESSFUL PARTNERSHIP TO BRING NEW SOLUTIONS TO CONTRACT MARKET**

**(MUSCATINE, IA)** – After a successful year of collaboration, Allsteel Inc., a leading workplace furnishings manufacturer, is excited to announce that they have expanded their partnership with innovative European furniture and accessories brand, Normann Copenhagen. Known for its bold, contemporary Danish-design sensibility, the Normann Copenhagen brand encompasses a wide and continuously growing collection of furniture, lighting, and accessories that will now be available through Allsteel’s extensive dealer network.

The initial partnership provided a select offering of Normann Copenhagen furniture to the North American contract market through Allsteel, and this new venture will enable Allsteel’s dealer network to offer the full line of premium products, including lighting and accessories. This enhanced portfolio strengthens Allsteel’s position as a true workplace solution provider capable of meeting the diverse, evolving needs of the modern workforce.

“Increasingly our clients are looking for ways to introduce a softer, residential sensibility into the contemporary workplace,” said Brandon Sieben, Allsteel President. “Normann Copenhagen furniture represents the best in Danish design—clean lines, beautiful organic shapes, and warm, mixed materials—a look that complements our contract offerings perfectly. This partnership gives Allsteel dealers and customers the convenience of working with one provider to solve their full range of needs when furnishing workplaces.”

“We are very excited about the expansion of our partnership with Allsteel,” said Poul Madsen, co-founder and co-owner of Normann Copenhagen. “With Allsteel’s solid experience and high-quality products by our side, we are well underway. Their performance-driven offerings and our lively, more playful, approach to workplace furnishings make a great match.”

By integrating an extensive selection of beautiful and versatile solutions from Normann Copenhagen, Allsteel presents a vast array of design possibilities for today’s organizations to create warm, inviting, residential-inspired office environments – supporting a rising market need. With competitive price points, desirable lead times and seamless ordering capabilities, the expanded partnership simplifies the specification process for the design community and signifies Allsteel’s commitment to bringing accessible Danish design and new sensibility to the North American Contract workplace.

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#### **About Allsteel**

Since 1912, Allsteel Inc. has offered a world-class, comprehensive range of workplace products and solutions. We simplify the office planning process by helping our customers align their workplace strategy with their business strategy. The result is fit-to-business solutions that deliver meaningful change in a way that works for them today, as well as tomorrow. Headquartered in Muscatine, IA, the company has Resource Centers in Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, San Francisco and Washington, D.C. For additional information, visit [www.allsteeloffice.com](http://www.allsteeloffice.com) or follow Allsteel on Facebook, Twitter, LinkedIn, Instagram, Pinterest and YouTube.

#### **About Normann Copenhagen**

Normann Copenhagen is a Danish design company with the mission to create original and innovative products in a simple and contemporary design that withstands the test of time. Or in other words, to challenge conventional thinking and make the ordinary extraordinary through great design. Established in 1999 by Jan Andersen and Poul Madsen, the Normann Copenhagen brand encompasses a wide and continuously growing collection of furniture, lighting, textiles and home accessories. The products are sold in more than 80 countries throughout the world and have collected more than 50 design awards along the way. For more information, visit [www.normann-copenhagen.com](http://www.normann-copenhagen.com).