

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.







SitOnIt • Seating™

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

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

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.