

Project Spotlight

Comfort and Customer Service Clinch it for InFlex at NC State

NC STATE UNIVERSITY

INSTALL FACTS:

Sales Rep: Interior Systems
Dealer: February – October 2013
Time Frame: Luther Associates
Product: InFlex

ABOUT THE PROJECT

Founded in 1887, North Carolina State University boasts a sprawling campus that houses more than 34,00 students. When the college was looking to outfit dorms with stylish new seating, durability was a key consideration. So was doing business with someone the university could trust. They turned to a dealer whose track record spoke for itself.

Luther Associates' Mike Luther and Interior Systems' Eddie Rankin have worked together for 22 years. In that time, they have tackled projects all over North Carolina. And they've built a relationship of trust with North Carolina State.

WHAT MADE THE DIFFERENCE?

The college was looking for a chair that could offer comfort while withstanding heavy use. They needed great quality and a great price. Mike and Eddie found their solution with InFlex.

Designed for comfort and durability, the back boasts 13 degrees of flex for comfort that is uncommon in most plastic side chairs. The construction and materials that go into the InFlex mean that the chair can handle heavy use. And in a high-traffic, highuse setting like a college campus, ability to withstand abuse is critical. The college put InFlex through what Mike and Eddie called "the supreme sit test" – chairs were set up in residence halls where staff members from across campus could try them. The verdict was unanimous. Everyone loved InFlex.

The price and warranty sealed the deal. Mike and Eddie knew that the quality of the products meant that they would be a good value. And they knew that SitOnIt Seating would stand behind its product. The school came through with an order for more than 2,200 chairs.

WHAT'S NEXT

The NC State project could lead to big things for InFlex and SitOnIt Seating in higher education. As members of housing departments at other colleges see the InFlex, demand for the chair is likely to grow. And with outstanding customer service to back up outstanding products, SitOnIt Seating expects to have a promising future in higher education.



Project Spotlight

Denver Zoo Goes Wild for InFlex

INSTALL FACTS:

Sales Rep: STIR

Dealer: ELEMENTS

Time Frame: December 2012 –January 2013

Product: InFlex

ABOUT THE PROJECT

Opened in 1896, the Denver Zoo is famous for its lush foliage, sprawling, verdant campus and impressive award-winning conservation efforts. Its naturalistic habitats are carefully designed to enhance the lives of its more than 650 species of animals. But the animals aren't the only ones enjoying environments created uniquely for them.

A recent renovation of the Denver Zoo offices aimed to enhance the environment for its workers, allowing the zoo staff and administration to thrive. When the time came for outfitting the marketing department with new office chairs, ELEMENTS' presentation of SitOnIt Seating provided the best fit.

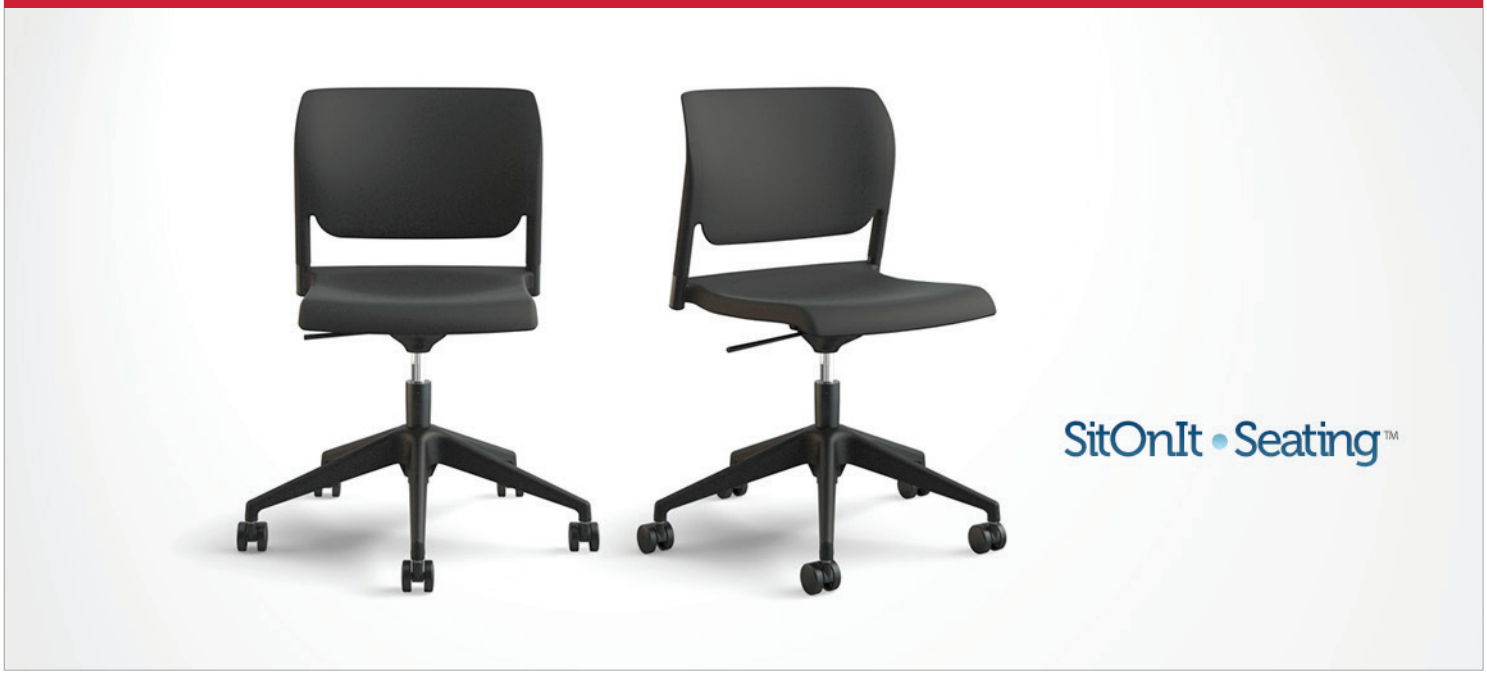
WHAT MADE THE DIFFERENCE?

