

Steelcase

Sit Better.  
Work Better.

The Steelcase  
Seating Difference



# Innovative Design

**Research**

**Sustainability**

**Quality**

# Dynamic Comfort

**Movement**

**Connection**

**Fit**

# Broadest Choice

**Portfolio**

**Aesthetic**

**Price**

# Innovative Design

**It's about more than a chair for us. It's our deep understanding of people, how they work, how they move and feel and what they need while they work.**

Our insights inspire new seating solutions, expressed with uncompromising quality, craftsmanship and sustainability.

18

Seating studies  
since 2000

2700+

Global seating patents  
granted to the Steelcase  
Family of Brands  
since 1942

95%

of all Steelcase brand  
seating is designed and  
engineered by Steelcase

## Research

At the core of our design is human-centered research. People are at the center of everything we do.



## Sustainability

We create products that are good for people and good for our planet through every step of the process— design, sourcing and manufacturing — to uncover opportunities to make things better.

### Responsibly-Sourced Materials

Design with materials that support human and environmental health, throughout all phases of the product life cycle.

### Minimal + Circular Design

Our seating is designed with fewer parts for ease of recycling and even quicker disassembly.

### End-of-Use Strategies

Products tested and designed to last 2x the warranty period and can be repurposed through donations, recycling, etc.



## Quality

To ensure you can trust the quality of our products, we take an approach that goes beyond industry standard testing. Our industry-leading Steelcase warranty covers 24/7 use on both parts and labor.

### **Designed, Engineered, and Manufactured by Steelcase**

We are one of the only manufacturers that design and manufacture 95% of the entire chair

### **Tested**

We test beyond industry standards: 80+ additional tests on top of the required 20 standard tests.

### **Industry-leading Warranty**

Lowest warranty claims in the industry (0.22%)  
12-year, 24/7 use

# Dynamic Comfort

**It's not just about that initial feeling when you first sit down.**

Dynamic comfort is about encouraging healthy movement to keep you engaged and focused without sacrificing support.

# How does Steelcase provide Dynamic Comfort?

All Steelcase work chairs were designed to solve for:

Movement

Connection

Fit

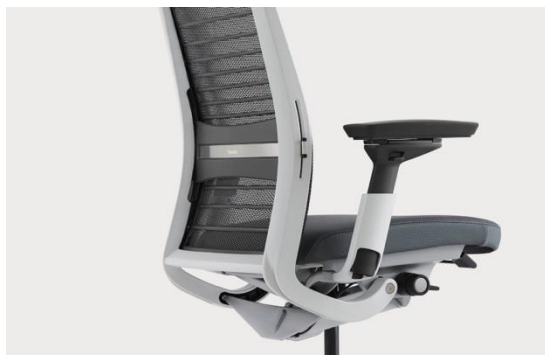




## Movement

Steelcase chairs are designed to encourage you to move and change postures while you work.

Our LiveBack® technology allows the backrest to flex and contour and mimic the natural movement of the spine and reinforce a healthy posture.





## Connection

Steelcase seating allows you to comfortably interact with your technologies and keep you connected to your work and other people.

Our proprietary seat and back mechanisms keep you in the ideal vision and reach zone with your arms parallel to the floor, even as you recline.

## Fit

Steelcase seating is designed to fit people the broadest range of users from 5th to 95th percentile.

- 360° or 4D arms
- Flexible seat edge
- Adaptive bolstering
- Intuitive controls



# Applying the Framework



**Movement**



**Fit**



**Connection**

Apply the Framework

# Steelcase Gesture

*Best overall performance for every posture, task and technology. Gesture is the first office chair designed to support a greater range of technologies, postures and user sizes.*



## **Movement**

**3D LiveBack®** mimics the spine's full range of motion, providing additional support however you move.

**Core Equalizer** built in lower back firmness that provides just the right amount of lumbar support in any angle of recline.

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## **Connection**

**Manual Synchro Tilt Mechanism** The synchro tilt allows the seat and back to work in harmony to support you in the ideal vision and reach zone. Manual adjustments allow the user to dial in the tension or amount of resistance you feel on your back for a personalized fit.

