

PRODUCT POSITIONING

Product Name:

PULSE

Product category:

Full Back Chair and Neck Rest



Product Description:

The “Pulse” as a chair gets its character from the cantilever segmental bridge. The chair has a distinct rear vertical Bow which gives the chair its unique character and physical strength with less use of material. The back of the chair is made up of a unique mesh which aids in ventilating the back of the user and at the same time it voluntarily adjusts itself to suit the back contours of users with any size, shape & body mass index. All of this ensures that one has a comfortable seating experience.

An appropriate Seat Depth is a key feature required for working long hours without stressing your back. In the journey towards excellent office ergonomics, an optimal seat depth is second only to an ideal seat height adjustment feature. Seat depth can be offered with dynamic adjustment also which may require more maintenance due to its moving parts. In our market research it is revealed that most of the users are not aware of dynamic adjustment of seat depth and this feature becomes redundant. The organisation thus ends up paying an extra cost for this feature even as few select users tend to require this variability.

Understanding this latent need and to cover wider population of people, PULSE, is the FIRST Indian chair to sport two sizes of seat depth. This allows organisations to make intelligent calls on seat depths that fit different body heights. Now you don’t have to adjust your body to fit to the chair, the choice of variable seat depth sizes enables you to derive long-term comfort while performing multi role tasks.

Target Market segment:

Pulse chair is suitable for seating needs of varied types of offices like Information Technology, Multinational Companies, Public Sector Units and Indian Corporate.

Product Differentiation:

- GreenGuard Certified
- Passing BIFMA X5.1 standard
- Offers two sizes in seat depth
- Multi Flex Active butterfly wings shape lumbar pad for ample support to the back
- Adjustable arms, with Thermoplastic Elastomer top, for soft touch to forearms.
- Neck rest made up of several wing shaped elements has height adjustment as well as tilt adjustment for perfect neck support.

Product to be promoted at:

- Where the customer wants to have new, contemporary design of chair as work station chair with sleek looks and all the functional requirements with Green Certification.