

# Steelcase®

Love how you work.™

## THE MARKET

In today's competitive, networked world, the workplace is more vital than ever. It's where people connect with other people, with information, with the tools they need to do their job, and with the culture of their organization.

As the industry leader, Steelcase is intent on "providing a better work experience" — which guides everything the company does and everything it makes.

Steelcase has a passion for understanding what's happening in the workplace and how work is changing. By paying attention to how people work and by applying proprietary research methodology, Steelcase is able to enhance the understanding of high-performance work environments and how they can help people work better.

## ACHIEVEMENTS

From Steelcase's first patent for a metal wastebasket to the development of environmentally sensitive products like the Think chair, the company has a heritage of design innovation and customer-centered solutions.

**2008** Steelcase launches Coalesse, a new collection of products for live/work environments.

Steelcase introduces a new category of furniture designed specifically to support collaboration: *cobi™* and *i2i™* collaborative seating and *c:scape* and *media:scape* collaborative spaces.

Steelcase introduces the WorkLab, an innovative and ambitious space designed to help customers delve deeper into the Steelcase experience.

**2006** Steelcase joins the U.S. Environmental Protection Agency's Climate Leaders program, an industry-government partnership aimed at developing long-term, comprehensive corporate climate change strategies.

Steelcase launches Nurture™ by Steelcase, a new organization focused on the health-care environment.

**2004** Steelcase introduces the Think™ chair: a smart, simple, and environmentally



sustainable product that addresses the growing need for mid-priced ergonomic seating.

Introduction of the Steelcase Environmental Partnership, a corporatewide environmental program designed to help customers determine and implement the best strategy for administering Steelcase furniture at the end of its useful life.

**2001** Steelcase buys the PolyVision Corp., the world's leading manufacturer and installer of visual communication products for the education and corporate markets.

**1999** Steelcase introduces the revolutionary Leap® chair, a new seating technology aimed at addressing the correlation between back pain and worker productivity.

**1996** Steelcase makes an equity investment in IDEO, the largest independent product

design and development firm in the country.

**1993** Debut of Turnstone®, a new Steelcase brand to serve the office furniture needs of small businesses.

**1990** Launch of Details®, a subsidiary that provides innovative worktool solutions compatible with most furniture systems.

**1986** Opening of the \$111 million Corporate Development Center, a new product-development facility that reinforces Steelcase as having the most comprehensive research capability in the office furniture industry.

**1965** Initiation of the company's first environmental program focused on better understanding Steelcase's environmental impact and developing new processes and programs to reduce that impact.

**1937** The company creates oval-shaped desks based on the design vision of Frank Lloyd Wright. They're used in the S. C. Johnson and Company building, which *Life* magazine calls "the most inspirational office building of the 20th century."

**1915** First sale of Metal Office desks: 200 fireproof steel desks for Boston's first skyscraper, the Customs House Tower.

## HISTORY

From the beginning, Steelcase was all about innovation and discovering insights about how to help improve work performance. In 1914, Metal Office Furniture Company saw something no one else did. Cigar smoking was common in the workplace, and those cigars were surrounded by wicker wastebaskets, paper, and wooden furniture. That combination led to fires, an insight that led to the development of the world's first metal wastebasket.

The company changed its name to Steelcase in 1954 and became a publicly held company in 1998. Over the past five years alone, Steelcase has served more than 95,000 companies. Today, Steelcase has nearly 13,000 employees, \$3.4 billion in sales worldwide, 30 manufacturing facilities around the world, and the most experienced dealer network in the business. Steelcase offers global reach with local expertise.

## THE PRODUCT

Steelcase has the broadest offering of architecture, furniture, and technology products and the widest range of services in the market. The company's innovative products include:



**Leap® chair.** Based on the findings of four years of research, 27 scientists, 11 studies, and 732 test participants. Out of this research came important discoveries about how people sit, leading to Alive Seating™ Technology.

**Think® chair.** The first product to ever receive Cradle to Cradle™ Product Certification from McDonough Braungart Design Chemistry (MBDC).

media solutions designed to help people connect and collaborate, quickly and seamlessly.

Collaboration is behind Steelcase's two new seating options as well: i2i™ is an alternative for collaborative settings that helps people stay focused and connected; cobi™ is seating for teams that helps people move freely and minimize fatigue.

In 2008, Steelcase also brought to market the Walkstation, a height-adjustable workstation with

and sales. The company also promotes itself through other channels, including print and online media, advertising, sponsorships, and events/tradeshows. The biggest of these trade-shows is the NeoCon® World's Trade Fair in Chicago. Each year, Steelcase showcases its newest and most innovative products and services to the 40,000-plus guests who attend this highly visible event.

