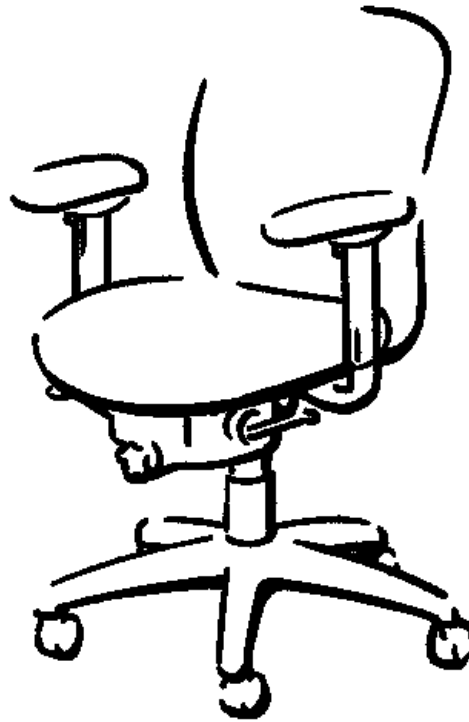


Briefing Paper

Pride™ Seating

ORIGINAL
EQUIPMENT
INDUSTRIES



Product - Task/Desk Chair

Materials - Stamped Steel
Polypropylene
Urethane
Foam
Fabric

Designer - Giancarlo Piretti

Year of Introduction - 2001

Markets - Primary - Business
Secondary - College/University

Applications - Task Seating
Desk Seating
Conference Seating
Training Room Seating

“Why Did Giancarlo Piretti and KI Create the Pride Chair?”

Giancarlo Piretti surveyed the field of competitive task chairs and came to an important conclusion. While there are many high-performance task chairs which offer a full range of adjustments and high comfort, there are few which also offer a great price.

This disturbed Piretti. It disturbed Piretti because he believes the benefits of an advanced ergonomic task chair should be available to the largest possible audience. This meant an advanced ergonomic task chair with a modest price point.

That is the Pride chair.

First Key Benefit - Adjusts to your body . . . adjusts to your task.

The Pride chair has all of the advanced ergonomic functions of competing task chairs. When we say “ergonomic functions”, what does that *really* mean?

First, it means that the Pride chair can be adjusted to fit you. Second, it means the Pride chair can be adjusted *to fit you to your task*.

Here’s how the Pride chair fits you:

1. Seat height adjustment range of $4\frac{3}{4}$ " , from 16" to $20\frac{3}{4}$ ".
2. Seat depth adjustment range of 3" , from 16" to 19".
3. Back height adjustment range of 4" , from $16\frac{3}{8}$ " to $20\frac{3}{8}$ " above the seat.
4. Tilt tension adjustment from very, very low tension to very, very high tension.
5. Arm height adjustment range of 4" , from 6" to 10" above the seat (optional).

Here’s how the Pride chair fits you to your task:

1. Synchronitilt with a back flex range of 20°, from 90° to 110° (a larger range than most competitors). The Pride chair is a “passive” ergonomic chair, which means it automatically follows your body as you move.
By the way, “synchronitilt” is just a fancy way of saying that seat and back movements are synchronized; they move in tandem, with the seat reclining about 1° for every 2° of back recline.
2. Forward seat tilt of 4°, to relieve pressure on your thighs when you are in a work-intensive position.
3. Back angle lock with three positions. This allows you to select the angle which most readily accommodates you to your given task, whether it is an upright posture for keystroking, or an open, relaxed angle for talking on the phone.
4. Pivoting armcaps (on the optional adjustable arm model). Armcaps pivot 20° inward or outward to support your elbow or forearm during keystroking or mousing. Or, to “get the arm out of the way completely” for worksurface clearance, you can pivot the armcap 180° backward and drop the arm to its lowest height.

Second Key Benefit - Outstanding Comfort (You have to sit in the chair to believe it!)

Why is the Pride chair so comfortable? Well . . . we could take the easy way out and say “It just is.”

But, in truth, the Pride chair came by its comfort the hard way, through trial and error.

The Pride chair went through three complete design iterations. Its seat and back shape were repeatedly altered based on customer feedback. We put the Pride chair up against some of the standard-bearers of the industry and asked customers to evaluate one chair against the other. Based on that extensive research, the Pride chair was “tweaked” to provide just the right back support and just the right “ride”.

The only way to truly understand the Pride chair’s comfort is to experience it. Have a seat, and find out for yourself.

Third Key Benefit - Ease of Use

If controls aren't easy to use, the customer won't use them. With this in mind, Giancarlo Piretti set out to make the controls...

- easily accessible (the hand naturally falls to where the lever is)
- easy to grasp (indentations and “ribbing” were added to the handles to provide positive, tactile feedback to the customer).