Arms stay parallel to the ground as you recline keeping you connected to your work and technology.

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## **Fit**

**360° Arms** mimic the human arm and adjust through a full range of motion, allowing users to be supported when engaging with people, work and technology.

**Adaptive Bolstering** intentional coring in the seat foam to help distribute the user weight.

**Passive Seat Edge** allows the front edge of the seat to flex to relieve pressure under the user's thighs.

**Optional Headrest** mimics the natural motion of the head and neck.

Apply the Framework

# Steelcase Leap

*Leap offers ultimate adjustability providing personalized support and comfort – all day - for every shape and size.*



## Movement

**LiveBack®** changes shape to support the spine in its natural, healthy S-shape and excels in providing continuous lower-back support.

**+ Lower Back Firmness Control**

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## Connection

**Manual Synchro Tilt Mechanism + Natural Glide™ System** is where the seat slides forward as you recline, keeping you visually and physically connected to your work. Manual adjustments allow the user to dial in the tension or amount of resistance you feel on your back for a personalized fit.

Arms stay parallel to the ground as you recline keeping you connected to your work and technology.

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## Fit

**4D Arms** move independently in four dimensions to adjust to your preferred height, width, depth and pivot.

**Adaptive Bolstering** intentional coring in the seat foam to help distribute the user weight.

**Passive Seat Edge** allows the front edge of the seat to flex to relieve pressure under the user's thighs.

**Optional Headrest** mimics the natural motion of the head and neck.



Apply the Framework

# Steelcase Think

*Think is a smart seating choice designed to understand how you sit and adjust intuitively.*



## Movement

**LiveBack™ Flexor System** conforms to your spine to provide flexibility and support.

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## Connection

**Weight-Activated Synchro Tilt Mechanism** The synchro tilt allows the seat and back to work in harmony keeping you in the ideal vision and reach zone. Weight-Activated takes the guess work out of adjustments and relies on bodyweight to do most of the adjustments automatically to customize your sit.

Arms stay parallel to the ground as you recline keeping you connected to your work and technology.

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## Fit

**4D Arms** move independently in four dimensions to adjust to your preferred height, width, depth and pivot.

**Adaptive Bolstering** intentional coring in the seat foam to help distribute the user weight.

**Passive Seat Edge** allows the front edge of the seat to flex to relieve pressure under the user's thighs.

**Optional Headrest** mimics the natural motion of the head and neck.

Apply the Framework

# Steelcase Series 2

*Provides attainable performance - personalized with extensive style choices – to keep you supported all day.*



## Movement

**Air LiveBack®** technology works through an innovative geometric pattern that flexes in two dimensions to encourage movement and support posture changes.

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## Connection

**Weight-Activated Synchro Tilt Mechanism** The synchro tilt allows the seat and back to work in harmony keeping you in the ideal vision and reach zone. Weight-Activated takes the guess work out of adjustments and relies on bodyweight to do most of the adjustments automatically to customize your sit.

Arms stay parallel to the ground as you recline keeping you connected to your work and technology.

---

## Fit

**4D Arms** move independently in four dimensions to adjust to your preferred height, width, depth and pivot.

**Adaptive Bolstering** intentional coring in the seat foam to help distribute the user weight.

**Passive Seat Edge** allows the front edge of the seat to flex to relieve pressure under the user's thighs.

**Optional Headrest** mimics the natural motion of the head and neck.



Apply the Framework

# Steelcase Series 1

*Best in class ergonomic essentials at an excellent value.*



## **Movement**

**LiveBack™ Flexor System** conforms to your spine to provide flexibility and support.

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## **Connection**

**Weight-Activated Synchro Tilt Mechanism** The synchro tilt allows the seat and back to work in harmony keeping you in the ideal vision and reach zone. Weight-Activated takes the guess work out of adjustments and relies on bodyweight to do most of the adjustments automatically to customize your sit.