InFlex was the perfect fit for comfort, design and durability. The flex-back system provides lumbar support for comfortable all-day sitting. When the chair was brought in for zoo facilities staff to perform a sit test, the reviews were impressive.

The eye-catching design was also important for the zoo staff. They wanted chairs that had a design element – like a flex back – without the designer price. They chose an upholstered seat to dress up the InFlex and add comfort. The design together with the durability made InFlex a smart long-term solution. The warranty sealed the deal. The zoo installed 200 InFlex chairs in the marketing building.

WHAT'S NEXT

The Denver Zoo project has been a huge success for SitOnIt Seating and InFlex. And with the zoo's marketing department giving the new seating rave reviews, SOI is poised for more projects there, or anywhere creature comforts are a priority.



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Time Frame: **February – October 2013**
Sales Rep: **Luther Associates**
Product: **InFlex**

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Project Spotlight

Our sales team uncovers an ongoing opportunity, and a customer's special requests give us the chance to shine.

SitOnIt • Seating™

IDEON®





California State University

Fresno, CA

INSTALL FACTS:

Sales Rep: Northern California SitOnIt/ IDEON Sales Team

Dealer: Facility Designs, Fresno, CA

Time Frame: March 2011 – Ongoing

Product: InFlex Tablet Arm Chair, Focus Task, IDEON Visit

ABOUT THE PROJECT

A key takeaway from the team's initial meeting with California State University, Fresno, was the underscore of an essential sales principle: the prospecting call is the work of uncovering a need and an opportunity; stay open, curious, and never dismiss an account's potential *before* the sales call.

With California's budget woes a daily national headline, Northern California Regional Manager Deanna Zimmerman and Sales Representative Greg Helms anticipated that their initial visit with the university might prove less than fruitful. However, with InFlex and Focus samples in tow, they introduced SitOnIt Seating and IDEON to the facility planner in charge of campus furnishings and quickly identified a restandardization opportunity.

The team discovered that the school had a renovation budget and an immediate need for tablet seating. Though the buyer was dazzled by InFlex, a slight wrinkle came when they wanted left-handed, oversized tablets, which we didn't have at the time — we offered only right-handed, oversized InFlex tablets. This was the moment for SitOnIt to spring into custom-order, quick-ship-hero mode.

WHAT MADE THE DIFFERENCE?

Key buying motivators were the chair's looks, flex design, and promise of durability in a high-abuse application. The exclamation point came with our willingness and ability to meet their special requirements in stride, and deliver in a heartbeat for a nominal upcharge. To accommodate, we were able to:

- make a custom, oversized, left-handed tablet version of InFlex;
- switch to Wilsonart grey nebula laminate (from our standard black laminate);
- modify the tablet edge molding;
- utilize the TCPN contract which was both price-competitive and an approved piggybackable contract;
- deliver a beautiful product on schedule in great condition.

Also working in our favor was the school's preference for a California-based company to help meet state funding terms, and provide better service based on proximity.

We "hit a home run" with the university, according to the facility planner. This captured an excellent reference for us and an entrée into other higher education targets.

WHAT'S NEXT?

The university followed their initial 600 unit order in August 2011 with several additional orders totaling over 1800 units, initiating the conversion of their classroom standard. We recently secured over 100 Focus Work chairs and a $25K IDEON Visit order. Visit is being evaluated as a potential new standard for soft seating on campus, due in part to durability concerns arising over a recent, large installation of a competitive product. Our relationship and the school's satisfaction with our product, price, and service are growing.

Facility Designs, the local dealer, has been an excellent partner, working closely with the sales team throughout the process.