



SitOnIt • Seating™

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



SitOnIt • Seating™

Project Spotlight

Oticon gives SitOnIt Seating a listen and likes what it hears.



oticon
PEOPLE FIRST

Oticon USA Headquarters
Somerset, NJ

INSTALL FACTS:
Sales Rep: New York Sales Team
Dealer: BFI, Inc.
Time Frame: July - October 2011
Product: Sona, Focus Highback & Midback Task

ABOUT THE PROJECT

When the world's oldest hearing aid provider wanted to enhance its open workspace environment, its A&D consultant, New York's G3, specified SitOnIt Seating for the first time. Facing off against the Humanscale Freedom chair for the conferencing solution, our New York sales team brought in Sona and Focus, and brought down the house. Oticon chose Sona in cool gray knit with open loop silver metallic arms and upholstered seat. For a task chair, Oticon went with the Focus Task Midback in a black mesh back with upholstered seat in Designtex Rocket Taupe.

WHAT MADE THE DIFFERENCE?

In short, it was the "tush test." Sona's upholstered molded-polyurethane seat simply outshines any gel or foam seat for all-day comfort. The buyers appreciated the excellent customer service our team showed in a full product demo, including leaving chairs with the customer for a two-week trial. This reality-based testing, along with our chair's operation, looks, and price – especially as compared to the Humanscale competition – won us unanimous raves and a six-figure deal.

WHAT'S NEXT?

This success story with first-time client G3 reflects our influence with the A&D market in the area. We've already generated new business thanks to this project. A major healthcare facility has chosen to switch out another standard in favor of SitOnIt Seating products, and a corporate installation of fully loaded Focus Midbacks just landed at LifeCell, a leading biotech medical/surgical supplier. This was a major coup for us in terms of beating out the competition. And it's solid validation for all of us working with SitOnIt products – our quality and service stand out to our consultants, colleagues and customers.





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.