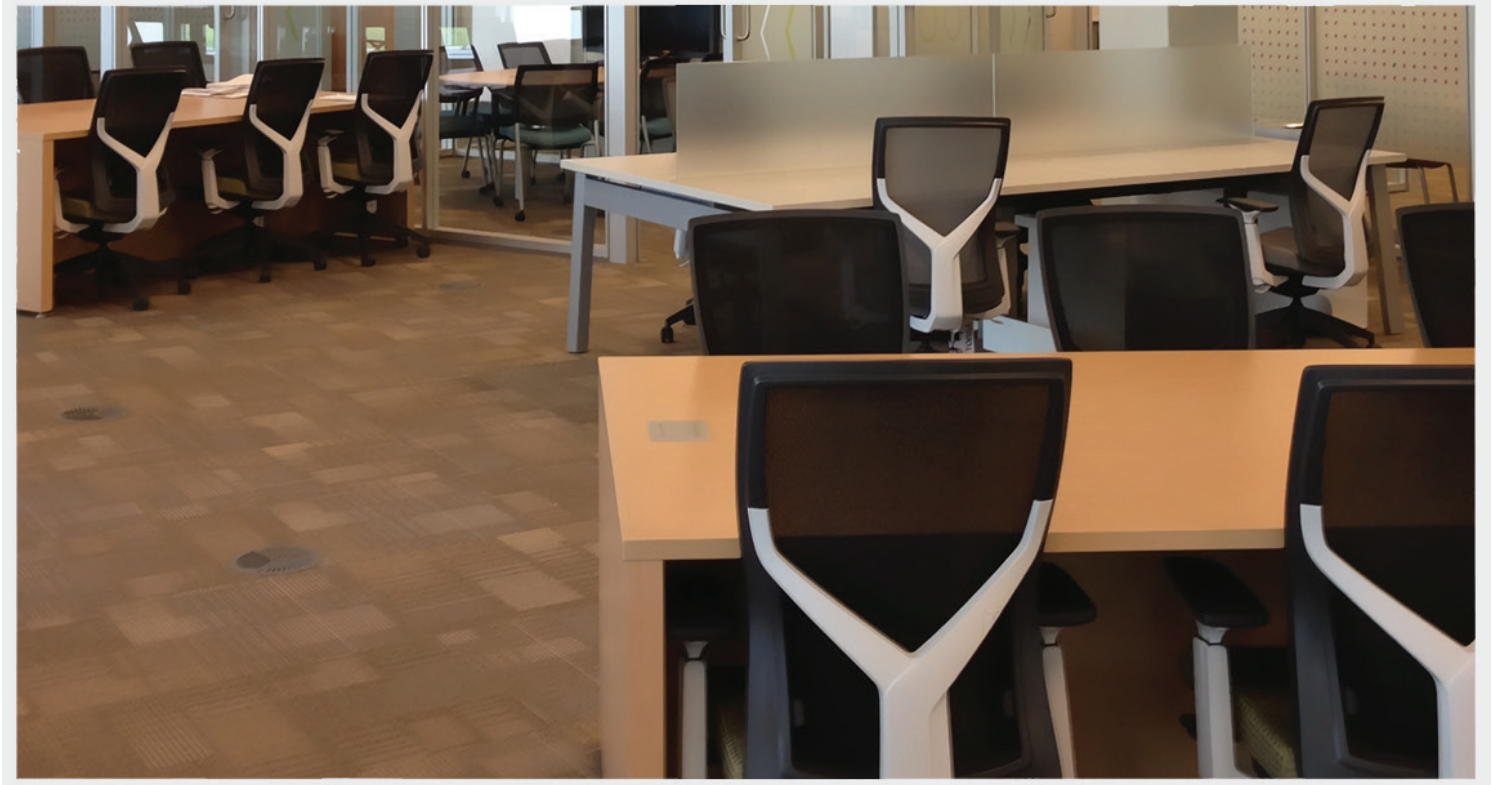


Project Spotlight

Torsa Gets Enthusiastic Welcome at IDEXX World Headquarters

SitOnIt • Seating™ | IDEON®

IDEXX Laboratories
Maine

INSTALL FACTS:

Dealer: Creative Office Pavilion
Time Frame: April – July 2013
Sales Rep: Contract Sources
Product: Torsa, Focus Work, Focus Side, IDEON Arioso

ABOUT THE PROJECT

IDEXX Laboratories, Inc. is a leader in information technology solutions for veterinary practices around the world. They advance medical care of animals while also working to improve water and milk safety with a world-wide workforce of more than 4,700 employees. When the time came to outfit their headquarters in Maine, they wanted a look that was modern and would complement the airy, modern look of their offices that feature open work spaces and lots of windows.

