

# BRINGING INDUSTRIES TOGETHER



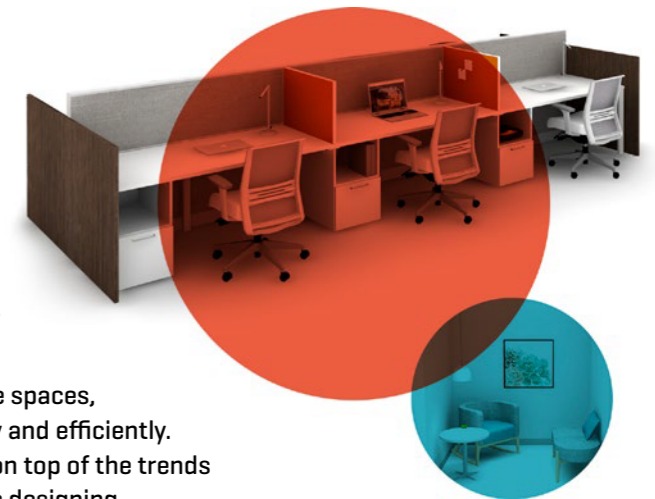
The way the Commercial Furniture, Material Handling and Kitchen and Bath industries do business is changing. From cubicle walls to kitchen counters to pallet racks, each of these sectors has complex products that are complicated to sell.

Our goal is to continue to grow in each of these industries and eventually show them how they can work together, bridging the gap between these sectors.

## COMMERCIAL FURNITURE: KIMBALL

The Commercial Furniture industry has played a vital role in empowering people at work. Today, we see the lines between home and work blurring; meanwhile, the Commercial Furniture industry is constantly evolving to support collaboration, comfort and togetherness.

As the leading tool for designing and visualizing office spaces, CET Designer helps people design workspaces quickly and efficiently. At the same time, the software helps designers stay on top of the trends impacting today's work environment – trends such as designing for flexible workspaces and maximizing valuable office space.



For over 65 years, Kimball International has created design-driven furnishings that have helped customers shape spaces into places with its family of brands: Kimball, National, Kimball Hospitality, David Edward and D'style by Kimball Hospitality. Both Kimball and National find CET Designer to be a true productivity tool for dealer-designers, helping them keep pace in a fast-evolving industry. National president Kourtney Smith and Kimball president Phyllis Goetz share how CET Designer has helped their businesses grow and evolve.

### How does CET Designer help you adapt to industry trends?

**Goetz:** Real-time design is becoming a staple in the Commercial Furniture industry, and Configura's highly visual solution helps clients focus on the design process and effectively communicate design intent, while the software handles the technical details. CET Designer encourages collaboration between designers and customers.

### How has CET Designer changed your organization and processes?

**Goetz:** Our designers and sales staff have more time to take on additional business opportunities. Designing together with the customer allows them to feel more involved in the design and decision-making process. Less time is spent on each project, yet the solution generates better results and, ultimately, better customer service. Quick changes can be made immediately, decreasing the number of times a project is sent back and forth.

### What results have you seen since introducing CET Designer into your organization?

**Goetz:** In addition to reducing our project lead time, CET Designer has supported product training. There will never be a replacement for true product knowledge, and it is still imperative that designers have a core understanding of commercial furniture. However, when a designer can be alerted to a design error and given a reason why directly in the specifying program, it allows them to visually see what went wrong. Next, they can go to the specification guides to further investigate why the solution they created isn't valid and potentially how to create one that is.

### What value do Configura and CET Designer bring to the Commercial Furniture industry?

**Smith:** The solution has completely changed how workplaces are designed and how furniture is sold. Configura and CET Designer bring a level of simplicity to the heavy task of specifying complex product solutions.

**MORE THAN 3,000 USING KIMBALL  
AND NATIONAL EXTENSIONS.**