

# Briefing Paper ■

## Ithaca™ Task Chair

### Summary

Ithaca task seating has a mid-market price, between Pride and Snap.

Ithaca has high comfort due to thick, yet supportive, cushioning and a great free-floating back action.

### Key Customer Phrases

Mid-market price

Thick, yet supportive, seat cushioning.

High-end comfort.

Very pleasing design.

### Why is OEI introducing Ithaca?

Customers are demanding more product for less money.

More features, more comfort, better design . . . and lower price.

OEI's answer is Ithaca.

### More Features

Ithaca uses a true synchrotilt mechanism, as found on the majority of high-end ergonomic chairs (think Pride).

The seat and back are "synchronized" - moving in a 2 to 1 relationship. This is recognized as the most comfortable means of chair articulation.

Ithaca has back height adjustment (like Pride). The range is 3".

Ithaca has a 3-position back lock (like Pride).

Ithaca has a tilt tension adjustment (like Pride).

Ithaca has height and width adjustable arms (like Pride BA arm).

### More Comfort

What's the first thing customers do when they sit in Ithaca?

They smile.

They smile because of the thick, yet supportive, seat cushion. (No bottoming-out, as with many competitive, thick cushioned task chairs.)

Ithaca's seat cushion is unlike anything your customers have ever experienced. It is a unique foam formulation that is used extensively in Europe, but rarely in the U.S.

When customers relax into Ithaca they experience the smooth, responsive back flex.

Thick, supportive seat and smooth, responsive back flex. The formula for "Comfort".



Ithaca

### **Better Design**

Customers think of value-priced chairs as having little or no design. Non-descript. Boring. "Egg-shaped."

Not Ithaca.

Ithaca presents a gently radiused, flowing back design which pleases the eye, just as the thick-cushioned seat pleases the body.

### **Benefits - Advantages - Features**

#### Comfort

- a. A true 8-hour task chair
- b. High employee satisfaction
  - thick, yet supportive, seat foam
  - smooth synchrotilt (back flex)
  - back height adjustment for fit
  - adjustable arms for fit

#### Innovative Design

- a. People feel good about their work environment
- b. Facilities is a "hero" for purchasing a great looking chair at a budget price
  - flowing back design
  - attractive, contemporary arm style

#### Value

- a. Conserves funds for other product areas
- b. More product for less money

### **Positioning**

Ithaca is perfectly positioned within OEI's task chair line. Ithaca sits in that "sweet spot" between Pride and Snap.

Sell down from Pride. Sell up from Snap.

### **Product Definition**

Ithaca's standard features are

- synchrotilt mechanism for comfort
- back height adjustment for proper "fit"
- tilt tension adjustment
- seat height adjustment
- multiple position back lock for relaxation

Casters are hard or soft wheel. Plastic components are always black.

The chair's back shroud is upholsterable.

Arm or no arm.

Four arm options -

- "T" arm with height and width adjustability
- Loop arm with height and width adjustability
- Fixed loop arm
- 360° pivot "T" arm with height and width adjustability