

PRODUCT POSITIONING

Product Name:

Flora

Product category:

Cushion Back - Full Back Chair and Neck Rest

Mesh Back – Full Back Chair and Visitor



Product Description:

- Chair inspired from the flower “Frangipani (champa)”.
- Workstation chair range, ergonomically designed with minimal adjustments and controls.
- Posture-friendly armrests move up and down and stay with you during recline.
- Unique arm rest fixing at the rear end of the seat allows you to move freely when seated.
- Supports the range of postures and work styles typically followed in today’s workplace.
- Filleted arm tops ensure comfortable arm support with smooth edges.
- Dual tone upholstery in combination of mesh/fabric and leatherette has a novel element which is first in its class.
- Appropriate alternative for our Spyder range of chairs in mesh back category.

Target Market segment:

Flora chair is suitable for seating needs of workspaces having compact to medium sized workstation as we see mostly in MNC, Corporate, PSUs.

Product Differentiation:

- Allows freedom of movement while seated due to unique armrest fixing.
- Stylish Dual tone upholstery in combination of fabric and synthetic leather.
- Adjustable arms, with waterfall armrest top design maintain perfect forearm support in all work postures.
- BIFMA X5.1 compliant

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Product to be promoted at:

- Where the customer wants to have new, contemporary design of chair as work station chair with minimal functional requirements with option of cushion or net back chair.
- Where the customer wants product tested as per BIFMA standards.
- Compact seat configuration for smaller /compact workstation arrangement.
- Value conscious customer who does not want to compromise on aesthetics Flora is best option for Ace range of chairs.