**GREEN FOCUS**

Nearly 100 years ago, Steelcase made a promise to act as a steward of the environment. Since then, the company has been dedicated to serving its customers in a way that never becomes a disservice to the planet. Steelcase believes that, big or small, every action that safeguards and restores the environment is significant. The company's environmental vision is to excel in every environmental dimension to protect, replenish, and restore the communities in which its employees live and serve.

Steelcase is committed to making that happen by creating and providing products that advance environmental and human health, social responsibility, and economic prosperity. The company also wants to further and share the science and practice of sustainability through collaboration with its customers, business partners, and environmental thought leaders. In 2007, Steelcase sponsored the creation of [www.BeAGreenGiant.com](http://www.BeAGreenGiant.com), a website that serves as a platform for sharing and celebrating great works in sustainability.

Steelcase's Wood Products plant in Michigan was the first manufacturing facility in the world to be certified under the LEED™ (Leadership in Energy and Environmental Design) program, setting a new standard for manufacturers around the world.

Recently, Steelcase made a long-term financial commitment to a U.S. wind farm (the Wege Wind Energy Farm in Texas), including the purchase of all the green power produced by the farm for at least the first five years of its operation. This is the first time a corporation has made an up-front commitment in the financing stage to purchase all of the renewable energy credits (RECs) from a U.S. wind farm.



**Answer® system solutions.** The world's first Cradle to Cradle certified workstation.

**RoomWizard™.** The first web-based room-scheduling system with touch-screen display.

**The Walkstation by Details®.** Height-adjustable workstation with integrated treadmill.

**RECENT DEVELOPMENTS**

For today's knowledge workers, across the office and across the globe, collaboration has never

been more critical. Steelcase recently launched c:scape™ and media:scape™ — a new series of furniture and



an integrated treadmill. The Walkstation is the result of an alliance between Steelcase and James Levine, MD, PhD, of the renowned Mayo Clinic in Rochester, Minnesota.

This year, Steelcase opened at its headquarters in Grand Rapids, Michigan, the innovative WorkLab space, where customers can delve deeper into the Steelcase experience through discovery and exploration.

In 2007, Steelcase introduced LearnLab™ Environments to translate its knowledge of working and learning to the classroom. It's an interpretation of the classroom of the future that seeks to increase learning as a way to attract and retain students and faculty.

**PROMOTION**

Whether you design spaces, manage spaces, or work in them, Steelcase's goal is to make your job easier — to help you Love How You Work™. Steelcase brings this commitment to life in showrooms around the world, called WorkLife Centers. Here, design professionals and customers can experience the products and services Steelcase offers. Much more than a showroom, the spaces create an experience geared toward helping guests learn, share, and explore work and the workplace at a deeper level.

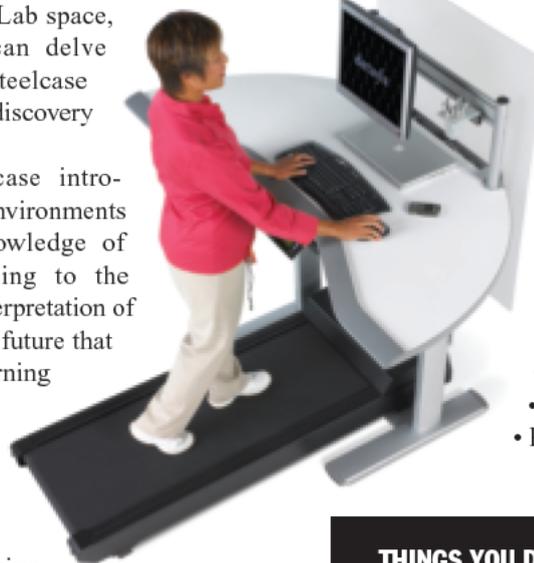
Steelcase relies heavily on the industry's largest network of global dealers, more than 600 strong, for the bulk of its promotion

**BRAND VALUES**

Steelcase was founded by people with a strong commitment to integrity and to doing the right thing for customers, employees, business partners, associates, and neighbors. Living

the company's core values is as essential to the Steelcase identity, reputation, and success today as it has been in the past. These values ultimately represent the Steelcase brand:

- Act with integrity
- Tell the truth
- Keep commitments
- Treat people with dignity and respect
- Promote positive relationships
- Protect the environment
- Excel



**THINGS YOU DIDN'T KNOW ABOUT STEELCASE**

- In 1937, Steelcase partnered with Frank Lloyd Wright to develop an iconic desk that is still in use at S. C. Johnson's headquarters.
- The Steelcase global organization maintains more than 1,300 utility and design patents worldwide.
- In 1973, Steelcase outfitted 44 floors of the quarter-mile-high Sears Tower in Chicago. The deliveries required four truckloads a day, five days a week, for 5½ months.