

# PRESENTATION CHECKLIST

## STEELCASE THINK SEATING MODEL SALES PRESENTATION

Use this checklist when practicing the Think presentation to make sure you cover the most important elements of the presentation. When practicing with a colleague, ask them to check off each item as you discuss it as well as when you complete tasks.

### RESEARCH + INSIGHTS

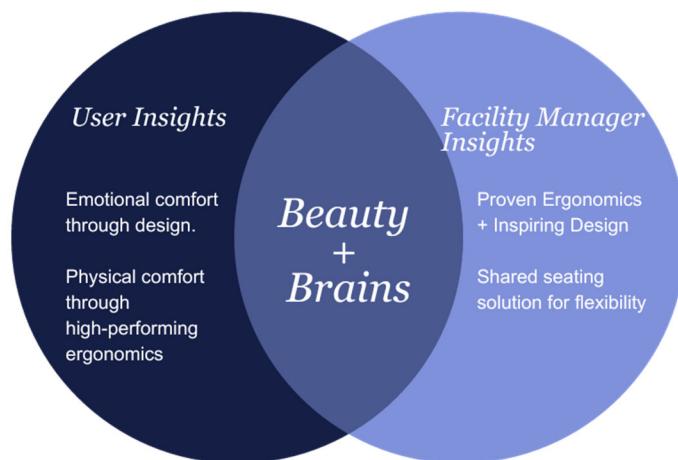
#### *Why Think, Why Now?*

While continuing to provide award-winning ergonomics and comfort, Think debuts new design choices infused with residential warmth to meet the needs of the modern worker.

Steelcase conducted extensive user research and interviews with interior designers within the global A&D and Dealer Design community when rethinking Think's aesthetics. The qualitative research confirmed office workers are looking for the comforts of home in the office. Findings also showed a great desire for both proven ergonomics and a variety of aesthetic options, which inspired Steelcase to create the wide range of design options Think now offers.

Think meets new expectations from users and choosers in a post-pandemic market.

**Think has beauty to match brains.** Its new range of design choice is infused with residential design sensibilities and offers users high performing ergonomics.



## HISTORY

- 2004: Think chair was introduced and was Steelcase's first, weight-activated chair, designed with a minimal number of components and materials, allowing it to be disassembled in just five minutes for easy recyclability. With being 98% recyclable, the Think chair's eco-friendly design is as beneficial for the environment as it is for your body.
- 2014: Think V2 launched with new ergonomic performance innovations and an updated aesthetic.



Think V1: 2004

A global best seller.

### DESIGN



Think V2: 2014

Almost every part has been redesigned to create a more sophisticated design for today's mobile workforce.

Flexors that dynamically and independently follow users' movements.

### BACK

There are now fewer, but thicker flexors that provide more total surface area, and are positioned closer together in the lumbar region, where you need the most support. The shape and thickness of each flexor is also unique. Thinner toward the sides of the chair for greater flexibility in supporting alternative postures, and thicker and more stable in the middle of the back to support traditional computing postures. There is also a new soft material along the top edge of the back designed to enhance long-term comfort, especially when reclining.

- 2023: Its aesthetic has been updated and modernized giving customers new reasons to purchase Think.

## POSITIONING: SMART + SIMPLE + SOPHISTICATED.

- Think is **smart** because it does the thinking for us though its intuitive, weight-activated adjustments, Think automatically responds to the user's body weight to provide the right amount of recline back tension.
- Think is **simple** to use. Responsive adjustment controls are simple to use.
- Think is **sophisticated** with its new menu of elevated design choice.

**Hybrid work is here to stay which requires flexible seating solutions that can be shared by more than 1 person throughout the workday** for workstations, touch down spaces and collaborative/meeting spaces. It's

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critical to develop new hybrid work experiences that meet employee needs as well as those of their teams and the organization.

- 89% of business leaders globally expect to offer some level of choice and hybrid work options.
- 78% of employees say they want some remote and flexible working options to continue.

□ **Think is designed for hybrid workers.** With its intuitive weight activated mechanism and simple adjustments, users can easily sit down and get right to work.

□ **Think is for shared workstations, owned workstations, meeting spaces, and private offices.**

□ **Think is for designers and customers seeking a timeless, rectilinear design.**

## PERFORMANCE:

### □ **Weight activation**

- Synchro-tilt weight-activated mechanism applies a recline resistance that is directly proportional to the user's weight (Think responds to your body weight to provide the right amount of back tension as you recline).
- Comfort dial offers four settings: Upright back lock, mid-back stop, a Boost setting (offers additional back tension resistance for individuals who need it) and weight-activated full recline.
- **Demo:** Press on backrest with no weight on seat and push it back and forth (note how easy it moves as there isn't much of any back tension), then kneel on the seat facing backwards and press on the backrest – this demonstrates the weight-activated tension being activated when user is in chair.