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## **Fit**

**4D Arms** move independently in four dimensions to adjust to your preferred height, width, depth and pivot.

**Adaptive Bolstering** intentional coring in the seat foam to help distribute the user weight.

**Passive Seat Edge** allows the front edge of the seat to flex to relieve pressure under the user's thighs.

**Optional Headrest** mimics the natural motion of the head and neck.

Apply the Framework

# Personality Plus

*Everyday Comfort Everyday Style.*



## **Movement**

### **Seamless back comfort**

New waterfall mesh assembly design, encouraging easy lateral and torsional movement.

Breathable supportive superior Italian Air mesh for thermal and tactile comfort and long-lasting, firm back support.

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## **Connection**

### **Weight-activated backrest tension**

with boost + upright back lock

Personalizes recline tension to user's weight with a simple dial.

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## **Fit**

**Fluid 4D arms** provides ergonomic support while keeping users connected to their work and technology. Re-engineered long lasting TPU arm pads.

### **Adaptive bolstering**

Blend of high-density foam + infused air pockets for conforming, pressure-free sitting

**Optional Headrest** mimics the natural motion of the head and neck.

Gesture	Leap	Think	Series 2	Series 1	Personality Plus
<p>Designed for all the ways technology shapes your posture, Gesture supports the largest range of postures and users – so you can sit all day without feeling like you sat all day. If you’re looking for ultimate, long-lasting comfort and support, especially as you interact with today’s technologies, Gesture is the chair for you.</p>	<p>Leap is our most adjustable chair, providing customizable support whatever your body shape or style of work. If you’re looking for a chair that gives you control to dial-in a precise fit, make the jump to Leap.</p>	<p>The Think chair was designed in response to the growing trend of mobile workers and their unique needs. Its award-winning design re-imagined what an office chair could do and how sustainable it could be. Our first office chair designed with a weight-activated mechanism – Think does the thinking for you.</p>	<p>Looking for a high-performance chair that fits your style and your budget? That’s where Steelcase Series 2 shines. Designed with our signature Air LiveBack® technology, you receive dynamic support throughout your day. Attainable, high-performing, and as stylish as you are.</p>	<p>Series 1 is where serious support, lighthearted looks and exceptional value all come together. Space efficient and with weight-activated tension adjustments - customized to fit you. If you’re looking for essential ergonomics at a great value, you can’t beat Series 1.</p>	<p>Designed for everyday ease and engineered to deliver long lasting performance and with impeccable sustainability credentials, Personality Plus raises the bar in the value seating segment.</p>
<p><b>3D LiveBack®</b> mimics the spine’s full range of motion, providing additional support however you move. <b>Core Equalizer</b> built in lower back firmness that provides just the right amount of lumbar support in any angle of recline.</p>	<p><b>LiveBack®</b> changes shape to support the spine in its natural, healthy S-shape and excels in providing continuous lower-back support. <b>+ Lower Back Firmness Control</b></p>	<p><b>LiveBack™ Flexor System</b> conforms to your spine to provide flexibility and support. - Flexible frame - Pressure mapped, unique caliberated flexor system - Dual energy lumbar with glass resin spring</p>	<p><b>Air LiveBack® technology</b> works through an innovative geometric pattern that flexes in two dimensions to encourage movement and support posture changes.</p>	<p><b>LiveBack™ Flexor System</b> conforms to your spine to provide flexibility and support.</p>	<p><b>Waterfall mesh assembly</b> design, encourages easy lateral and torsional movement.</p>
<p><b>Advanced Manual Synchro Tilt Mechanism</b> allows the seat and back to work together to keep you in the ideal vision and reach zone. <b>Precise adjustments</b> allow the user to dial in the amount of resistance you feel on your back for a personalized fit. Arms stay parallel to the ground as you recline keeping you connected to your work and technology.</p>	<p><b>Synchro Tilt Mechanism + Natural Glide™ System</b> where the seat slides forward as you recline, keeping you visually and physically connected to your work. <b>Manual adjustments</b> allow the user to dial in the tension or amount of resistance you feel on your back for a personalized fit. Arms stay parallel to the ground as you recline keeping you connected to your work and technology.</p>	<p><b>Weight-Activated Synchro Tilt Mechanism with 4 settings</b> takes the guess work out of adjustments and relies on bodyweight to do most of the adjustments automatically to customize your sit. Arms stay parallel to the ground as you recline keeping you connected to your work and technology.</p>	<p><b>Weight-Activated Synchro Tilt Mechanism with 3 settings</b> Arms stay parallel to the ground as you recline keeping you connected to your work and technology.</p>	<p><b>Weight-Activated Synchro Tilt Mechanism with 3 settings</b> personalizes recline tension to user’s weight with a simple dial.</p>	<p><b>Weight-activated backrest tension with 3 settings</b> personalizes recline tension to user’s weight with a simple dial.</p>
<p><b>360 Arms</b> mimic the human arm and adjust through a full range of motion, allowing users to be supported when engaging with people, work and technology. <b>Adaptive Bolstering</b> intentional coring in the seat foam to help distribute the user weight. <b>Passive Seat Edge</b> allows the front edge of the seat to flex to relieve pressure under the user’s thighs. <b>3D Headrest</b> mimics the natural motion of the head and neck</p>	<p><b>4D Arms</b> move independently in four dimensions to adjust to your preferred height, width, depth and pivot. <b>Adaptive Bolstering</b> intentional coring in the seat foam to help distribute the user weight. <b>Passive Seat Edge</b> allows the front edge of the seat to flex to relieve pressure under the user’s thighs. <b>Adjustable Headrest</b> mimics the natural motion of the head and neck</p>	<p><b>4D Arms</b> move independently in four dimensions to adjust to your preferred height, width, depth and pivot. <b>Adaptive Bolstering</b> intentional coring in the seat foam to help distribute the user weight. <b>Passive Seat Edge</b> allows the front edge of the seat to flex to relieve pressure under the user’s thighs. <b>Optional Headrest</b> mimics the natural motion of the head and neck</p>	<p><b>4D Arms</b> move independently in four dimensions to adjust to your preferred height, width, depth and pivot. <b>Adaptive Bolstering</b> intentional coring in the seat foam to help distribute the user weight. <b>Optional Headrest</b> mimics the natural motion of the head and neck.</p>	<p><b>4D Arms</b> move independently in four dimensions to adjust to your preferred height, width, depth and pivot. <b>Adaptive Bolstering</b> intentional coring in the seat foam to help distribute the user weight. <b>Optional Headrest</b> mimics the natural motion of the head and neck</p>	<p><b>4D arms</b> provides ergonomic support while keeping users connected to their work and technology <b>Adaptive bolstering</b> - blend of high-density foam + infused air pockets for conforming, pressure-free sitting <b>Optional Headrest</b> mimics the natural motion of the head and neck</p>

