



PTC | © Warren Patterson Photography

 RED THREAD | **Steelcase**

Introducing Red Thread



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ABOUT RED THREAD

DELIVERING LONG-TERM VALUE EVERY DAY.

We are agents of change in workplace transformation, helping you to create smart, flexible spaces that adapt.

Our Value

Culture of Engagement

We take the time to gain insight into your people, culture and space to tailor a strategic solution perfect for you. We pride ourselves in delivering an exemplary customer experience.

Steelcase Relationship

Our unique relationship with Steelcase provides you with direct access to comprehensive research, analysis and insight into how we work today.



Product Portfolio

We offer a one-stop-shop for all of the products demanded in today's workplace, bringing you unparalleled value and streamlined service.

Integrated Experience

Our diverse internal teams seamlessly integrate everything from furniture, audiovisual and architectural systems to technology services, flooring, and custom solutions.

Whether you choose us for a single service or utilize our broad range of capabilities, we help you navigate the complexities inherent in any project.

Comprehensive Services

Our partnership doesn't end with the completion of your project. As your workplace needs continue to evolve over time, we are there to support you.

About Red Thread

What We Do

We help organizations and their partners to create work environments that support productive, engaged employees.

We specialize in supporting workplace transformations to support evolving work styles and technology.

Workplace Solutions

+ Furniture

High performance furniture settings that engage and inspire.

+ Architectural Systems

Demountable walls, modular power and data, and sound attenuation solutions.

+ Audiovisual

Easy-to-use interactive systems and collaborative tools.

+ Flooring

Commercial floor covering services.

+ Technology

Network cabling, lighting design, electrical services, technology asset recycling, and acoustical services.

+ Custom Solutions

Tailored furniture applications to meet your design needs and budget constraints.



Our Value

Integrated Interiors

Dynamic, high-performing work environments are holistically designed, combining furniture solutions, audiovisual technology and architectural products into a seamless ecosystem.

Workplace Transformation

The workplace has to adapt to how the world of work has changed. We are agents of change in workplace transformation, adapting your environment to support evolving work styles and technology.

Comprehensive Services

Our partnership doesn't end with the completion of your project. Whether it's a reconfiguration, onsite service, or furniture storage, we are there to support you.

About Red Thread

Our History

Over 75 years of innovative workplace environments.

In 2012, Office Environments of New England, BKM Total Office and Business Interiors joined forces to become Red Thread. This regional enterprise serves as the authorized Steelcase dealer in New England.

- Steelcase-owned dealership
- Sales exceed \$200M

Who We Are

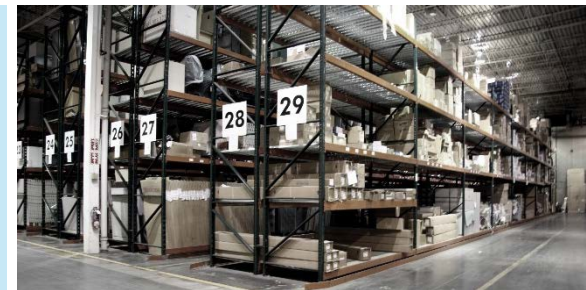
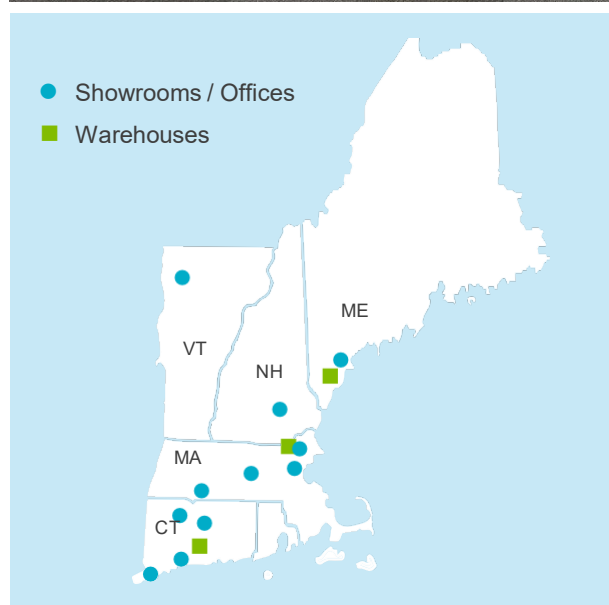
Our 470+ employees are collaborative, resourceful and strategic. We are dedicated to helping create authentic and exciting environments for your people.

