A new opportunity.
A new challenge.
A new goal.
A new project.
A new spirit.

A new day.
What will you do at work today?
Start a new project?
Shape a new strategy?
Win a new customer?

Whatever you need to accomplish, Steelcase can provide you with the environment and the tools to do it **better, faster and more effectively**. That’s because we’re passionate about unlocking the potential of people at work. It’s the fundamental principle on which our company was founded in 1912 and it remains our single-minded focus in the 21st century.

We make it our business to study how people work, to fully understand the ever-changing needs of individuals, teams and organizations all around the world. Then we take our knowledge, couple it with products and services inspired by what we’ve learned about the workplace, and create solutions that help people have a better day at work.
Global reach

It’s possible to translate your global workplace strategies into local solutions.
How international is your business? At Steelcase, we understand the challenges that come with running a multinational enterprise. That’s why we’ve developed a global network of local partners to support you wherever you are. This network – which is unmatched in our industry – gives us an extensive geographic reach and the unique ability to implement a worldwide workplace strategy, seamlessly integrating local work styles, codes and requirements into solutions for each particular market.

Our global alliance with customers like Volkswagen ensures that VW showrooms achieve a consistent brand identity and customer experience all over the world. In Japan, this strategy involved refurbishing 250 VW showrooms to meet their global corporate standard. After the update, one dealership in the Tokyo area earned an award as the company’s top sales location in Japan. Coincidence? We don’t think so.

“\textit{The Steelcase team has done a great job of managing this project around the world, working across various time zones and languages, and integrating our needs at a local level with a minimum of cost and response time.}”

Mikiko Asai, Dealer Development, Volkswagen Japan
Local presence

It’s possible for growing companies to reap the benefits of our global experience.

Maybe your project involves one building in one city, or just a single floor of an existing facility. Maybe you think your needs are too small or specialized for the comprehensive resources of a global partner, but you’ll discover that our wide range of capabilities can be tailored precisely to your needs. And with our 900+ dealer locations around the world, it’s likely you’re not far away from the face of Steelcase in your community – someone who is ready to support today’s project as well as tomorrow’s growth. Regardless of the scale of the project, we want to understand each customer’s critical business issues.
For Onyx Software near Seattle, the key issue was flexibility. We helped the company create a work environment that supports a variety of diverse workstyles and that can be easily reconfigured, as needs change.

For J&T Bank in Prague, we helped create a productive new headquarters facility that helps attract and retain talented employees.

“The new creative touchdown areas, open spaces and café encouraged employees to connect, network and communicate.”

Allen Salmieri, Director of IS & Facilities, Onyx
Applying knowledge

It’s possible to improve people’s performance by improving their work environment.

8:30 am Dundee, Scotland
The Head of Facilities at NCR begins a new day of innovation at the Discovery Centre.
To understand people’s workplace requirements, we need to do more than simply ask them how they work – we need to observe. How do people sit? Where do they store information? Which tools make teamwork more effective? Our extensive research – a combination of user observation, feedback sessions and sophisticated network analysis – has helped us develop unique expertise in helping people work more effectively.

At NCR’s smart new “Discovery Centre” in Scotland, we helped the company create a better information flow by providing space for formal and informal interaction, and by helping employees connect to technology almost anywhere. Post-project surveys confirm the benefits: measurements showed decision-making had improved by 150%, innovation by 40%, learning by 75%, communication by 14% and work process by 14%.

“We were much more interested in how to achieve better business results... to make the whole organization more effective. So we got down to the grassroots level, asking for ideas and opinions from the people who work in the building. 

Through our extensive consultations, Steelcase helped us create workplace solutions based on employees’ ideas.”

Ray Robertson, Head of Facilities, NCR

“Werndl® Frisco
Modular furniture designed for efficiency and functionality
It’s possible for architecture, furniture and technology to support your changing needs – effectively and efficiently.

What kind of technology will you be using in your office five years from now? The world is changing so fast that any prediction is risky. Two things are certain: New technologies will come, and your workplace will need to be prepared to accommodate evolving needs with a minimum of disruption.

Our job is to anticipate changes in technology for you. That’s one of the reasons we believe that everything in the workplace – walls, floors, ceilings, furniture, hidden and visible technology – must work in harmony and adapt to constant change.

When DaimlerChrysler relocated their Canadian headquarters, they wanted an infrastructure that would be flexible enough to support current and future needs. They turned to Steelcase for an integrated workplace solution with moveable walls for space division, raised floors to distribute voice and data cables, and furniture that addresses a variety of user needs. It’s a versatile, comfortable and highly flexible environment that came together in just eight months.

“By using an integrated approach that considered architecture, furniture and technology, DaimlerChrysler realized great operational efficiencies during the project and continues to save time and money every time they make a change.”

Mark Campbell, Architect, WHMZ Architects
DaimlerChrysler’s new Canadian headquarters was designed to support technology requirements – today and into the future.
People can only work as effectively as their workplace allows. Our research has helped us identify the keys to a high performance environment – balancing privacy, managing connections between people and information, making work visible, working in inspiring spaces and supporting diverse workstyles.

