

PRODUCT POSITIONING

PRODUCT NAME: **AGILE**



PRODUCT CATEGORY:

- Medium back workstation Chair

PRODUCT DESCRIPTION:

Today's workplace must accommodate different work styles and office habits- from strictly focused, task –oriented to more informal gatherings . **AGILE** is a chair which is both flexible and responsive ,supports the range of postures and work styles typical of today's workplace - taking comfort to a new level. Its unique flexi back facilitates changes in posture and position throughout the day, allows the user to sit in any position .

The **elastomer back** has specific tension, pattern and unique properties which ensures **optimal localized support for shoulders and lumbar region**. Responding to the range of movement of the user, the flexi back provides a comfortable support for both formal and informal postures



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TARGET MARKET SEGMENT:

AGILE would fit perfectly into segments like **Corporate and Multi National Companies (MNCs)** as a **Workstation chair** for the middle management level employees. Its **unique flexi back** made of **Elastomer** facilitates changes in posture and position throughout the day, allows the user to sit in any position, thus accommodates to different workstyles and office habits- from strictly focused, task-oriented to more informal gatherings which is seen more prominent in these segments.

PRODUCT DIFFERENTIATION:

- **Flexible Elastomer back-** The **elastomer back** has specific tension, pattern and unique properties which **ensures optimal localized support for shoulders and lumbar region**. Responding to the range of movement of the user, **the flexi back** provides a comfortable support for **both formal and informal postures**.
- The **thick cushioning and waterfall seat edge** offer a perfect fit for all postures.
- Its **synchronous mechanism** encourages **healthy body movement**. The **Tilt lock** secures the chair in an upright position for **constant back support for task based work**.
- **Adjustable T-arms** provide **support for forearms as well as aids in free leg movement**. The **PU on the armrest top** provides a **soft-touch feel to the user's arms**.
- **Glass Filled Nylon pedestal** provides **strength & durability**.
- **Nylon castors** for smooth rolling on both hard or soft surface floor.
- Passing **BIFMA X5.1 standard**.

PRODUCT TO BE PROMOTED AT:

Where the customer wants to have a **new and contemporary design**, where the **user needs to shift to various work-styles & postures** throughout the day in the target segments.