### □ **Movement: Liveback<sup>®</sup> Flexor System (back support)**

The back conforms to your spine to provide flexibility and support for responsive comfort and fit. The key word is "system", everything working together.

- Flexors are spaced wider apart at the top and bottom of the back to provide flexibility and enhance recline comfort.
- Flexors towards the middle of the back are spaced closer together to provide more stability and support in the lumbar region.



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- **Demo:** Demonstrate flexibility of the Liveback<sup>®</sup> Flexor System by pushing on the flexors, sitting back into the chair, etc.
- **Demo:** Twist back frame to demonstrate flexibility

□ **Connection: Think keeps you connected with your work in various postures, so that you're never forced to compromise.**

- Reclining during work is healthy - helping to alleviate the spinal fatigue of your head and shoulders by distributing the weight more evenly across the chair structure.
- Competitive task chairs drop the user away during recline, with arms connected to the chair back pulling the user away from the worksurface.
- Think keeps you connected to your worksurface during recline, ensuring you're never forced to compromise comfort for the sake of productivity.
- **Demo:** Pull Think up to a HAD and reach out to the work surface in the upright and reclined postures to show how the arms stay parallel to the floor in the reclined posture and keep the user connected to their work in recline.



□ **Fit: Think's inclusive design helps more users have an equitable sit experience, without multiple chair sizes.**

- Traditional weight activation alienates the broader range of users by only targeting the median of body shapes and sizes resulting in either too much back tension resistance or too little back tension depending on the user's size.
- Steelcase Weight Activation with **Boost** expands that range by offering two recline resistance levels, ensuring everyone has a more equitable experience regardless of shape and size. The Boost setting on the comfort dial offers additional back tension for users who need it.



Comfort dial with 4 recline settings is located on the right side.

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- Adaptive bolstering in the seat cushion adapts to the unique size and shape of each user providing long term comfort.
- Flexible seat edges provide pressure-free comfort.
- **Demo:** Rotate the comfort dial counterclockwise (to the back most setting) so the user can experience fully open, weight activated recline. Then rotate the comfort dial clockwise (forward) 1 click to the **Boost** setting so the user can experience weight activation with additional / boosted back tension resistance.

## **BROADEST CHOICE – THINK CHAIR IS BRAINS AND BEAUTY FROM THE INSIDE OUT**

□ Available with broad design choice and performance options: **bold = new**

- 3 Back Designs: **Quilted Back**, Upholstered Back, 3D Knit Back
- **Optional outer back cover** available on Quilted & Upholstered Backs
- **Monochromatic Color Schemes: 5**
- Contrasting Color Schemes (feature a Merle outer back): 2
- **Lux Color Scheme Applications**
- 3D Knit Back: +20 colors
- Polished aluminum base option
- Headrest and coat hanger options
- Arms: 4D fully adjustable, height-adjustable, fixed, armless
- Lumbar: Adjustable lumbar standard, fixed lumbar available
- Standard-height chair or stool-height
- Chair and Stool support users up to 400lbs.

□ 3 back designs are available to support design, budget, and application goals:

- Quilted Upholstered Back
- Upholstered Back
- 3D Knit Back. 3D Knit offers breathability, provides transparency, and serves as an insulator between the back flexors and your body. Unlike mesh, 3D Knit is soft and adds a thickness providing additional comfort.



Upholstered Back, 3D Knit Back, Quilted Back

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- Optional Outer Back Cover: available on upholstered back styles in Brisa and upholstery.



## SUSTAINABILITY

We're working toward better futures for the planet by recognizing our role in climate change and reducing our environmental impact, to help build a more sustainable and resilient world. We do this by making, sourcing, and delivering products that help reduce our carbon footprint, designing for circularity, and choosing and using materials responsibly.

□ Think challenged what a traditional chair could do and how sustainable it could be with thinking of the circular economy:

1. Designed with fewer parts for ease of recycling and even quicker disassembly (5 mins) and allows for easy reassembly.
2. Think incorporates more recycled content making up to roughly a third of the chair's weight.
3. Think has a third-party verified Environmental Product Declaration (EPD) for complete lifecycle environmental impact transparency.
4. Has BIFMA LEVEL® 3 certification, and indoor air quality (IAQ) certification through Scientific Certification Systems Indoor Advantage™ Gold.
5. Think was the first product to receive Cradle-to-Cradle certification, and the first Steelcase product to receive a Declare label from the Living Building Challenge.
6. Available with CarbonNeutral® Product Certification
7. Limited lifetime warranty on structural parts, 12 years on the mechanism and some standard Steelcase fabrics

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