# Broadest Choice

**Steelcase offers the most comprehensive seating portfolio in the industry to support all the different ways people work.**

Our extensive range of styles and materiality options can meet most brand and budget needs.



## Portfolio

Steelcase has the world's best-selling chairs. Our extensive seating portfolio supports all models of work with **195 Steelcase brand seating products** and **19+ partner options**.





## Price + Aesthetic

No matter what your vision is, Steelcase offers a wide range of products and materiality options to meet your style, preferences and budget needs.



# Where to find resources?

**We have a new "Seating Resource" page on Village under "Product Information" that will house all the Seating Difference content and relevant category tools.**

# Resources

**Steelcase Seating Difference Short Forms**

Sometimes, you don't have an hour to talk through the Steelcase seating portfolio at a pitch with a client. Because Steelcase seating is an important part of your business, we've created short forms of the Steelcase Seating Difference story to help you articulate the most important and impactful elements of the story with your clients.

We've created two versions to help you leverage your seating expertise – one that distills the highest level of the story, and another that provides a bit more detail on those most important points.

**Highest Level Seating Story Elements**

Pitch time: Approx. 90 seconds

**The Steelcase Seating Difference**

It's more than a chair to us.

It's our commitment to developing high quality, reliable and sustainable products that give our clients on new and on the future. At the core of our **Innovative Design** is human-centered research, understanding people and how they work leads to our innovative seating solutions. Our proprietary designs, extensive materials, and testing beyond industry standards, ensure the highest quality seating to support you every step of the way.