Ben Russo from Creative Office Pavilion – a dealer that has worked with IDEXX since its early start-up days – found the perfect fit in the Focus Work, Focus Side, the IDEON Arioso club chair and Torsa – one of SitOnIt Seating's new task chairs. Each selection uniquely fit the needs of the space, and IDEXX loved working with the IDEON configurator to plan their executive floors. But the standout was the newcomer – Torsa. With its sleek lines and slew of options, Torsa offered a designer look with smart engineering that anticipates the user's needs for customization and comfort.

WHAT MADE THE DIFFERENCE?

IDEXX had its eyes on Torsa since they first saw early sketches of the chair. When they were able to do a sit test and really experience the look and feel, they were convinced. They loved the adjustable lumbar and the many arm options that made for a customizable look and fit. They chose colors that were understated – a basic gray – to let the chair's architectural elements speak for themselves.

The clincher for Torsa was the price. At half what competitors ask for comparable chairs, Torsa was a smart choice for an expansive project. It made staying within budget easy.

WHAT'S NEXT

The install has just been completed and the new SOI and IDEON chairs are already being used throughout company headquarters – from Focus Work in the training rooms to Torsa in group work spaces. The new seating has transformed the space into a place where teams can work together, says Roxanne Simpson, IDEXX Laboratories Space Planner, "Torsa complements our new collaborative environment". And with stylish seating that facilitates collaboration, SitOnIt Seating and IDEXX look to have a bright – and stylish – future together.

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National Accounts:

SitOnIt Seating sets the standard for Omnicare world headquarters and beyond.



Omnicare Headquarters
Cincinnati, OH

INSTALL FACTS:
Sales Rep: Bruce Longhino Group
Dealer: APG Office Furnishings
Time Frame: April 2012
Product: SitOnIt Seating

ABOUT THE PROJECT

When national pharmaceutical provider, Omnicare, relocated its world headquarters from Kentucky to Ohio this year, the healthcare provider wanted to update its décor, company wide. With help from Exemplis vice president of national accounts Jeff Wolber and the Bruce Longhino Group, the company chose Sona as its conference standard, the high-back Focus work as its task chair, the mid-back Focus work for training, and Focus side for guest seating.

WHAT MADE THE DIFFERENCE?

Omnicare chose SitOnIt Seating for two reasons. First, the company wanted to develop a seating standards program with a manufacturer that would be able to assist nationally. Our design quality, proven quick-ship delivery capability, and our national distribution network met their objectives. Secondly, Omnicare wanted a high-value, contemporary work chair with an adjustable lumbar. A prototype of our high-back Focus work presented the perfect solution.

WHAT'S NEXT?

After completing the new world headquarters, Omnicare will look to SitOnIt Seating to begin furnishing its regional offices and we look forward to our ongoing relationship with Omnicare.

If you'd like to be the next Project Spotlight, contact us today:
Elissa Aljian at ealjian@exemplis.com or 714.995.4800 x373



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Project Spotlight

SitOnIt Seating Delivers Solutions to Every Corner of New Facility



Ultra Tech Machinery

INSTALL FACTS:

Dealer: Environments 4 Business
Time Frame: March-June 2012
Sales Rep: Bruce Longhino Group
Product: SitOnIt Seating Prava, Focus, Focus Side, InFlex, ReAlign

ABOUT THE PROJECT

When Ohio-based automation giant Ultra Tech Machinery moved to combine two facilities into one new location, it centralized lunchrooms, training rooms, conference rooms, work stations and private offices. With a large space serving so many different purposes, Ultra Tech needed a way to differentiate areas and maximize the flexibility of the workspace. SitOnIt Seating had the answer.