- 470 People with diverse expertise
- 6 Divisions focused on integrated interiors

Where We Are

We support you, anywhere, with local dedicated teams, regional resources, and our national and global networks.

- 11 Sales locations throughout CT, MA, NH, ME and VT
- 3 Warehouses



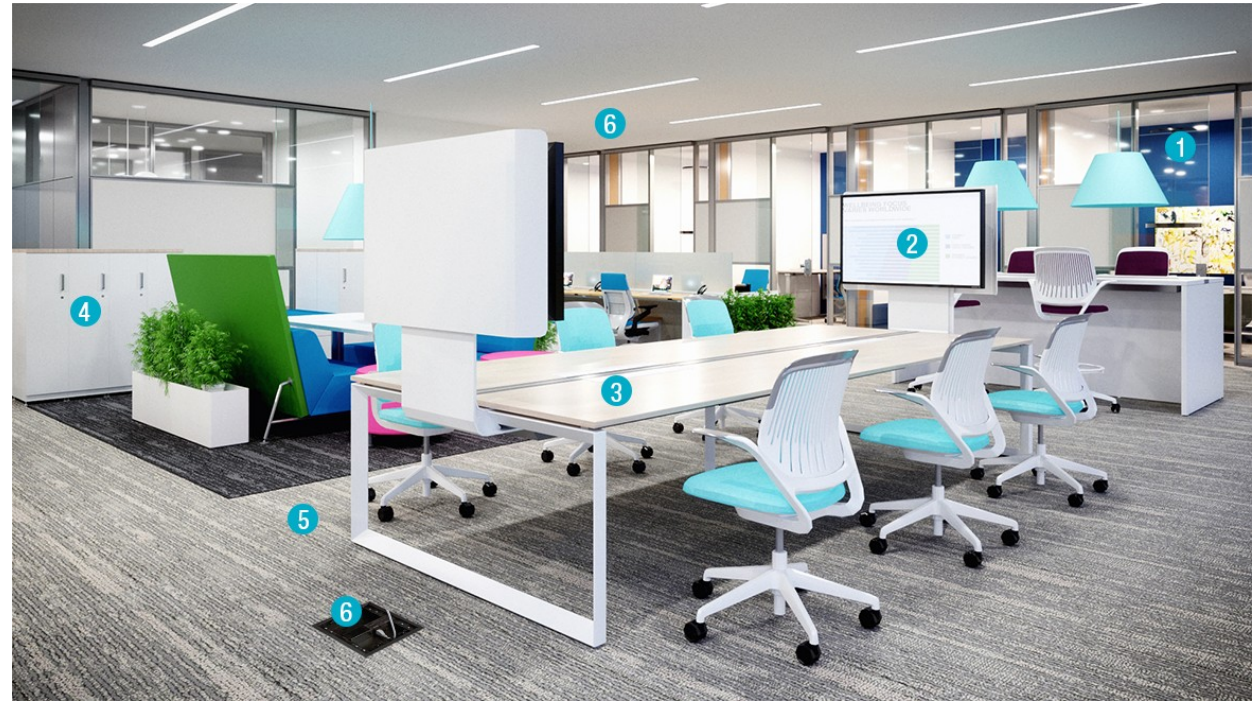
About Red Thread

Our Approach: Integrated Interiors

We take a holistic approach to the workplace to create the best possible result.

By integrating furniture solutions, audiovisual technology and architectural products, we can create dynamic, high-performing work environments.

The benefit: You get a thoughtfully integrated design up front, a streamlined implementation that delivers cost savings, and the ease of dealing with a single vendor.



1 ARCHITECTURAL SYSTEMS
create flexible enclosed spaces that can adapt over time.

- Demountable walls
- Raised access flooring
- Modular power & data
- Sound masking

2 AUDIOVISUAL TECHNOLOGY
is thoughtfully integrated to support seamless productivity.

- Projection/flat screens/video walls
- Interactive collaboration tools
- Scheduling & AV monitoring
- Digital signage

3 FURNITURE
supports collaboration, privacy and wellbeing throughout the floorplan.

- Workstations and private offices
- Seating, storage and worktools

4 CUSTOM SOLUTIONS
offer economical options for unique needs.

- Conference tables
- Cabinetry/millwork
- Curved walls
- Lockers

5 FLOORING
conceals power & data cabling and supports reconfigurations.

- Broadloom carpet / carpet tiles
- Resilient flooring
- Hardwood
- Stone

6 TECHNOLOGY
solutions create 'smart' spaces.

- Structured cabling
- Electrical
- Lighting
- Acoustical solutions
- Technology asset recycling



2

**HOW WE
CAN HELP**

Our Services



Comprehensive support model

We've developed a four phase process that delivers personalized solutions with consistent and measurable results.

