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## **Kimball International Launches Simplified, Multi-Branded Customer Experience**

JASPER, IN., July 6, 2021 -- Kimball International, Inc. today announces a new customer-centric go-to-market strategy. Formally launched July 1, the growth strategy will provide customers access to the company's full portfolio of Workplace, Education, and Health brands including Kimball, National, Etc., and Interwoven, as well as select products from Poppin, the company's newest addition, which was acquired in December 2020.

Key to the strategy, the company's sales and service organizational structure has migrated from branded selling teams to a more collaborative organization designed around a broad portfolio of brands and solutions. This new multi-branded selling organization, with one customer service team, will create a more customized approach to the market and a personalized customer experience. With the new structure, the company's product portfolio is now organized into two key categories: Systems and Ancillary.

"In the spirit of putting our customers at the core of all that we do, Kimball International's new go-to-market strategy for our workplace, health and education markets is focused on the needs of our customers from end-to-end. It will not only empower and move our selling organization forward; it will also position Kimball International as a multi-branded powerhouse, and elevate the customer experience exponentially," said Kourtney Smith, President, Workplace at Kimball International.

"This new strategy provides a holistic approach to serve our customers better through combined sales and service expertise. Putting it simply, our sales teams will be able to sell across our Kimball, National, Etc., Interwoven and Poppin brands, removing complexity and barriers for our customers, and providing them with simplified access to our incredible portfolio of brands, products and solutions," Smith continued.

As part of the new go-to-market strategy, the company will implement a more personalized customer service delivery experience and will consolidate Kimball and National showrooms to provide a multi-branded selling solution for the Kimball, National, Etc. and Interwoven brands in each showroom location. The Poppin brand will continue to operate dedicated showrooms, and the consolidated Kimball International showrooms will include select Poppin products to feature the new PoppinPro dealer-focused program.

The company will continue to operate showrooms in Los Angeles, Chicago, Dallas, Boston, Atlanta and Washington, D.C., with each showroom showcasing products and solutions representing all of Kimball International's Workplace, Education and Health brands. Kimball International will begin the consolidation process this quarter and will continue over the course of the coming year. In Chicago, the company will leverage the current dual-location showroom to showcase a multi-branded portfolio, which will come to life this October at the Chicago Show.

Kimball International's portfolio of brands, paired with the company's commitment to craftsmanship and insights-driven innovation, creates inspirational places for working, learning and healing. Under the new structure, each brand will continue to play a distinct and valuable role in the market.

**About Kimball International, Inc.**

Kimball International is one of the world's leading omnichannel commercial furnishings companies. For over 70 years, we have offered a unique portfolio of brands, with a commitment to craftsmanship and insights-driven innovation, all to help you create inspirational places for working, healing, learning, hospitality and home. The Kimball International family of brands includes Kimball, National, Etc., Interwoven, Kimball Hospitality, D'style and Poppin. Kimball International is based in Jasper, Indiana. [www.kimballinternational.com](http://www.kimballinternational.com)