

For Immediate Release

Custer, Inc. Acquires Productive Business Interiors

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Steelcase Dealer Partner Custer, Inc. Acquires Northeast Indiana's Productive Business Interiors.

GRAND RAPIDS, MICHIGAN – September 9, 2019 – Custer, Inc., a workplace interiors firm based in Grand Rapids, Michigan, is extending its reach into the fast-growing Northeast Indiana market by acquiring Productive Business Interiors (PBI), effective September 1, 2019.

Custer has served greater Grand Rapids for over thirty-eight years as West and Northern Michigan's premier office furniture dealer, audio visual and technology provider and custom millwork solutions manufacturer, offering integrated spaces to promote meaningful connections in the workplace. Additionally, Custer, Inc. has had a presence in Kalamazoo, Michigan for over twenty years, and most recently in July announced the opening of its sixth working showroom in Holland, Michigan – due to open in October of 2019.

"We are very excited to welcome the PBI team into our Custer family. Our teams share a customer-driven value system and a strong commitment to providing innovative solutions to address today's business challenges," said Todd Custer, President and CEO of Custer, Inc. "Existing customers will experience a seamless transition as we continue to expand our ability to provide integrated solutions that connect people, places, and technology through our Empowerment Process. We look forward to bringing our solutions, services, and core values to the Fort Wayne market."

PBI was founded in 1982 by Doug McPhail. The business will operate under the name Custer, Inc. in the Northeast Indiana market with a new set of expanded services and products.

Added Pamela Woodward, Vice President, Steelcase Channel Development, "We want to thank Doug McPhail for over three decades of partnership, and we wish him all the best going forward. Custer will be retaining the existing staff in Fort Wayne, and we are excited by the investments they will make in a broad offering of products and services. Our team looks forward to working with Custer to grow our business in the Fort Wayne market."

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About Custer, Inc.

For over 38 years, Custer has created exceptional workspaces that augment meaningful connections and empower people to do their best work. Custer designs and builds environments that maximize productivity and a sense of purpose, drawing on extensive research and established expertise. Providing full-service solutions including workplace strategy, design, integrated technology, custom-tailored solutions and furniture, Custer delivers spaces that inspire and support great work.

About Steelcase

For over 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations - wherever work happens. Steelcase and our family of brands - including Steelcase®, Coalesse®, Designtex®, Details®, Nurture®, PolyVision® and Turnstone® - offer a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. Globally accessible through a network of channels, including approximately 670 dealers, Steelcase is industry-leading and a publicly traded company.

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