



## Press Release

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### **PARRON HALL, A MAJOR SAN DIEGO CONTRACT FURNITURE DEALER, JOINS ALLSTEEL'S NETWORK OF PARTNER DEALERSHIPS**

(MUSCATINE, IA – January 10, 2018) – Allsteel Inc., a leader in workplace furnishings, announces that Parron Hall, an independently owned San Diego–area contract furniture dealer, has successfully acquired Crawford & I-Tec., an Allsteel Owned Dealer and longtime Allsteel dealer in Poway, CA, to become the newest member of Allsteel's nationwide network of dealer partners. Founded in 1947, Parron Hall occupies an 8,000-square-foot working showroom facility in San Diego, CA. For customers, the transition will be seamless, with both companies continuing to operate under their current names with their existing teams. Bill Crawford, a longstanding partner of Allsteel, will join the combined organization as Vice President of Operations and Commercial Sales. Crawford's involvement will help ensure current projects will proceed smoothly without interruption or modification and customers will continue to receive outstanding service.

“This new and exciting partnership gives Parron Hall access to Allsteel and HNI's comprehensive product portfolio and unrivaled planning expertise,” said Parron Hall president Jim Herr. “Crawford & I-Tec. has a long and proven track record of success with Allsteel as well as a loyal customer base that we look forward to continuing to create value for. In addition, Crawford & I-Tec's full service and project management core competencies will enable Parron Hall to provide customers with a fully integrated service model for the first time.”

“We are thankful to all the members at Crawford & I-Tec. for their many contributions and we are excited to partner with Jim, Parron Hall and their entire team,” said Brandon Sieben, president of Allsteel. “Our new relationship provides a great opportunity for us to enhance our capabilities and coverage in the Southern California market, and to create even more business value for customers. Based on Allsteel, Parron Hall and Crawford & I-Tec's shared commitment to exceptional customer service, we have full confidence our collective customers will benefit from this partnership now and in the future.”

## **About Allsteel**

Since 1912, Allsteel Inc. has offered a world-class, comprehensive range of workplace products and solutions. We simplify the office planning process by helping our customers align their workplace strategy with their business strategy. The result is fit-to-business solutions that deliver meaningful change in a way that works for them today, as well as tomorrow. Headquartered in Muscatine, IA, the company has Resource Centers in Atlanta, Boston, Chicago, Dallas, New York, San Francisco, Los Angeles and Washington, D.C. For additional information, visit [www.allsteeloffice.com](http://www.allsteeloffice.com) or follow Allsteel on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

## **About Parron Hall**

Founded in 1947, Parron Hall is a full-service provider of furniture and interior architectural products that support changing technology used in today's work spaces. We provide a broad array of furniture solutions essential for corporate and commercial office spaces, training rooms, offices, cafeterias, reception and public spaces. Along with servicing the commercial, educational and healthcare sectors, Parron Hall is one of the largest providers of furniture to the Federal Government in the Southwest. We are experts in this arena and understand the special requirements and procurement processes. Our team has enjoyed working with dozens of branches of the Federal Government throughout the Southwestern U.S and overseas. For additional information, visit [www.parronhall.com](http://www.parronhall.com).

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