By working through these methodical phases, we ensure that the end result is holistic, strategic and comprehensive.

EXPLORE: Strategy Phase

- Discovery Tools
- Workshops
- Workplace Surveys
- Thoughtstarters

PLAN: Design Phase

- Live Design Experience
- Concept Review
- Pilot Space
- Design Applications
- Architectural Systems
- Audiovisual Technology
- Specification
- Finish Selection
- Technology Services

PROVIDE: Implementation Phase

- Project Management
- Warehousing, Delivery & Installation
- Employee Move Experience

MANAGE: Support Phase

- Onsite Service
- Asset Storage & Tracking
- Customer Web Portal
- Move Management
- Reconfigurations
- Technology Asset Recycling

How We Can Help

Every engagement is tailored to your appetite for change and timeframe, but these scenarios serve as examples:

REFINE

Refine your space, which could include surveying employee needs and implementing new settings.
(3+ months)

REVITALIZE

Revitalize your space, which might include a live design demo experience and exploring ways to increase collaboration throughout the space.
(6+ months)

REIMAGINE

Reimagine your space, which may include surveys and workshops, a pilot space to test new concepts, and future-proofing with flexible building infrastructure.
(12+ months)

	REFINE	REVITALIZE	REIMAGINE
	3+ months	6+ months	12+ months
Discovery Tools		✓	✓
Workshops		✓	✓
Workplace Surveys	✓	✓	✓
Thoughtstarters	✓	✓	✓
Live Design Experience		✓	✓
Concept Review			✓
Pilot Space			✓
Design Applications	✓	✓	✓
Architectural Systems			✓
Audiovisual Technology			✓
Specification	✓	✓	✓
Finish Selection	✓	✓	✓
Technology Services			✓
Project Management	✓	✓	✓
Warehousing, Delivery, Install	✓	✓	✓
Employee Move Experience			✓
Onsite Service	✓	✓	✓
Asset Storage & Tracking			✓
Customer Web Portal			✓
Move Management			✓
Reconfigurations		✓	✓
Technology Asset Recycling			✓

Our Services

Here are detailed descriptions of each of the services.



EXPLORE: Strategy Phase

Discovery Tools + Workshops

Uncover key workplace issues to support the development of a workplace strategy. Explore topics such as user engagement, workplace culture, collaboration styles and privacy needs.

Workplace Surveys

Elicit crucial work environment feedback from employees and staff.

Thoughtstarters

Get inspired with office design ideas and applications.



PLAN: Design Phase

Live Design Experience

Create your future workspace in real time, in collaboration with a Red Thread designer.

Concept Review

See your floorplan reimagined as an ecosystem of spaces with space planning concepts.

Pilot Space

Test concepts, explore work settings and engage end users before a large-scale project decision.

Design Applications

Reimagine your office design with tailored work settings that meet your needs.

Architectural Systems

Create privacy and flexible infrastructure with demountable walls, sound masking and raised access floor. [Learn more](#)

Audiovisual Technology

Integrate the latest technology applications with audiovisual design and engineering services. [Learn more](#)

Technology Services

Realize the full potential of your space with structured cabling, electrical services, lighting design and acoustical services. [Learn more](#)

Our Services



PROVIDE: Implementation Phase

Project Management

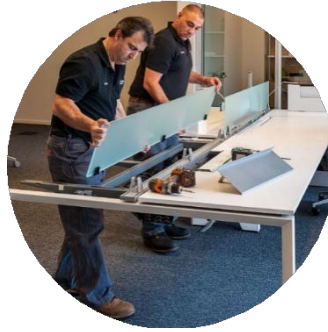
Rely on our PM experience for scheduling, budgeting, and overseeing installation and closeout.

Warehousing, Delivery, Installation

Depend on us for timely, damage-free deliveries and professional installation.

Employee Move Experience

Create a positive transition for employees with a move-in booklet to acquaint them with their new work environment.



MANAGE: Support Phase

Onsite Service

Rely on us for complimentary warranty service on furniture. AV GroupCare service plans and Help Desk support technology systems.