WHAT MADE THE DIFFERENCE?

The dealer, Environments 4 Business, is a trusted provider of seating solutions in the Northern Ohio area thanks to its excellent customer relationships in the region. When the dealer's sales rep Brian Eichler began looking at solutions for Ultra Tech Machinery, he was able to offer a combination of a broad, comprehensive selection – thanks to SitOnIt Seating – and outstanding customer service thanks to Scott Kline and Wendy Worrall at the Bruce Longhino Group.

SitOnIt Seating offered a variety of solutions, from elegant Prava chairs in leather for the board room to Focus Work in mesh (plus the matching Focus Side for workstations) to InFlex chairs and café stools for dining areas. That variety, together with the quick turnaround that is standard for SitOnIt Seating, made a difference to Ultra Tech Machinery. Add to that the extra advantages the dealer offered – such as providing finishes at no extra charge – and the proposition was a winner. As always, SitOnIt Seating provided quick turnaround and outstanding customer service and warranty.

WHAT'S NEXT

Since the project, Ultra Tech Machinery has ordered seating for nine new work stations as well as a training room. And word of mouth has been effective, too. A subsidiary of Ultra Tech Machinery saw how happy the manufacturer was with this project. They went directly to Environments 4 Business and Bruce Longhino Group for SitOnIt Seating products. With its spectrum of products, SitOnIt Seating continues to offer Ultra Tech Machinery creative seating from the break room to the board room and everywhere in between.







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IDEON®

Project Spotlight

A happy customer shows off their beautiful, new SitOnIt Seating and IDEON installation photos, and starts a domino effect of sales.



Ourisman Toyota
Fairfax, VA

INSTALL FACTS:
Sales Rep: Schnieder League Associates
Dealer: AmeriSys, Inc.
Time Frame: February - April 2012
Products: SOI Glove Executive, Focus Work, Focus Side, IDN Visit Club, Composium Bench Family, Mezzanine Cube Corner

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ABOUT THE PROJECT

When A&D giant Gensler looked to outfit Ourisman Toyota of Fairfax, Virginia with stylish seating, it had some help from the dealership itself. Sales Rep Michael Woodsmall of Schneider League Associates – teaming with his dealer, Scott Moore of AmeriSys Inc. – had already installed Focus, Glove, and Achieve at a Chrysler/Jeep dealership in nearby Alexandria. That general manager sent photos to Ourisman Toyota's GM, who then requested a similar installation at his location. This type of interaction is not unusual in the Northern Virginia service area where auto dealers are a small community in frequent contact.

WHAT MADE THE DIFFERENCE?

Comfort is king for the busy sitters at Ourisman. Executives and managers chose Glove Highbacks and Midbacks, and Focus proved an instant hit during sit tests – with the Sales Representatives in Work chairs and the Side for customers. A steady stream of clients flows through all day every day, and Ourisman aims to make their transitional, intensive-contact venue inviting. The good-looking mesh styling of Focus Side fits and enhances the open environment of the rep-meeting space. "Focus Side is so comfortable that everybody notices right away," said Woodsmall, who noted how gratifying it is to see that we've proven ourselves with high-quality, beautiful chairs that feel good to sit in. While our pricing was much better than the competition, affordability was not a stated factor here. Comfort and style got us big business – over 100 chairs total for this location alone.

For this customer, quality really matters, and our lifetime warranty on SitOnIt Seating products added an appealing incentive.

Also, our IDEON online design tool pitched in big time. For Ourisman's upcoming lounge-seating consideration, the customer cited the online selection of seat/arm/back features as a no-hassle time-saver and a great way to do business.

WHAT'S NEXT?

Phase two of this deal will see the addition of IDEON lounge seating and Focus Mesh Café and Task Stools for counter use. And as word of our success spreads, we will be outfitting three more Toyota dealerships as a direct result of this Northern Virginia business. Congratulations to Schneider League and AmeriSys.





