

Case Study

Industry

Engineering Services &
Construction

Workstations

270 workstations

Product

Align

Opportunity

Create a more open, professional and seamless look throughout the new world headquarters, all on an accelerated time schedule.

Color Palette

Panel Fabric Interior

Maharam Flip Reflection

Panel Fabric Exterior

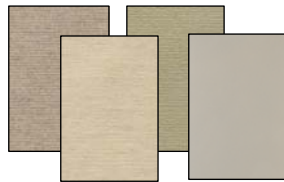
TSN936 Tasanee Birch
TSN912 Tasanee Silk
TSN 975 Tasanee Willow

Paint

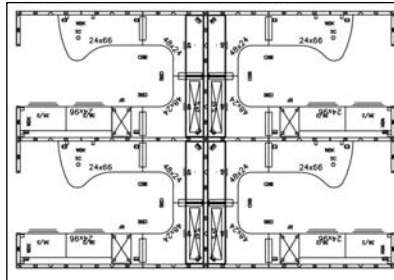
PR5 Champaign Metallic

Top Caps

Special Makor Wood



Allsteel Creates World-Class look with Align™



When one of the world's largest publicly-owned contractors moved its headquarters from California to Texas, they required a solution that made an architectural statement to fit its status as a world leader in engineering and construction. Align's material versatility provided the perfect answer.

Reason for Success When moving from their old headquarters in California to their new headquarters in Dallas, this contractor felt it was critical to provide their highly valued workers with a world-class facility that was more open, professional and complimented the way they work.

A key evaluation factor in their decision was selecting a partner with high quality workstation veneer that not only looked great today, but also looked great after years of use. This was important as they had to change a competitor's veneer multiple times in their California headquarters due to quality issues. Align's durability and material versatility not only helped Allsteel provide a seamless look throughout the office, we were able to match each 12' x 8' workstation's veneer to exotic millwork used in other parts of the office.



"When they did their California corporate office [in a competitor's veneer] five years ago, they felt the look did not achieve the corporate image that an international concern should project," said Texas Allsteel Dealer.

They noted that the 2 other manufacturers competing for this project "had some work to do" to bring their veneer quality up to the level of Align's. *"Allsteel's products were superior to the competition, no doubt about it," said LA Allsteel Dealer "I was at the final presentation and we blew them away."*

Feedback is that the staff members enjoy their new workspace and, with their heavy storage requirements, especially appreciate the overheads wood doors with "easy assist." Align gives you everything you need to create the office environment of your imagination. It's one product line with infinite options, cohesive aesthetics, and simplified product inventory management.