Learn more: [Furniture Services](#) | [AV Service Plans](#)

Asset Storage & Tracking

Utilize our warehouse spaces to store and manage your assets. We efficiently track and report on your investment. [Learn more](#)

Customer Web Portal

Order from company product standards, access project documents and important resources, manage assets, and more.

Move Management

Rely on us for a smooth transition to your new space. [Move services](#) include technology disconnect & reconnect and furniture deinstall/reinstall. [Learn more](#)

Reconfigurations

Leverage your furniture investment and refresh your space with a new office design.

Technology Asset Recycling

Recycle your obsolete technology while keeping your data secure and the planet safe. [Learn more](#)



3

PROJECT PROFILES

THE UNIQUE SPACES WE CREATE SPEAK VOLUMES.

We help tailor your environment to
your brand, culture and goals.

Project Profiles

PTC
Seaport Headquarters
Boston, MA

Project Partners

Margulies Peruzzi Architects
Communication Design
Associates (AV Consultant)
Cresa
Gilbane

Trends

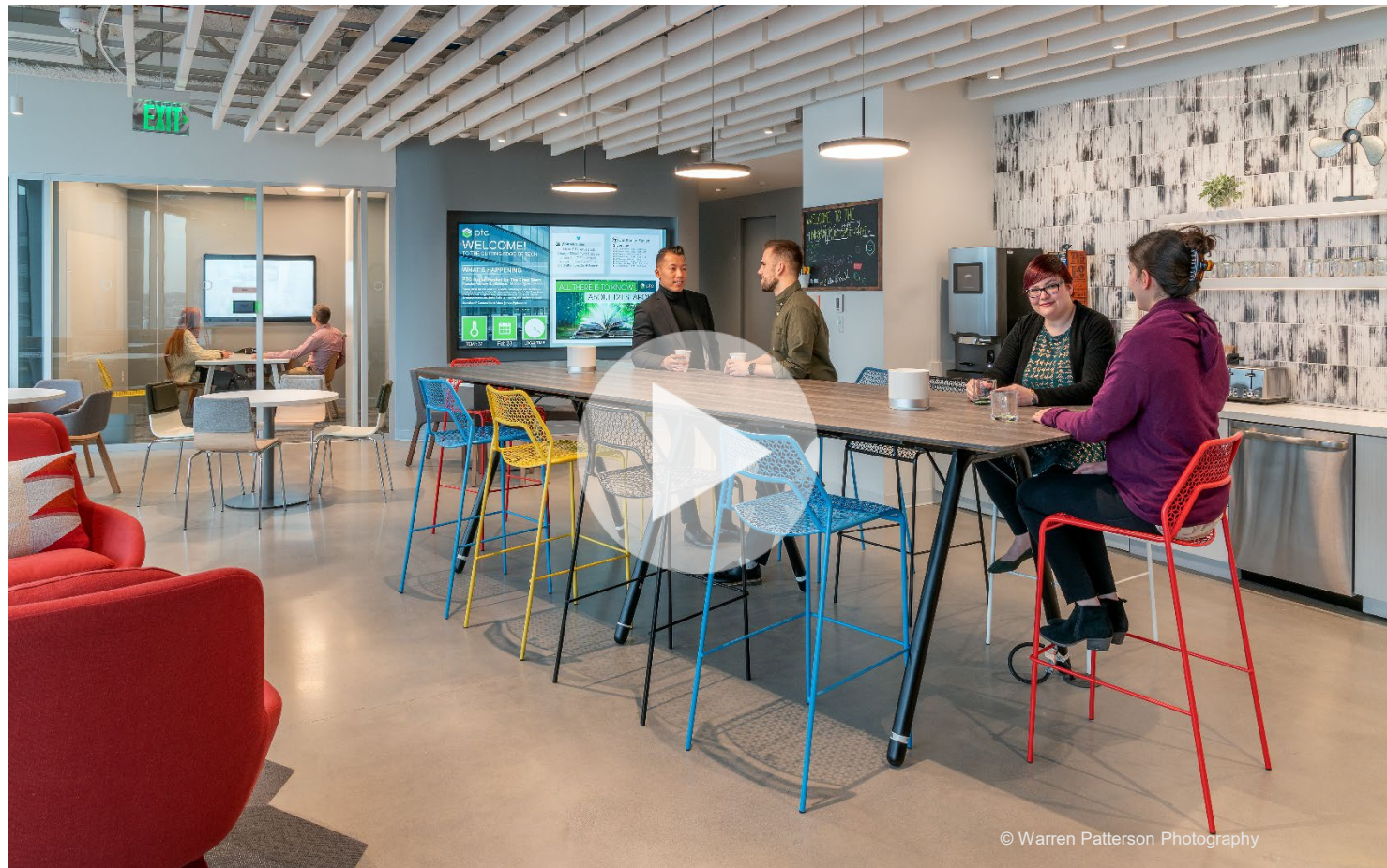
Attract + Retain
Brand + Culture

Solutions

Furniture
Technology



Winner of the 2019 Commercial Integrator Integration Award for **Best Corporate Campus Project**



