

Case Study

Industry
Food Distribution

Products
#19 seating

Opportunity
Taking advantage of a trend towards companies providing employees their personal choice among different ergonomic chairs.

Nearly 70% of Employees Vote #19® Their #1 Choice

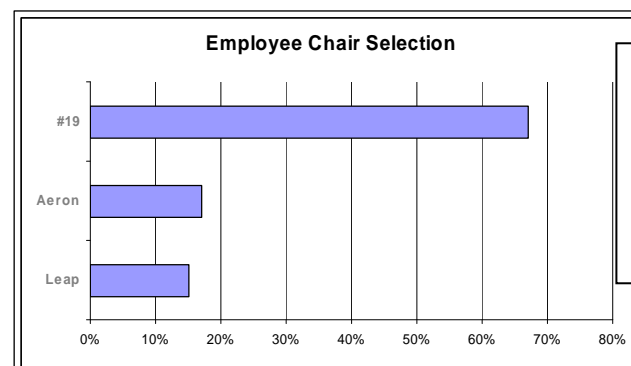
When a prepared food giant built a new headquarters in Houston, Texas, finding a seating solution that was as comfortable and cutting edge as their new building was a high priority. By allowing each of their 1,600 corporate employees to choose their own chair, the company opened the door to a new method of chair selection – and to #19.



Reasons for Success The project pitted #19 against two of the most well known names in the industry: Herman Miller's Aeron® and Steelcase's Leap®. But instead of the typical scenario where dealers competed against each other with strategic plans and sales presentations for an all-or-nothing contract, this CEO offered

employees a rare chance and the dealers a unique challenge: *"I want them (employees) to have a choice."*

That choice was made in its purest form: a direct, side-by-side comparison. No presentations were allowed. Each dealer supplied 500 copies of a brochure and a single, black chair. The chairs were set up in their atrium, where employees could personally experience each one. The chair they like most would be the one ordered for them. To capture their order, the CEO sent each employee an email with links to each manufacturer's website and three buttons to select the chair they preferred. The results:



The head-to-head vote was a landslide. Out of a total of 1,620 employee votes, **nearly 70 percent, or 1,100, were for #19.** This was more than four times the number of votes the next closest competitor received.

According to the Allsteel dealer, comfort was a major factor in the lopsided vote. *"#19's mesh back and padded seat were really comfortable"*.

In addition to its stylish looks, #19's design also regulates body temperature, enhances circulation, reduces muscle tension, and distributes pressure evenly. And as these employees indicated, #19 also blows away the competition!