

PRODUCT POSITIONING

PRODUCT NAME: NRG Plus



PRODUCT CATEGORY:

- Family of Chairs(**Black Leatherette**)-High Back, Mid Back & Visitor
- Family of Chairs(**Black foam laminated fabric**)-High Back, Mid Back & Visitor

PRODUCT DESCRIPTION:

The overall form of the product is inspired from a free-flowing wave that flows through the chair. This form breaks the monotony of rigid form that the chair encompasses, thus making everyone take notice. It's tapered back profile & free flowing form with generously cushioned seat gives it a character of comfort and sturdiness.

The all-new NRG Plus is now available in *Rich Black leatherette* with die-cast polished aluminium pedestal as well as in *Black foam laminated fabric* with Nylon pedestal.



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TARGET MARKET SEGMENT:

NRG Plus in **Black Leatherette** would fit perfectly into segments like **Corporate and Multi National Companies (MNCs)** as a **Senior Executive chair**. The leatherette depicts rank & authority. The chair is suitable for those senior members of organization who want to exude power & authority but do not want bulky chinese leatherette chairs. NRG Plus has modern design language and is suitable for today's modern workplace. The chair can also be used for **conference rooms** when clients find Sedna chair beyond their budget.

NRG Plus in **foam laminated Black fabric** is targeted at same **Corporate & MNC** organizations and can be used as **manager, workstation & task chair**.

PRODUCT DIFFERENTIATION:

- No plywood in construction of chair.
- Inbuilt Visco-elastic Lumbar Support for optimum support(Visco elastic foam has a unique open cell structure that reacts and responds to body heat by moulding to the contours of the user body, therefore optimizing the support. It is the most effective material for relieving pressure on the lower back muscles stiffness)
- The Active Bio Synchronous Mechanism™ has an automatic back-weight adjustment for the backrest counter pressure. The automatic seat-tilt feature encourages a healthy, upright seated posture and a greater sense of well-being as it supports the back uninterrupted in whatever reclining position the user is.
- 5 position tilt limiter to support work posture
- Tapered back profile for free upper arm movement and giving wide support to lower back.
- Available full family in Rich Black leatherette with aluminium pedestal as well as in Black foam laminated fabric.
- Height adjustable arms (**leatherette version**)
- Height adjustable arms with 3 way adjustable arm top for proper arm support (**Fabric version**).
- Passing **BIFMA X5.1 standard**.



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PRODUCT TO BE PROMOTED AT:

- **Black Leatherette** : Where the customer wants to have rich and sleek look in black leatherette+chrome finish elements alongwith all the functional requirements in a chair for Senior management and conference applications in **Corporate and Multi National Companies (MNCs)**.
- **Foam Laminated fabric**: Where the customer wants to have a cushioned fabric , sleek look alongwith all functional requirements in a chair for manager,task,workstation applications in **(Corporate & MNCs)**

COMPETITION:

Geeken, Featherlite , Wipro, BP Ergo