© Warren Patterson Photography

Technology Innovator – Living Their Brand

PTC is a global provider of technology that transforms how companies design, manufacture, operate, and service things in a smart and connected world. PTC relocated their headquarters from Needham, Mass. to a newly constructed 17-story building in Boston's Seaport District. The move to the Seaport is about reconnecting with the city and being part of an epicenter of innovation. The company's digital and workplace transformation is the catalyst for energizing PTC's brand and culture. The 250,000 SF technology-rich headquarters serve as a premier destination for employees, customers, and partners to experience PTC's capabilities. Employees are all free-address, choosing activity-based work settings and collaborating with the most advanced and intuitive technology in the city.

[Watch the video](#)

To see more projects, visit red-thread.com/portfolio

Project Profiles

BIOGEN Headquarters Cambridge, MA

Project Partners

Nelson Architects
Fox RPM
Lee Kennedy Co.
Boston Properties
Consigli Construction
Alexandria Real Estate

Trends

Real Estate Optimization
Collaboration
Palette of Choice
Technology Integration
Sustainability

Solutions

Furniture
Architectural Products



© Halkin Mason Photography

Designed with a highly flexible infrastructure, Biogen's HQ supports a collaborative workplace strategy.

Red Thread, a Biogen partner for more than a decade, worked with all levels at the corporation to introduce fresh ideas for an inspiring new workplace. Working together with Steelcase Applications Research Consultants (ARC) and Nelson Architects, the Red Thread team helped to articulate a new workplace strategy, facilitate change management and develop appropriate applications. Throughout the process Biogen employees were included, through needs assessment surveys, pilot programs and in the selection of their individual work tools through a Furniture Standards Program. In order to remain highly agile, Biogen utilized Architectural Systems such as raised flooring and demountable walls, along with a highly flexible furniture solution, to ensure that future space reconfiguration is possible without costly planning and additional investment.

Project Profiles

TOWN & COUNTRY FCU Operations Center Scarborough, ME

Project Partners

Risbara Bros. Construction

Trends

Brand + Culture
Collaboration
Engagement
Flexible Infrastructure
Wellbeing

Solutions

Architectural Systems
Audiovisual
Floorcovering
Furniture
Lighting
Structured Cabling



© Joseph Ferraro Photography

Town & Country FCU “breaks the mold” by redefining workplace culture in a financial institution.

Innovation is not typically a word that comes to mind when one thinks of financial institutions. However, Town & Country Federal Credit Union in Maine pushes the boundaries of what it means to be a pioneer, not only as a financial institution but also as a company celebrating their people. Through their creativity and progressive attitude, Town & Country puts their people first, realizing that to best serve their customers, they must foster talent, wellbeing and productivity.

[Watch the video](#)

Project Profiles

OCEAN SPRAY

Headquarters
Lakeville, MA

Project Partners

Margulies Perruzzi Architects
J.Calnan and Associates
The Furniture Trust

Trends

Collaboration
Brand + Culture

Solutions

Furniture
Sound Masking



© Christopher Navin Photography

Ocean Spray's renovation optimizes and rejuvenates

Ocean Spray's Lakeville headquarters underwent a major renovation to address a 98% utilization and a dated interior that did not reflect the company's brand and work culture. The eight-phase, multi-year project has transformed the 27-year-old aging facility with an outdated design paradigm of 9ft cubicles with 6ft high panels into an open environment accessible to stunning views and a plethora of collaborative settings throughout the space. The expansion accommodated 544 individual workstations (a 10% increase) and an additional 90 meeting spaces comprised of small meeting rooms, huddle spaces, kitchenettes, open collaborative areas and phone booths. The two-story atrium, the focal point of the space, has been redesigned for better utilization. To incorporate an agricultural feel and local New England charm, the use of reclaimed wood from an old church in NJ was hand selected to identify 6ft long pieces with no knots for the reception area and boardroom.