This knowledge is embedded in our ever-evolving product portfolio, which includes desks, furniture systems, tables, seating, storage, worktools, textiles, interior architecture products, lighting, technology appliances and technology infrastructure products. This is the toolkit for shaping insightful, people-centered work settings that help people work more effectively.

It’s possible for your workplace to help advance your business strategies.

Create inspiring spaces that allow people to release stress, rejuvenate and re-energize at work.

Help people balance privacy, interaction, visibility and collaboration.

Manage connections to technology and information so people can work more effectively.

Provide diverse work environments that support what people do, however and wherever they do it, by bringing tools, equipment and information within easy reach.
Create a beautiful environment that supports diverse workstyles’ needs, such as concentration, decision-making or contemplation.

Make work visible by creating an architectural framework that allows you to share, capture and display information during formal meetings or impromptu encounters.

Balance privacy requirements by making sure that individuals and teams have a place to collaborate or concentrate when needed.

Promote team interaction or individual work while managing connections to people, power and paper.

Manage connections with individuals and teams.
From office chair to car seat
Steelcase’s patented Leap technologies have drawn attention from other leading companies interested in seating comfort and health benefits. Johnson Controls Inc. is developing a revolutionary new seating product for the automotive industry. B/E Aerospace, Inc. has also licensed Leap technology for potential use in airplanes.

Creating the office of the future
Steelcase has teamed up with IBM® to create “BlueSpace” – a research initiative to develop an interactive and personalized office of the future that combines IBM’s technology expertise with Steelcase’s workplace knowledge. BlueSpace is a new kind of office environment that integrates the physical workspace with advanced computer, sensor, display and wireless technologies to enhance productivity, increase collaboration and better utilize space.

Leap® Chair Coach® Edition
This innovative chair, available in luxurious Coach leather, combines advanced technology with unparalleled comfort, resulting in a healthier way to sit. A recent study showed that the Leap chair, with ergonomic training, improved worker productivity by 17.8%.

Source: The Leap Productivity and Health Impact Study coordinated by Health and Work Outcomes

RoomWizard™ available from PolyVision™
Developed by Steelcase, this web-based system of interactive signs for managing meeting rooms, eliminates the drain on people’s energy, time and productivity.

Let’s B seating
Its dual-back construction provides tailored support for upper and lower back, and the intuitive, easy-to-reach controls give you personalized comfort for less.

It’s possible for our innovations to inspire your innovations.
Cachet™ seating
So simple yet so advanced, Cachet provides immediate comfort for anywhere in the office. The chair with a knee that bends offers comfort never thought possible in a stackable chair.

Environmental Impact Collection™
available from The Designtex Group
This new collection of textiles is designed with sustainability in mind. The collection is among the “greenest” fabrics on the market, allowing you to make a positive impact on the world without compromising performance.

A learning lab at Stanford
One of our partner companies – IDEO, the renowned design and innovation firm – has played an instrumental role in many of our breakthrough products such as RoomWizard, PolyVision’s Impulse LTX and the Leap chair. Recently, we collaborated with IDEO and Skidmore, Owings & Merrill to create the flexible teaching research environment for the Stanford Center for Innovations in Learning, a space that supports a wide variety of student and faculty work.

Impulse™ LTX by PolyVision
This multimedia whiteboard system allows you to instantly connect a PC to the board to project and interact with images and programs. You can instantly save all notes and images to the board’s internal archive, email them to an attendee or print hard copies for fast and effective communication.

Bix by Metro
This system of seating and tables creates a variety of lounge-based options to help you comfortably connect to people, power, voice and data – essential elements for conversations and collaborative work.

Partners in innovation
Steelcase teams up with innovators – leading universities, think tanks and knowledge leaders – to expand and deepen our understanding of how and where people work. Our relationships include Stanford University, Carnegie Mellon, Massachusetts Institute of Technology, the Royal College of Art in London, the Institute for Design, the Institute for the Future, Technical University of Vienna, Technical University of Denmark and the Environmental Technical University of Chambery, France.
It’s possible to find a business partner who cares about the planet.

From the way we design and make our products, to the impact we have on our planet, we are constantly seeking more effective ways to conserve resources, prevent pollution, exceed compliance regulations and nurture environmental consciousness in our people.

Our wood furniture plant in Michigan was the first manufacturing facility in the world to be certified under the LEED (Leadership in Energy and Environmental Design) program. In this way, Steelcase set a new standard for manufacturers around the world.

9:15 am Grand Rapids, Michigan, USA
Steelcase continues to maintain the standards that ensure we meet our commitment to our communities and the world.
Our plant in Sarrebourg, France, was one of the first facilities to receive ISO 14001 certification for its environmental management systems. We also ensure that lifecycle management is an integral part of our **product development process**, making increasing use of recyclable components.

*Sustainability* – development that meets the needs of the present without compromising the ability of future generations to meet their own needs – is part of our greater sense of responsibility to our communities and our world.
Your company has a business strategy, but does it have a work environment strategy? Steelcase provides a variety of workplace services that can be tailored to your needs. Our **Workplace Strategies Consulting** team developed a strategy that enabled a company to consolidate three regional offices – each with a unique culture and work processes – by providing tangible knowledge that improved business performance.

