

PRODUCT POSITIONING

PRODUCT NAME: Pisa Lounge Sofa



PRODUCT CATEGORY: Lounge Furniture

PRODUCT DESCRIPTION:

The lounge sofa derives its inspiration from the Leaning tower of Pisa. The inspiration is evident in the slant in its form.

The generosity of seat & back cushioning, soft curved corners, and an expansive seating area make for a comfortable seating experience.

PISA is just perfect for break-out areas, executive cabins, reception lobbies, rest-rooms and impromptu meetings where it can be engaged as a set or as individual units.

Pisa is available in Dual-tone fabric and Leatherette upholstery option. The fabric is wear & tear resistant, colourfast, highly durable, soft-to-touch and finely finished.

Leatherette variant gives a premium look and is easy on maintenance .

Pisa is a office sofa and yet it gives homely feel. It blends formal looks with ergonomic back support.



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TARGET MARKET SEGMENT:

Pisa Sofa is suitable for all applications in varied types of offices where it can be used in a set or individual units.

It is a sofa range meant to address the seating needs of reception area, lounge areas, waiting rooms, work cafes, corridors and executive cabins in **MNC, Corporate, PSUs, IT/ITES, Education segment.**

PRODUCT DIFFERENTIATION:

- Unique design inspired from leaning tower of PISA.
- Ergonomic back support. Design based on Indian Anthropometric data.
- Unique design language that is formal and yet creates homely feel.
- The construction of the PISA Sofa is quite unique. The sofa gets rid of the traditional construction material – wood.
- Pisa Centre and Side table, complementing Pisa Sofa, frames are made from stainless steel giving the robustness to a delicate tempered glass top.
- BIFMA X5.4 compliant.

PRODUCT TO BE PROMOTED AT:

Reception area, lounge areas, waiting rooms, work cafes, corridors and executive cabins in **MNC, Corporate, PSUs, IT/ITES, Education segment.**

Leatherette variant is recommended to promote in **Govt. segment.**

COMPETITION:

Featherlite, Geeken, Durian