4

**CURRENT
WORKPLACE
TRENDS**

Current Workplace Trends



Attracting and Retaining Top Talent

Organizations that have collaborative, welcoming and energizing workplaces can more easily attract highly qualified candidates. And with issues like generational differences in the workplace and retaining talent in an organization, these companies are also more likely provide an enriching experience for their people long-term.

The things Gen X and millennial workers are looking for in a workplace are vastly different than generations before them. It's essential to create spaces that attract these knowledge workers – including touchdown stations for mobile work, and work cafés and lounge spaces that encourage socialization and informal collaboration. As the office evolves and the workforce becomes increasingly more mobile, the paradigm continues to shift. The workplace must be a place where people of every generation want to go – to engage, collaborate and learn.



- Flexible work spaces
- Informal lounges
- Choice and control over how you work
- Easy access to power and technology
- Social and collaborative culture

Current Workplace Trends



Brand and Culture in the Workplace

Nothing manifests an organization's brand like its workplace culture. "Go into any office in any part of the world and within minutes you can sense what that company is all about," says Steelcase ARC Principal, John Hughes. "Everyone who comes into the work environment — customers, vendors, board members, new recruits, the media — the people a company most wants to influence, get a clear impression about the company: what it holds dear, how it operates, what it celebrates."

Brand is no longer something you can apply to the surface of an organization—strong brands grow from within. The line between culture and brand is blurred, and if you want to change your brand, you need to consider whether your culture can support that change. The workplace is a frequently overlooked but critical lever in supporting brand and culture change, validated by a survey of 100+ corporate real estate leaders, conducted by CoreNet Global. The results show that 77% believe that brand is a critical driver for their business; yet only 15% said their facilities reflect their brand "very well."



- Work café as the office "hub"
- Social spaces
- Reception areas
- Residential feel

Current Workplace Trends



Workplace Collaboration

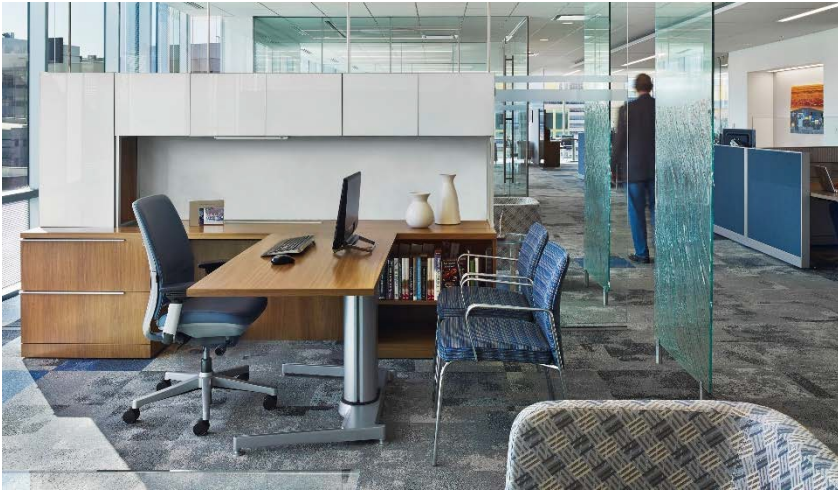
Teamwork is central to knowledge work, and collaborative workplace design provides the supporting structure. At its core, knowledge work consists of learning, socializing, collaborating, and focused work. Three of those involve two or more people creating, evaluating, and building on knowledge to generate new ideas and creative solutions.

A new view of collaboration is emerging—no longer a formally planned activity done in designated destinations such as a conference room, collaboration is now ubiquitous. It's often spontaneous and informal, happening at desks, in hallways, in team spaces, on smart phones and via the Internet. When your workspace fully supports this new type of workplace collaboration, your organization fosters better learning, more innovation and faster decision-making.



- Easy-to-use collaboration tools
- Formal and informal spaces for collaboration
- Unified collaboration systems
- Web conferencing

Current Workplace Trends



Real Estate Optimization

The rising cost of real estate, combined with increased mobility and focus on collaboration, has resulted in the average workstation footprint shrinking rapidly and has spawned a trend towards workplace space optimization. This trend shows no sign of stopping—according to a survey conducted by Steelcase and CoreNet Global, 80% of organizations surveyed expect to reduce their space per employee by an average of 10%.