To assist the customer in adjusting their advanced ergonomic chair, KI placed easily-removable, adhesive labels on each armcap. These labels pictorially and verbally guide the customer through the use of the chair's controls. Once the customer is familiar with the controls, they can remove the labels from the armcaps. (To both armchairs and armless chairs, we also attach the usual “Operating and Care Instruction” hang-tag).

Fourth Key Benefit - A Design which Fits the Look of Any Environment

Since Giancarlo Piretti wants the Pride chair to find its widest possible audience, he sculpted the chair to give it a modern, contemporary look.

In this way the Pride chair, with its squared-off back and nicely contoured profile, will complement the look of any environment.

Summary

So, what is the Pride chair? It's a chair which

- adjusts to your body . . . adjusts to your task
- offers outstanding comfort
- is easy to use, and
- fits the look of any environment.

KI takes all of these benefits and wraps them in a price which is certain to please any customer.

With the Pride chair, Giancarlo Piretti (with the help of KI) has achieved his goal of designing an advanced ergonomic task chair with a modest price point.

The final “piece of the puzzle” is the most important though. And this is where you come in.

Giancarlo Piretti needs you to bring the Pride chair to the “largest possible audience”. For Piretti's goal to become a reality, you need to apply your sales skills and your SPIN techniques to bring the benefits of the Pride chair to your customers.

Product Definition

Facility Managers, like most others, are concerned with “simplification”. Simplification for FM's means, in part, satisfying the greatest number of people with the fewest number of product solutions.

In recognizing this customer need, KI developed the Pride chair to be that chair in which “one size does fit all”. This was accomplished by offering a complete package of adjustment features and a wide adjustment range within each feature.

Thus, the Pride chair is offered in one size only. The Pride chair can function as an executive, a managerial, a task, or a conference chair.

Since there are manufacturing economies associated with creating a “fully featured chair” - meaning, one in which all adjustment features are standard - the Pride chair is only offered with all adjustment features. The only options are an adjustable arm and upholstered back panel.

The above manufacturing economies enable KI to maintain a low price point on the Pride chair.

The Pride chair is available in KI in-grade fabrics, Pallas, leather, or COM.

Plastic components are black and warm grey.

Carpet and hard floor casters are offered.

“How Does the Pride Chair Differ from the Competition?”

Beyond offering a lower price than most of the competition, and better comfort, the Pride chair differs in five ways. Each of these five relate to ergonomic adjustment features.

1. The majority of competitors do not offer an armcap which pivots inward/outward/and 180 degrees. The Pride chair's pivoting armcap provides a level of user-customization not found in most other task chairs.
2. The Pride chair's arm support was designed to allow the arm to drop “out of the way”, which many customers desire. (Hence, the reason for the “V”-shaped arm support -- it allows the arm to drop lower than most others). With the arm “out of the way”, the user has no problem with worksurface clearance and has full freedom of movement with his or her arms.
3. Many competitors merely offer a lumbar adjustment. The Pride chair offers a back which moves - in its entirety - up and down. This is important since it enables the customer to both change the position of the lumbar support and also to tailor the height of upper back support to their frame.
4. The majority of competitors have what are called “back angle delimiters” as opposed to back angle locks. What's the difference?
The Pride chair's back angle lock enables the user to set the back at one of three fixed angles, such that the customer does not have to rely on their body weight to maintain that angle. Many customers find such a lock relaxing. Back angle delimiters, on the other hand, do not lock the back in a fixed angle. They only limit the amount of flex to the back. Thus, the user must still use their body weight to maintain the back angle.
5. The Pride chair has a greater range of back flex (20°) than many competitive chairs. “Greater range...more comfort”.

SPIN Scenarios

Following are a few SPIN scenarios which highlight the Pride chair's unique selling features.

1. The Facility Manager's workforce is difficult to retain. Thus, a key concern is worker satisfaction. So, the FM is looking for a highly ergonomic and highly comfortable chair to help in maintaining satisfied workers.
2. Same scenario, but the company's conservative image won't let them “buy-into” the extreme look of some highly ergonomic chairs.
3. Same scenario, but the company is fiscally “strapped” and is looking for any means of conserving funds.
4. One division of a large company spent a great deal of money on advanced ergonomic seating. However, no one benefits from it since they either can't understand the controls or won't take the time to learn. Another division of that same company is looking for advanced ergonomic seating also, but doesn't want to make the same mistake as their sister division.

Conclusion

Giancarlo Piretti's vision of an advanced ergonomic task chair with outstanding comfort and a modest price is a reality.

The Pride chair is your opportunity to change the industry mind-set which equates “advanced” with expensive.

The Pride chair...the task chair for everyone.

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