It's also about our determination to exceed comfort standards. Every manufacturer claims their chairs are comfortable, but comfort is more than just an initial feeling when you first sit down. Our **Dynamic Comfort** is designed to achieve **Dynamic Comfort** which recognizes how movement throughout your day – to include standing and sitting – affects overall seating health. It's our strength to keep you comfortable in the work and your technology while maintaining a healthy posture and our chairs fit the broadest range of users.

Finally, our goal is to provide the **Broadest Choice** through a comprehensive seating portfolio. Bringing choice and control to organizations and users through our broad range of products, extensive styles and materiality options that meet your brand and budget needs.

That's the Steelcase Seating Difference.

**Seating Story Distilled Details**

Pitch time: Approx. three minutes

**The Steelcase Seating Difference**

Page 1 of 2

**Steelcase Seating Difference Outline**

The Steelcase Seating Difference framework shares how our seating portfolio is uniquely positioned against others in our industry. There are so many important elements of the story that we created an outline to help you see these principles and the underlying components that bring this story to life.

INNOVATIVE DESIGN	DYNAMIC COMFORT	BROADEST CHOICE
<b>Research</b> <ul style="list-style-type: none"> <li>Design Process</li> <li>Proprietary Design</li> </ul>	<b>Movement</b> <ul style="list-style-type: none"> <li>LowBack Technology</li> </ul> <b>Connection</b> <ul style="list-style-type: none"> <li>Clear Vision + Peach Zones</li> <li>Arms Stay Parallel</li> </ul> <b>Fit</b> <ul style="list-style-type: none"> <li>Broadest Fit Range</li> <li>Adjustable Armrests</li> <li>Flexible Seat Edge + Adaptive Bolstering</li> <li>Spinal, Incline + Adjustments</li> </ul>	<b>Portfolio</b> <ul style="list-style-type: none"> <li>Solutions for All Work Modes</li> <li>Variety of Iconic Brands</li> </ul> <b>Aesthetics</b> <ul style="list-style-type: none"> <li>Materiality + Lux Finish</li> <li>Broad Range of Styles</li> <li>Configurations + Sizes</li> </ul> <b>Price</b> <ul style="list-style-type: none"> <li>Options to Fit Any Budget</li> </ul>

**The Steelcase Seating Difference**

Page 1 of 6

## Elevator Pitch

## Outline + Proof Points

**Sit Better. Work Better.**

The Steelcase Seating Difference

To help you position **Why Steelcase**, we've developed a framework to highlight our competitive advantages and where we lead the market for seating.

The intent of this framework is to provide you with talking points that can be tailored to your conversations with customers. It's not here to be memorized and can be adapted to focus on what your customer cares about most.

**Why Steelcase?**

Steelcase leads the market in three key areas:

<b>Innovative Design</b> Our research-driven seating solutions are designed to meet the needs of your organization and users through our broad range of products, extensive styles and materiality options that meet your brand and budget needs.	<b>Dynamic Comfort</b> Dynamic Comfort is our proprietary research-driven technology that recognizes how movement throughout your day – to include standing and sitting – affects overall seating health. It's our strength to keep you comfortable in the work and your technology while maintaining a healthy posture and our chairs fit the broadest range of users.	<b>Broadest Choice</b> Our extensive range of styles and materiality options that meet your brand and budget needs.
<b>Why Our Chairs?</b> Our research-driven seating solutions are designed to meet the needs of your organization and users through our broad range of products, extensive styles and materiality options that meet your brand and budget needs.	<b>Connection</b> Our research-driven seating solutions are designed to meet the needs of your organization and users through our broad range of products, extensive styles and materiality options that meet your brand and budget needs.	<b>Fit</b> Our research-driven seating solutions are designed to meet the needs of your organization and users through our broad range of products, extensive styles and materiality options that meet your brand and budget needs.