The key to resilient real estate is to embrace real estate optimization as a means of reallocating space to support your organization's unique strategy and culture. Organizations are embracing optimization and fostering collaboration by designing spaces that support interaction. Traditional private offices may be reduced or eliminated in favor of project team rooms, work cafés or informal collaborative spaces. Or in the case of a mobile workforce, replacing resident workspaces with space-saving benching or touchdown stations.



- Demountable walls
- Smaller footprints
- Rethinking private offices
- Shared benching areas
- Shared private enclaves

Employee Wellbeing

The trend towards addressing wellness at work has broadened; today, the focus is on wellbeing at work. It's a subtle shift, but the idea is that wellbeing goes beyond things like ergonomics and incorporates the cognitive and the emotional aspects of being "well". People who are static, overloaded with information and constantly stressed are less creative and productive. With so much time spent at work, it's critical for organizations to consider physical, emotional and cognitive wellbeing when planning a workplace.

Physical wellbeing

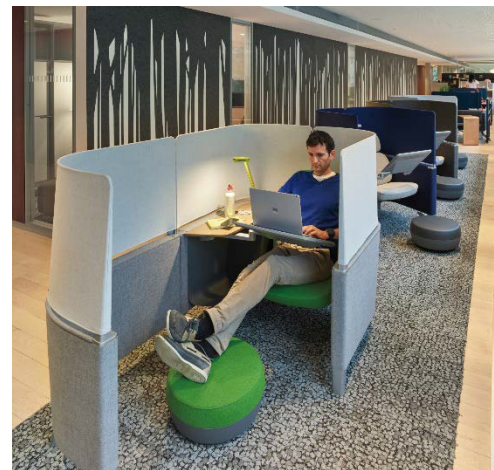
Movement is essential for supporting physical and mental vigor at work. And with longer working hours, it's critical to offer a variety of spaces that offer posture choices and encourage walking to create energy.

Cognitive wellbeing

Information overload, compressed workspaces and open floorplans present constant distractions. Creating spaces that support focus, respite and rejuvenation during the work day are essential to our cognitive wellbeing.

Emotional wellbeing

Neuroscientists have learned that the quantity and quality of social interactions have significant impact on our wellbeing. You become more disengaged when you don't have enough quality interactions, so it's critical that you have meaningful connections to others and understand that you are valued in your organization.



- Height adjustable desks
- Changes in posture – seated, standing, lounge
- Visual and acoustical privacy
- Spaces for rejuvenation
- Choice and control over how you work



5

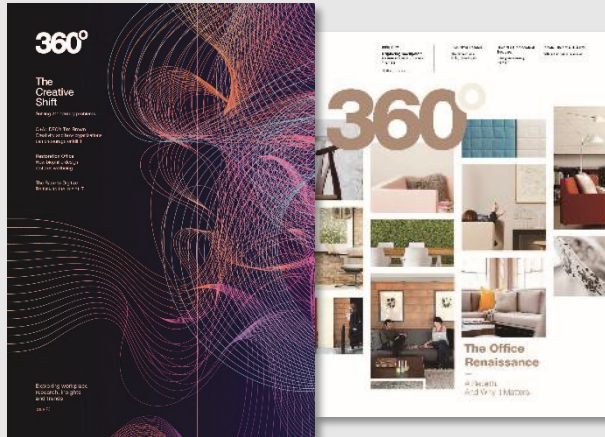
ABOUT STEELCASE

About Steelcase

Mission

We aspire to help people love how they work, by helping them create high performance, hard working workplaces.

Anywhere in the world.



Research + Innovation

- \$40 million spent annually on research
- Leader in industry trends + insights
- Future-focused
- Innovative applications

We offer the broadest range of services and products — furniture, interior architecture and technology solutions — to help our customers create workplaces that build their business, reflect their brand and support their culture.

We're unique from everyone else in our industry in that we offer products and services founded in a research methodology that focuses on the user, and how they really work.

Our job is to make your job easier. Our passion is helping you **Love How You Work®**.

110,000+	companies served in the last 5 years
\$3.1 billion	annual revenue (fiscal 2016)
15	manufacturing locations
800	dealer partners around the world
1,700+	patents worldwide
12,000+	employees worldwide
no. 1	global market position

Designing for Sustainability

We know that the only way to provide the best products in the world is to ensure that they're the best products for the world. That's why every step of the way – through design, manufacture, delivery and product lifecycle – we consider the impact of our work on people and on the environment and uncover opportunities to make things better.



