



Ahrend. Always ready for things to come

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## NEWS RELEASE

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## AHREND INTERNATIONAL AND ALLSTEEL, INC. SIGN NORTH AMERICAN DISTRIBUTION AND SALES PARTNERSHIP

*Allsteel's Distribution Strength, Customer Support and  
Select Dealer Network Complement Distribution Strategy  
for High-End European Contract Furniture Manufacturer*

Muscatine, IA – May24, 2004 – In a joint announcement, Ahrend International, a subsidiary of Koninklijke Ahrend NV, the worldwide manufacturer of original architect-designed contract furniture for office, school and healthcare markets, and Allsteel Inc., an Iowa-based manufacturer of contract furnishings for office and institutional markets, announced they have signed a distribution and sales agreement for the United States and Canada for Allsteel to distribute and service the Ahrend line.

Both Ahrend and Allsteel view this alliance as benefit-driven for interior architects, designers and corporate clients. The joint announcement was made by Allsteel President Eric Jungbluth and Koninklijke Ahrend President and Chief Executive Officer Theo J. van der Raadt.

-More-

## **AHREND INTERNATIONAL SIGNS PARTNERSHIP ADD ONE**

“This step is consistent with Ahrend’s strategy of internationalization. Beside a strong market position in Europe, Ahrend’s products are present in many countries worldwide either through direct selling or via a well thought-out dealer structure. Ahrend has made substantial investments since it first created an infrastructure to do business in the U.S. in 2002, expanding that infrastructure in 2003,” Theo van der Raadt said. “We are very pleased with the fast acceptance and increasing demand of Ahrend products in the U.S. market.

“Beginning in late 2003, and continuing this year, Ahrend sought through its ongoing strategic planning discussions to align itself with the very best manufacturer and marketer the U.S. had to offer. It quickly became clear to us that Allsteel was a perfect fit with our needs and philosophy,” he concluded.

“Allsteel has enjoyed steady market share growth over the last few years as a result of providing high quality products offering both durability and advanced functionality,” said Eric Jungbluth. “We were very impressed with Ahrend’s similar reputation for high quality, well-built products in the European market, and of course, its sophisticated, classic European design detailing.

“Ahrend’s product line of desk chairs, open space solutions, private-management office and conference spaces will be a strong complement to Allsteel’s existing portfolio of systems, seating, storage and case goods solutions,” he continued.

“With the advent of Ahrend and Allsteel working together, we can now offer U.S. and Canadian design specifiers and corporate clients a fresh, complete package. Ahrend products will be integrated with Allsteel offerings, by providing matching finishes to form complete, high-styled work stations. Allsteel can now provide one of the most complete contract furniture lines, with price points, shipping times and in-depth customer services that are the most competitive in the industry,” Jungbluth concluded.

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## **AHREND INTERNATIONAL SIGNS PARTNERSHIP ADD TWO**

Allsteel will carry select Ahrend product families that it terms “ideal” for U.S. and Canadian design specifiers and corporate clients. These include such exclusive Ahrend products as Mehes and A500 modular desking and conference systems; A22 conference tables; the A230 task chair; A350 executive chair; and a new category of seating which Ahrend calls “multifunctional,” the A460 chair.

By virtue of this agreement, Ahrend and Allsteel will share corporate “national” accounts in North America, product and market knowledge, and market developments. Ahrend products will be distributed initially through Allsteel’s Chicago and New York market of contract dealers effective August 23, 2004 with plans to broaden into other geographical markets soon after.

### **About Allsteel, Inc.**

Allsteel Inc. designs, builds and delivers workplace furniture solutions with advanced functionality and lifetime durability. The company has Resource Centers in Chicago, Dallas, Los Angeles, New York, San Francisco and Washington, D.C. and is headquartered in Muscatine, Iowa. For more information, visit [www.allsteeloffice.com](http://www.allsteeloffice.com).

### **About Ahrend**

Koninklijke Ahrend NV is an international company in the field of furniture and office supplies, headquartered in Amsterdam. As a manufacturer of original architect-designed contract furniture Ahrend focuses primarily on office, school and healthcare markets. In the Netherlands, Belgium, Luxemburg, and the United Kingdom, Ahrend sells office furniture products directly to the business end user. Outside these countries, Ahrend has an extensive dealer network which is supported by own branches in Barcelona, Madrid,

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**AHREND INTERNATIONAL SIGNS PARTNERSHIP  
ADD THREE**

New York, Frankfurt and Prague. Ahrend's dealer network is represented in the most important countries and business regions throughout the world. The office furniture is developed and made in its own factories. For more information please visit [www.ahrend.com](http://www.ahrend.com).

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Further information about the Ahrend/Allsteel alliance and first-hand transatlantic interviews with Ahrend, principals can be arranged by getting in touch with:

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