Steelcase

**Steelcase**

**Sit Better. Work Better.**

The Steelcase Seating Difference

## Customer Presentation

Apply the Framework

**Steelcase Gesture**

*Best overall performance for every posture, task and technology. Gesture is the first office chair designed to support a greater range of technologies, postures and user sizes.*

**Movement**  
 3D LiveBack® mimics the spine's full range of motion, providing additional support however you move.

**Core Equalizer** built in lower back firmness that provides just the right amount of lumbar support in any angle of recline.

**Connection**  
 Manual Synchro Tilt Mechanism the synchro tilt allows the seat and back to work in harmony to support you in the ideal vision and reach zone. Manual adjustments allow the user to dial in the tension or amount of resistance you feel on your back for a personalized fit.

Arms stay parallel to the ground as you recline keeping you connected to your work and technology.

**Fit**  
 360° Arms mimic the human arm and adjust through a full range of motion, allowing users to be supported when engaging with people, work and technology.

Adaptive Bolstering intentional coring in the seat foam to help distribute the user weight.

Passive Seat Edge allows the front edge of the seat to flex to relieve pressure under the user's thighs.

Optional Headrest mimics the natural motion of the head and

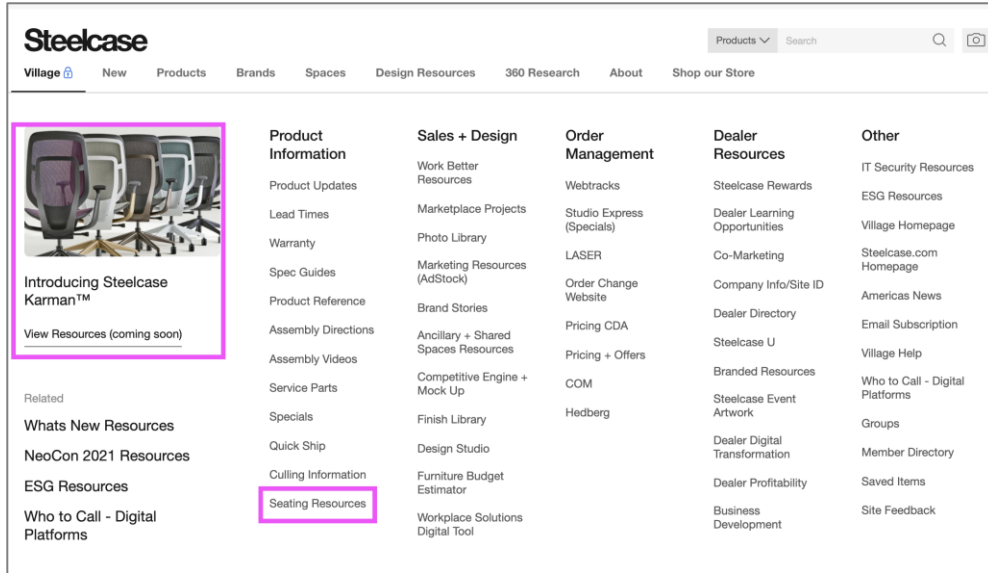
## Apply the Framework - Product Slides

## Seating Difference One-Pager



# Resources

Village > Product Information > Seating Resources



**Steelcase**

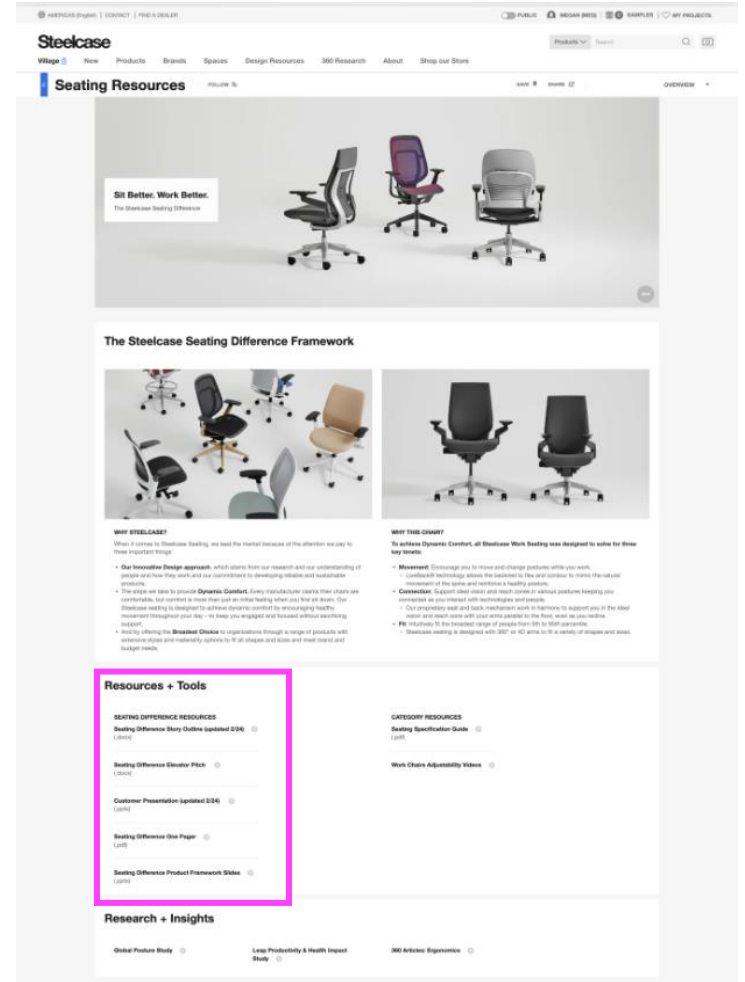
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Lead Times	Marketplace Projects	Studio Express (Specials)	Dealer Learning Opportunities	ESG Resources
Warranty	Photo Library	LASER	Co-Marketing	Village Homepage
Spec Guides	Marketing Resources (AdStock)	Order Change Website	Company Info/Site ID	Steelcase.com Homepage
Product Reference	Brand Stories	Pricing CDA	Dealer Directory	Americas News
Assembly Directions	Ancillary + Shared Spaces Resources	Pricing + Offers	Steelcase U	Email Subscription
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<b>Seating Resources</b>				Site Feedback

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Steelcase

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## Seating Resources

360 Research