Most companies spend twice as much to own and manage furniture as they do to buy it. Our **Furniture and Asset Management** team helped an international company save $20 million over three years, while serving as a single point of contact and accountability for day-to-day furniture management, customized turnkey furniture services, web-enabled e-tools, reporting and other efficiencies.

And our **Steelcase Financial Services** team helps customers achieve their financial management goals by providing many financing options to give you flexibility of ownership. It’s possible to create an inspiring workspace while conserving your capital, preserving bank lines and reducing tax liabilities.

It’s possible for space to be a strategic asset, and for assets to be strategically managed.
The Steelcase Workplace Services team is busy calculating how much money they can save a major customer.
It's possible for your Steelcase dealer to exceed your expectations.

10:00 am Zurich, Switzerland
Our local dealer from WSA Office Projects conducts an in-depth seminar on new workplace trends.
Steelcase wouldn’t be Steelcase without its local dealers around the world. And we ask a lot of our dealers, not just so that we can count on them, but so you can count on them, too — for expertise, insight and advice on questions large and small. From “How can the work environment help me advance my business goals?” to “What are my options for fabrics on this chair?”

Think of our dealer network as your window to the world of work effectiveness. With more than 900 dealer locations around the world, we offer you someone who understands and relates to your needs, so that we’re all speaking the language of your local business environment.

Steelcase dealers are held to a higher standard through our authorization and accreditation programs. This helps ensure that our dealers meet or exceed your expectations — from identifying core needs and business issues to installing your furniture and completing the job on time and on budget. With such a wide range of services, wherever you are, you can rest assured that a Steelcase dealer will be there to support you, by listening and responding to your needs.
Why Steelcase?

No. 1

Global Market Position
Steelcase, a Fortune 500 company, is the global leader in the office furniture industry. We have led the industry in sales every year since 1974.

50+

Locations
Steelcase operates manufacturing facilities in over 50 locations around the world, which enables us to serve all of our markets locally and effectively, with the help of our extensive global/local distribution system. Our facilities are dedicated to lean manufacturing and continuous improvement, as well as quality and environmental protection.

1912

Steelcase Established
Founded in 1912 and headquartered in Grand Rapids, Michigan, USA, Steelcase has been dedicated to creating innovative products and helping people work more effectively for almost a century.

$2.6 Billion

Annual Revenue (Fiscal 2003)
As a global leader and Fortune 500 company, we have the worldwide resources to stay at the forefront of our industry and to serve our customers with an unrivaled level of service and performance.

900+

Global Dealer Network
Steelcase distributes products and services through a network of independent authorized dealers committed to working together – in over 900 locations around the world. This makes our global reach by far the most extensive in our industry.

16,000+

Employees Worldwide
The global Steelcase community presently includes approximately 16,000 valued employees, all of whom share a passion for our vision, our core values and our customers.

500+

Product Lines
The comprehensive product portfolio from our family of brands is unmatched by any other company in our industry. It includes interior architectural products, furniture systems, technology products, seating, lighting, storage and related products and services.

1,400+

Patents Worldwide
Steelcase owns more design and utility patents than any other company in our industry. We have 600 active patents in the U.S. and approximately 800 patents and designs in a number of other countries. Over the years, we have received more than 2,400 patents worldwide, starting with our very first in 1914.
Steelcase became a publicly traded company in 1998. Its Class A Common shares are traded on the NYSE under the symbol SCS.

ISO 9000 and ISO 14000

Quality and Environment
All around the world we have management systems installed for Quality (ISO 9000) and for Environment (ISO 14000), ensuring that our customers are guaranteed the same level of product quality and performance, wherever they are in the world. Our testing for durability and safety is rigorous, and our products often exceed government standards as well as our own self-imposed ones.

$46 Million

R&D Investment
Our investment in research and development, as a percentage of sales, remains well above the industry average. Our investment is focused on understanding the needs and behaviors of office workers, resulting in an extensive body of knowledge that helps us anticipate trends and design and develop innovative, user-centered products.

80,000+

Companies Served
Over the past five years, we have served over 80,000 clients. By successfully satisfying some of the world’s most discriminating and demanding organizations, we have gathered unique insights into the ways people work and have developed proven processes, products and methodologies for helping them work more effectively.

Steelcase companies around the world
Steelcase A comprehensive portfolio of furniture and furniture systems; reconfigurable architectural, technology and lighting products
Werndl Modular furniture
Brayton International Lounge, executive and health care seating and tables
The Designtex Group Upholstery textiles, wall coverings, drapery and panel fabrics
Vecta Furniture for learning and conference environments and dining areas
Metro Freestanding systems, private office furniture, seating and occasional tables.
Details Ergonomic worktools, computer support products and personal lighting
IDEO Product development and innovation services
PolyVision Visual communication technology products
Turnstone Furniture and furniture systems for emerging growth and cost-conscious companies
Workstage Turnkey office environments