



PRESS RELEASE
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For Immediate Release

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BRETTFORD OFFERS FOUR WAYS A WORKSPACE CAN IMPROVE PRODUCTIVITY

LIQUID WORKSPACE™ ADAPTS TO SPACE, BUSINESS & TECHNOLOGY LIKE NO OTHER

CHICAGO — Today more than ever, competitive advantage must be seized wherever it can be found. The economy changes. Technology changes. Culture changes. How a company responds to change often determines whether it will flourish or flutter.

With this in mind, Bretford, the Chicago-based business and education furniture company, developed the Liquid Workspace™, the only system of its kind — giving business the power to solve and change on the fly.

Bretford's Liquid Workspace™ offers significant advantages to companies that understand the strategic value of the workplace as an asset and a tool for improving performance. Ease of use, installation, and reconfiguration also support work behaviors.

These characteristics translate directly into bottom-line impact through improved performance and productivity.

1. Grow without growing pains.

Your workspace must change easily with minimal downtime. As a company grows or streamlines, the furniture must quickly and efficiently accommodate change. After all, the workspace is usually a fixed variable.

The churn rate for a mid-sized company is 40% — 40% of productive time is spent moving, changing a space, displacing people, ripping down cubicles, and rebuilding them to fit a business' needs. This kills productivity. Unless you have a workspace that minimizes the downtime damage.

2. Cut installation and reconfiguration costs.

To yield greater productivity, cut your overhead costs by reducing furniture installation time. Desks, privacy screens, and power and data should be easily and cost-effectively installed and reconfigured. Using the right system, two people can reconfigure an entire department without the assistance of high-priced electricians, installers, and network technicians.

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3. Focus on your people.

People are the single largest business expenditure. They make up 80% of total business costs, and as such, are a company's most valuable asset. A rich source of knowledge and intellectual capital, people need to be inspired, nurtured, and stimulated by their workspace. The workspace should help recruit and retain the best talent — aesthetically, productively, ergonomically.

4. Fit desks to people — and save a fortune.

An ergonomically sound desk accommodates the needs of people at work, regardless of shape, size, or stature. Desk features, like height adjustability, an easy reach envelope, and ample work surface can dramatically improve performance and reduce costs (i.e., medical claims, legal/training costs). A well-fitting desk should meet Occupational Safety and Health Administration's requirements and the Americans with Disabilities Act.

For more information on how to transform your workspace to improve performance and productivity, visit <http://www.bretford.com/liquid>.

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About Bretford & the Liquid Workspace™

Bretford is a Chicago-based business and education furniture company passionately filling the void between form and function. For more information about Bretford, visit <http://www.bretford.com>.

The Liquid Workspace is an integrated office system of workstations, patent-pending power & data delivery, storage, and privacy screens. Liquid's patent-pending Power & Data system provides smarter cable management, higher densities, greater flexibility for business, and limitless design configuration possibilities. Liquid is built around a better way to power people, teams, and businesses — by removing the physical barriers of communication (panels) that house cubicle power.

NOTE TO EDITORS: A full digital press kit with hi-res images is available at <http://www.bretford.com/press>. Liquid Workspace's two newest enhancements Grid Workstations and Traffic Storage will be on display June 14 - 16 at the NeoCon World's Trade Fair 2004 for business editors and interior design trade press covering cutting-edge workplace environments. Bretford's showroom is located on the 10th floor of the Merchandise Mart in Suite 1080.