

Who is Custer?

Custer creates personalized spaces that elevate your well-being, promote innovation, and transform the communities we live in. Established in 1981, Custer now serves multiple territories reaching outside of West Michigan as a premier dealership of Steelcase furniture. Custer has offices in Grand Rapids, Traverse City, Kalamazoo, and Holland, Michigan, and in 2019, we opened our sixth showroom in Fort Wayne, Indiana. We plan to roll out our new flooring services in these areas by early 2024. We provide full-service solutions including workplace strategy, design, integrated technology, furniture, and accessories - Custer delivers spaces that support a better way of working.

Where is Custer located?

Custer operates out of multiple locations in West Michigan, and now, Fort Wayne, Indiana. We have two office locations in Grand Rapids, one location in Kalamazoo, one location in Traverse City, and a new office located in downtown Holland on the Michigan lakeshore. For a complete list of locations, visit custerinc.com/locations.

What are Custer's core capabilities?

As a Steelcase Authorized Dealership, Custer is focused on furniture for the interior environment and the consultative strategies to support design applications for our clients. As part of our portfolio, we also own subsidiary companies to execute other capabilities around the built environment – electrical, technology, and coworking space.

How can I learn more about Custer's family of companies?

- CS Erickson | Power & Technology Services | www.cserickson.com
- Canyon Equities | Holding Company and Shared Services | www.canyonequities.com
- Worklab | Coworking and Corporate Meeting Spaces | www.worklabinc.com

When is this acquisition effective?

January 1st, 2024, at 12:01am.

Is Century Flooring still in existence?

Yes, until December 31, 2023. On January 1, 2024, the commercial flooring division will merge with Custer and the Century name will no longer be used.

How will my flooring be serviced if something goes wrong?

Custer has a dedicated customer service team to address any warranty issues or dissatisfaction with product or services provided in the past by Century Flooring. If you are experiencing an issue with a product purchase, please contact flooringwarranty@custerinc.com.

What is being accomplished by this merger?

The two companies have demonstrated a shared commitment to overlapping commercial markets, both serving workplace, healthcare, and education customers. By joining forces, Custer aims to provide an even more comprehensive range of services, offering integrated solutions that align with the evolving needs of its customers. This merger will allow for greater synergy and efficiency by addressing a customer's whole interior space with one seamless solution—starting with design and continuing through installation.

What happens to in-process orders?

Existing commercial flooring projects will not be impacted by the merger, as Custer will seamlessly integrate these projects into its existing operations, providing continuity and uninterrupted service to its valued customers.

Any residential projects already ordered and scheduled to install by or before December 31, 2023 will be fulfilled and handled normally. If a job is already ordered but will not be installed by December 31, 2023, we will provide a list of installation subcontractors that the customer can contract directly for installation.

Will outstanding quotes still be honored?

If a residential flooring project was still in the quoting phase and not yet quoted/ordered, then your order will be canceled, and we will provide any selection information along with a list of flooring providers in the area that you can engage to help you complete your flooring project.

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I am an existing Century customer. How can I set Custer up as a new vendor in my system?

We'll provide support in a brief process to collect your company information for our records and to lay out our terms and conditions for your acceptance. To provide this verification and to set Custer up as a vendor in your system, please email CustomerAccounts@custerinc.com.

I am a vendor of Century. How do I establish Custer as a customer in my system?

We recognize that you'll need our sales tax license and credit information to establish Custer as a customer. Vendors, please reach out to Payables@custerinc.com to request this information.

Will I maintain my same sales representation for my Commercial Flooring business?

Yes. The main point of contact for existing clients will not change in the immediate future. We are dedicated to ensuring strong relationships are maintained and each employee is given the necessary resources to service their accounts and customers.



What's the best way to contact Custer?

Your current Century contact's email addresses will stay the same until December 31, 2023. On January 1, 2024, any email sent to Century email addresses will be forwarded to the team member's new Custer email address. However, ultimately you should contact them directly at their new Custer email address, which will be FirstName.LastName@custerinc.com.

For general questions regarding the acquisition, you may contact Todd Custer, President & CEO | tcuster@custerinc.com. For media inquiries, please contact Tricia Jackson, Director of Marketing + Brand | tricia.jackson@custerinc.com.