Overview

### Sit Better. Work Better.

The Steelcase Seating Difference



### The Steelcase Seating Difference Framework



**WHY STEELCASE?**

When it comes to Steelcase Seating, we lead the market because of the attention we pay to three important things:

- **Our Innovative Design approach**, which stems from our research and our understanding of people and how they work and our commitment to developing reliable and sustainable products.
- **The steps we take to provide Dynamic Comfort**. Every manufacturer claims their chairs are comfortable, but comfort is more than just an initial feeling when you first sit down. Our Steelcase Seating is designed to achieve dynamic comfort by encouraging healthy movement throughout your day. To keep you engaged and focused without overexerting yourself.
- **And by offering the Breakwell Choice** to organizations through a range of products with extensive options and materiality options for all shapes and sizes and most recent and budget needs.

**WHY THIS CHAIR?**

To achieve Dynamic Comfort, all Steelcase Work Seating was designed to adhere to three key metrics:

- **Movement**: Encourage you to move and change postures while you work.
- **Control**: Utilize technology where the customer has the control to fine-tune to mimic the natural movement of the spine and encourage a healthy posture.
- **Connective**: Support your spine and reach joints in various postures keeping you connected and engaged with technology and people.

Our proprietary seat and back mechanism work in harmony to support you in the ideal seated and seated-lean posture with your entire posture in the flow, never an awkward fit. Flexibility in the Breakwell Choice to organizations through a range of products with extensive options and materiality options for all shapes and sizes and most recent and budget needs.

### Resources + Tools

- Seating Difference Story Guides (updated 2/24) [PDF]
- Seating Difference Elevator Pitch [PDF]
- Customer Presentation (updated 2/24) [PDF]
- Seating Difference One Pager [PDF]
- Seating Difference Product Framework Slides [PDF]

### Category Resources

- Seating Specification Guide [PDF]
- Work Chair Adjustability Videos

### Research + Insights

- Global Future Study
- Leap Productivity & Health Impact Study
- 360 Articles Ergonomics

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