

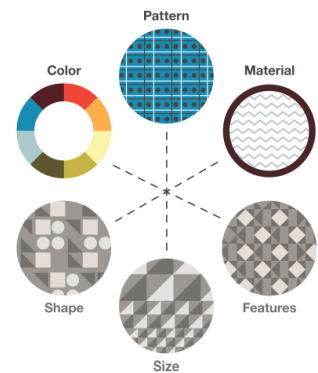
FOR IMMEDIATE RELEASE

Coalesse® Invites Design Participation by Embracing Creativity and Expression

Custom Capabilities Include New Programs in Color, Pattern and Material

San Francisco, CA (June 2018) – Customization, for Coalesse, is not only inviting change, but also offering designers the personal assistance intended to save them time, reduce stress and let their focus remain on what they do best: design.

Coalesse organizes its custom capabilities into six primary categories of design that it can affect – color, pattern, material, features, size and shape. Out of these, color, pattern and material are the most emotive of the six and are core tools to bring sensory richness and a warm, inviting sensibility to the workplace. Now, Coalesse is expanding its custom capabilities in these categories – providing more creative freedom to personalize its furnishings in highly visible and expressive ways.



Coalesse Color

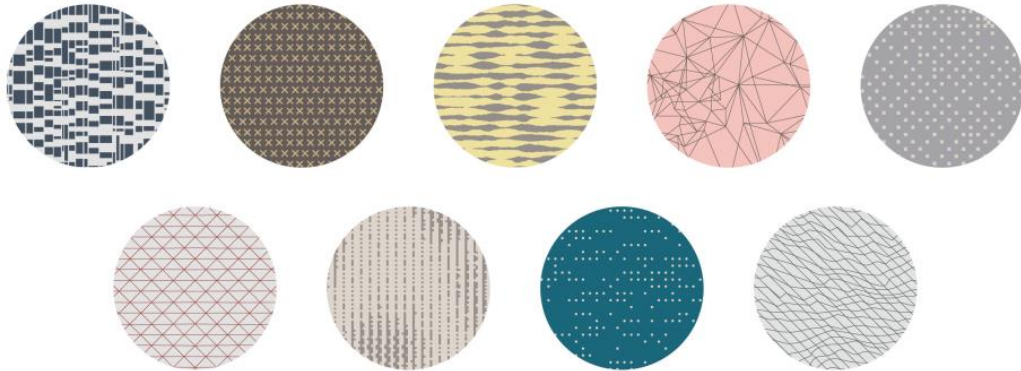
The Coalesse Color program, which launched last year, empowers infinite personal expression – by expanding color choices to any standard paint color or any color to match on select Coalesse product lines – through a new Specials process that makes customization easy. It’s an invitation to the design community to participate in the design process while breaking down barriers often associated with customization, promising 24-hour quotes and guidance throughout by the Coalesse Concierge Specials Team.



Coalesse Pattern

When developing this capability, the Coalesse Design Group’s desire was to create elements to work with Coalesse furniture, while driving towards a more human-centered workplace experience. The answer was to look outside, to nature. The principle of biophilia states that human beings are innately drawn to nature for their wellbeing. That insight was the starting point for developing a pattern form language that would convey a sense of the natural world. And in so doing, the products they are applied to intuitively promote the comfort, rejuvenation and stress reduction that are crucial to people’s positive connection to their workplaces.



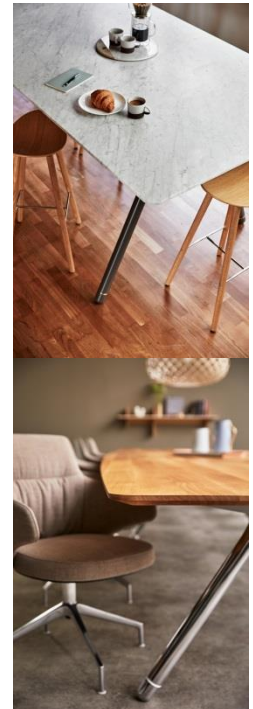


Coalesse began with striking reference images of water, dappled light, wood, sand, a flock of birds, etc. and then manipulated them over and over again through a meticulous design process of iteration and reduction to reach simplified, pure, repeatable motifs that have the spirit of nature in them. The resulting patterns are therefore not direct portrayals of landscape, flora or fauna, but rather interesting abstractions. The Coalesse Pattern program will launch in summer 2018, and will include these natural patterns applied to the LessThanFive Chair and glass tops through the Coalesse Customizer app. In addition, macro and micro versions of the patterns will be applied to textiles through a special collaboration collection with Designtex launching in fall 2018.

Coalesse Material Capabilities

Materiality has the power to enrich products in essential ways and can provide inherent color, distinct pattern or long-lasting performance. Coalesse Material Capabilities allows designers to add sensory richness to the workplace. New solid surface materials including select hardwoods, stone and composites are now offered as Specials on select products like Potrero415 and SW_1 tables.

Select materials include natural materials like solid oak and walnut, stone options such as Carrara marble, Nero Marquina marble and granite, and engineered materials like Fenix NTM® and quartz. The natural materials create enduring surfaces that can last and improve with age for generations, warming an environment and bringing the feeling of a third place to the office, while the composites possess unique qualities that deliver a consistent appearance and high performance. These material selections focus on providing subtle solutions that favor light and dark neutrals, allowing the furniture to fulfill its essential role.



For more information on Coalesse and its products, visit www.coalesse.com.

Bringing New Life to Work™

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About Coalesse

Led by intuition, backed by research, and driven by design – Coalesse creates thoughtful furnishings for the modern workplace. We help our customers to make great spaces that inspire great work by empowering social connection, creative collaboration, and focus and rejuvenation. For workplaces around the world, we design products that blend beauty and utility, comfort and vitality, and insights with inspiration to bring new life to work. As part of the Steelcase Inc. family of brands, we are globally accessible through a network of over 800 dealers.

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