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# Press Release

## LOTH, Inc. Receives Steelcase Premier Partner Recognition

April 25, 2018

LOTH, Inc. has officially been named a Steelcase Premier Partner recipient – placing them in the top 5% of dealerships throughout the U.S. and Canada. The Cincinnati and Columbus based Steelcase dealership is among only 35 others to receive the honor. The Premier Partnership recognition is granted to authorized dealers based on how they engage with Steelcase, their clients, influencers and community to deliver exceptional value as evidenced by their growth and fitness throughout the year.

Strict criteria were required to be part of the Premier Partner program with Steelcase. LOTH must create and deliver a powerful, consistent customer experience that promotes our partnership with Steelcase and demonstrates our current story about the State of Work. To be accepted as a Premier partner, LOTH was evaluated in the categories below:

- Branding guidelines
- Web and social media messaging
- Customer communication
- Event hosting
- Sales and design team training
- Work zone evaluations
- Customer footpath tour points
- Product updates displayed in the dealer showroom
- Solomon Coyle survey results proving financial fitness
- Meeting and exceeding the sales target set by Steelcase at the beginning of the year

In return, the awarded dealers receive special rebates and prominent recognition from Steelcase.

LOTH's ability to retain and recognize its valued employees is one of many contributors to their success. The dealership prides itself in being creative in its solutions and being involved in its communities. In the past year, they have invested in improvements and upgrades to their headquarters in Cincinnati and organized a complete renovation of their Columbus Work Studio – which is in its final stretch.

The 2018 outlook for the dealership is positive in both markets as they continue to be innovative in their approach to both new business and strengthening relationships with long-standing clients.

Leadership among the LOTH team extends its gratitude toward their associates and customers that helped them to meet the criteria for the award.

### For Immediate Release

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