Project Spotlight

Propex Chooses Sona and Focus in Two Flavors

SitOnIt • Seating™

Propex
Chattanooga, Tennessee

INSTALL FACTS:

Dealer: Office Coordinators, Inc.
Time Frame: November 2012
Sales Rep: Ross Resource, Inc.
Product: Sona, Focus Work, Focus Side

ABOUT THE PROJECT

Global maker of plastics and erosion control reinforcement, Propex needed new furniture for its world headquarters in Chattanooga, Tennessee. The company wanted to support the community and buy from someone local, and invited interior designer Emily Gamble and salesperson Tripp Goodman of Office Coordinators, Inc. to pitch for the job. During an active sales meeting that brought in a lot of competitors and discussion, the team only had about 18 minutes to pitch their products. That turned out to be ample time for Sona, Focus Work and Focus Side to turn heads.

WHAT MADE THE DIFFERENCE?

Emily believes that her team's enthusiasm about the project clinched the deal. To show off the chairs, the dealer built a wall in the showroom, installing small groupings of sample chairs to set up faux "collaboration rooms". When the time came to pitch, the sales team took its time listening to the client, then did a short presentation – winning the project in less than 20 minutes.

Propex hadn't worked with SitOnIt Seating before, but the selection that Office Coordinators presented to them fit the bill. Propex liked the Focus Work midback, Focus Side and Sona for their world headquarters.

The company invited customers to do a sit test and received an enthusiastic reaction. People loved the comfort and look of Sona. And the fact that Focus was part of a larger family of chairs – allowing the company to choose Focus Work along with the Focus Side – meant that they could coordinate offices. And with a lifetime warranty, Sona and Focus were the perfect fit for the project.

WHAT'S NEXT

As visitors to Propex see – and sit in – the chairs, word will spread about the style and comfort of the collections. By outfitting their world headquarters, Propex sends out a clear endorsement of SitOnIt Seating products. And it may just plant some ideas in the minds of visitors.



SitOnIt • Seating™

Project Spotlight

Appealing Choices Win SitOnIt Seating the Massachusetts Courts Upgrade.



Commonwealth of Massachusetts

J. Michael Ruane Judicial Center

Salem, MA

INSTALL FACTS:

Sales Rep: Contract Sources

Dealer: Creative Office Pavilion

Time Frame: May - June 2012

Product: Focus Work, Focus Side, Glove Executive and Freelance

ABOUT THE PROJECT

When the Commonwealth of Massachusetts' courts wanted a system-wide seating upgrade, Boston dealer Creative Office Pavilion knew it was the chance they'd been working toward. For a decade, they'd built a relationship with the state, outfitting trial courts with orders that grew from the 40 to 100-chair range. But this was an opportunity of a different magnitude: more than 2,000 chairs for every corner of the courthouse. They needed durable, comfortable side chairs for lobbies, elegant executive chairs for judges' offices and attractive, ergonomic task chairs for offices. Without deliberation, the dealer chose SitOnIt Seating.

WHAT MADE THE DIFFERENCE?

Deciding factors for the state were as varied as its needs. According to Creative Office Pavilion's Alec Pouch, the courts chose the Freelance Side for the lobby and public areas because of "the substance of it – especially the breadth between the arms." The sophisticated look and exceptional comfort of the Glove Executive made it a perfect fit for judges' offices and courtroom bench chairs. But by far the biggest order – more than 1,400 – came for the Focus Highback Task. Buyers from the Commonwealth of Massachusetts gave the chairs a trial run and loved the back orientation, the "cool sit" of the mesh, the firm seat and the Momentum Cashmere Ebony fabric that proves elegant and comfortable as well as easy to clean. This is important in offices where busy legal workers often take lunch at their desks.

But the customer service clinched it. The dealer and Tom Caterino from regional rep group Contract Sources had built a reputation for having accessible samples and responding quickly to issues in the field. This trust paid off when the system-wide order was finalized just five weeks before the end of the fiscal year. Creative Office Pavilion, Contract Sources and SitOnIt Seating customer service's Louie Garcia worked logistical magic to make sure the chairs shipped across the country in just eight days. In nothing short of a coordinated triumph, the chairs got in before deadline.

WHAT'S NEXT?

As government institutions continue to upgrade their seating, success stories like these put us in a great position. With SitOnIt Seating now installed in courthouses across Massachusetts, the verdict is unanimous: when exceptional service backs up exceptional products, it's an open-and-shut case.