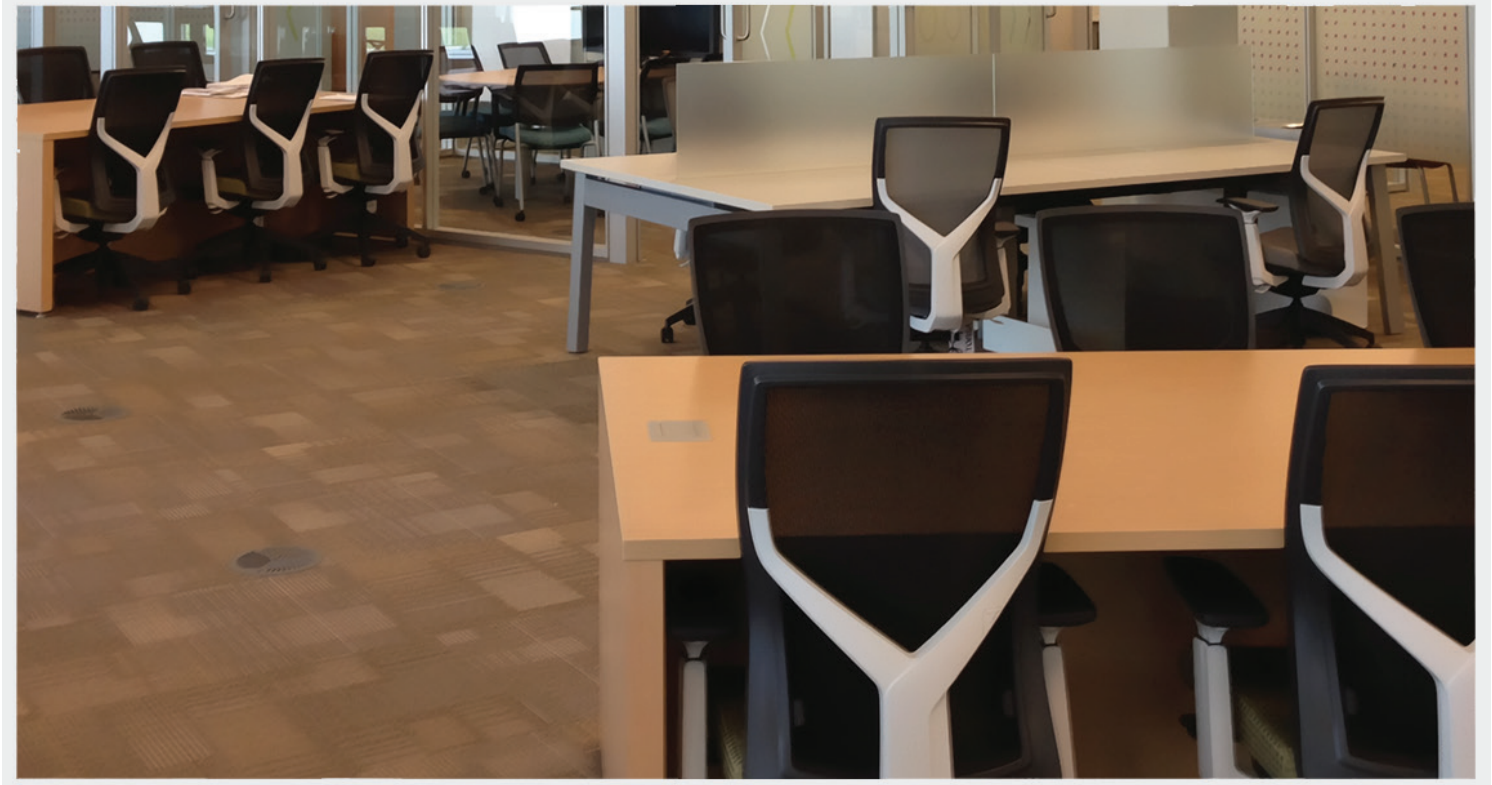


Project Spotlight

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.

6415 Katella Avenue, Suite 200
Cypress, CA 90630
p (714) 995-4800
f (714) 995-4855
www.sitonit.net
www.ideondesign.com