Progress and Goals: Achieving Results

We're committed to measuring and reporting on our progress in a transparent and authentic way. This is a snapshot of some of the goals we're measuring ourselves against over the past year:

PROGRESS SINCE 2010:

- 100% Renewable energy
- 75% Reduction in VOC emissions
- 9.5% Reduction in global energy use
- 9% Reduction in global water consumption
- 44% Reduction in global waste generation



Materials Chemistry

Helps us target chemicals of concern so they can be reduced or eliminated.



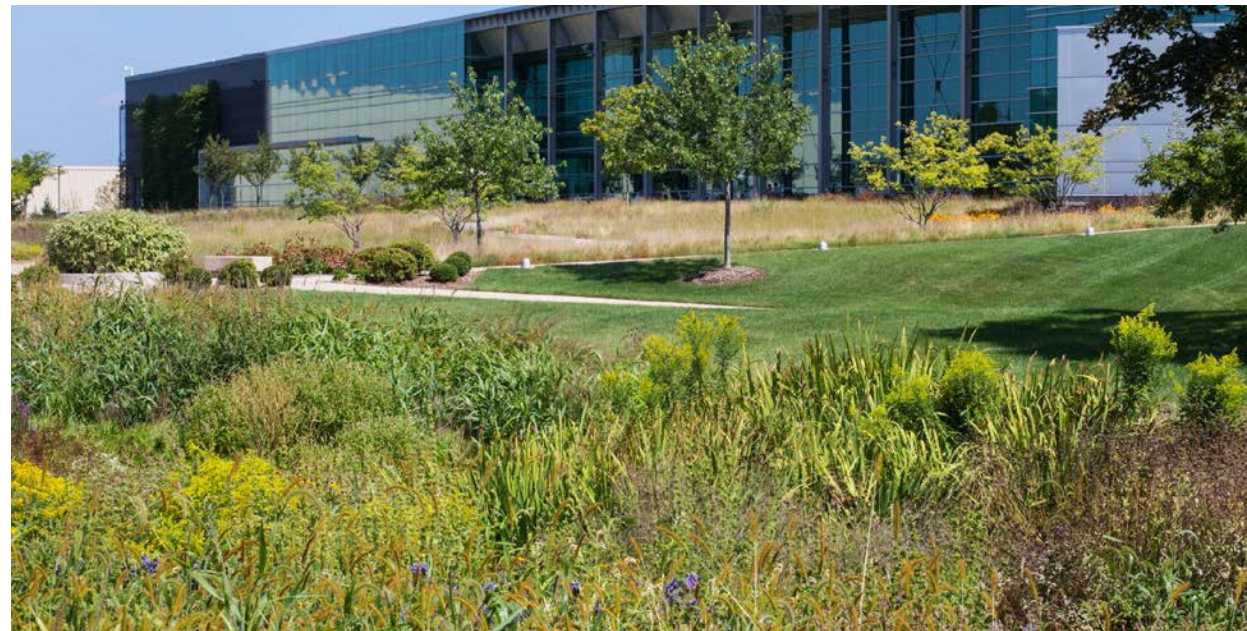
Life Cycle Assessments

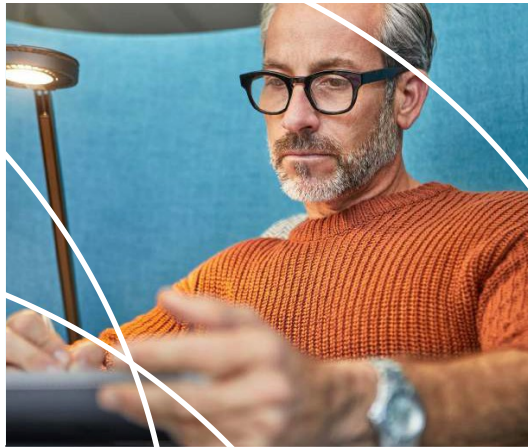
Measure the environmental impact of processes (extraction, production, transport, use, disposal).



Cradle to Cradle Certified

Our products are designed for easy disassembly, recycling and reuse. As a result, Steelcase has more Cradle to Cradle Certified™ products than anyone in any industry.





WE ASPIRE TO CREATE GREAT EXPERIENCES WHEREVER WORK HAPPENS.

Whether you design them, manage them or work in them, we can help you create high performance, sustainable work environments that bring people together to focus, collaborate, socialize and learn.

