



For Immediate Release

Custer, Inc. Opens New Downtown Fort Wayne Showroom Location

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Steelcase Dealer Partner, Custer, Inc., Serving Indiana Customers From New Superior Street Address In Heart Of Downtown Fort Wayne In Summer of 2020.

FORT WAYNE, INDIANA – June 17, 2020 – Custer, Inc., a workplace interiors firm headquartered in Grand Rapids, Michigan, is reinforcing its relationship with the historically-rich area of downtown Fort Wayne through a new, customer-facing showroom location at 104 West Superior Street.

Custer announced its acquisition of Fort Wayne-based Productive Business Interiors in September of 2019, expanding the business's Michigan-rooted operations to the Fort Wayne market, at that time also inheriting the former organization's existing lease agreement at its prior location, 126 West Columbia Street.

The new space, nestled between Promenade Park and The Landing, is located at street level inside of the newly renovated Superior Lofts building. Custer began construction in the new 5,000 square foot space in late January of 2020. By the end of May, a certificate of occupancy was approved for the space. The new location now includes an interior mural created to depict Custer's core values, completed by local Fort Wayne artist Matthew Plett.

Due to delays related to the COVID-19 pandemic, Custer's Fort Wayne-based staff members are continuing to serve customers remotely at this time, but expect to be fully operating from the new space by the end of July 2020.

For over thirty-nine years, Custer has served as West and North Michigan's premiere office furniture dealer, audio visual and technology provider, and custom millwork solutions manufacturer – offering integrated spaces to promote meaningful connections in the workplace. In the wake of the COVID-19 pandemic, Custer has calibrated its focus to include services that specifically help clients navigate the “new normal” as businesses implement new protocols and safety guidelines in the workplace.

Custer's Workplace Reengagement services include consultations on planning safe workspaces that comply with social distancing mandates, designs for safe workstation layouts that include screens and panels to provide protective barriers, cleaning and disinfectant fogging services, work-from-home furniture packages, and change management experts helping to guide organizations through the process of getting everyone back to work safely.

“We've had a number of powerful one-on-one conversations with our Fort Wayne customers where we've been able to assess their current floor plan and advise on adjustments specifically tailored to their business,” says Nikki Probst, vice president of business relations with Custer. “We're thankful for the opportunity to continue strengthening these relationships with local businesses at such a critical time as we move forward in planting our roots in the Fort Wayne area. We are very proud to play a role in getting the community back to work safely”.

Custer Workplace Advisors remain available to schedule in-person or virtual meetings with customers before Custer officially unveils its new location to the public this summer, followed by a ribbon-cutting ceremony and open house event later this fall.

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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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