

PRODUCT POSITIONING

PRODUCT NAME: AIR

PRODUCT CATEGORY: Premium Public Seating



PRODUCT DESCRIPTION:

AIR is an ideal choice for air conditioned waiting areas and lounges at public places such as airports, transport and transit terminals. It's overall construction, features, materials, finishes of 'AIR' creates a welcoming and comforting ambiance for waiting and transit areas in airports. The design of AIR enables to provide maximum utilization of the available space.

TARGET MARKET SEGMENT:

AIR is suitable for seating applications in air conditioned lounges and waiting areas at public places such as airports, transport and transit terminals.

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PRODUCT DIFFERENTIATION:

- **SMART DESIGN**

- Its **wide seats and an open seat-to-back angle** keep the user comfortable for a long time.
- The **contoured seat and back with high density self-skin PU foam** offers good support for long hours of seating.
- There is **no cushion and fabric** that can be tampered with.
- The **support beam design** leaves plenty of room underneath for the carry-on luggage. To maximize space, it can also be arranged back to back. And the sleek look complements the waiting spaces without overwhelming them.
- Absence of conventional metal seats eliminates the feeling of cold shocks.

- **STRONG AND DURABLE**

Stringent tests applied to test its **strength and durability**. In real life, AIR has proven its durability under the most grueling conditions and proves **suited to use in airport lounges perfectly throughout the year!**

- **EASY MAINTENANCE**

There are **no grove lines to gather dust**, so the **seat and back always look fresh and clean**. The **self-skin PU foam in seat and back surfaces** can be **easily wiped and easier to maintain** as against upholstered surfaces.

- **PASSES BIFMA X 5.4 STANDARDS**

AIR is built to the most stringent performance and quality testing protocols conforming to BIFMA x5.4 standards.



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PRODUCT TO BE PROMOTED AT:

Air conditioned lounges and waiting areas for public areas such as airport establishments, transport and transit terminals.