

Briefing Paper

Alt3™ Seating



Summary

Seating that targets constant lumbar support with attention to finish detail, at a mid-market price.

Key Customer Phrases

- Lumbar support
 - Automatic lumbar (Alt3 Fabric)
 - Mesh pocket (Alt3 Mesh)
 - CONSTANT contact
- Attention to finish detail

Why Alt3?

- Offers a strong aesthetic product that provides constant lumbar support.
- Offers a value proposition that will “get people’s attention”.

Key Benefits

- Constant lumbar support to prevent lower back pain. This is provided by the *automatic lumbar* of Alt3 Fabric and by the *mesh pocket* of Alt3 Mesh.
- Both the automatic lumbar of Alt3 Fabric and the mesh pocket of Alt3 Mesh MOVE with your lumbar.
 - Unlike chairs with static, user-adjustable lumbar supports and unlike static, user-adjustable back height mechanisms, Alt3 moves with you.
 - CONSTANT contact. CONSTANT support.
- High value due to attention to finish detail, at a mid-market price.
- Family of seating
 - Executive (task chair with headrest)
 - Task
 - Conference

Key Features

- Support
 - Automatic lumbar support on Alt3 Fabric
 - Mesh pocket for lumbar support on Alt3 Mesh
 - Optional lumbar adjustment on Alt3 Mesh
 - Seat depth adjustment for correct sizing
 - Back angle de-limiter for individual seating preferences
 - Headrest option
- Style
 - Alt3 Fabric: Contemporary, rectilinear design
 - Alt3 Mesh: Elegant “S” shaped back that creates a mesh pocket – mesh available in three colors (Black, Champagne, Grey)
 - Executive, Task and Conference models for design consistency
 - Aluminum base option for visual accent
- Sustainability
 - Seat and back slipcovers for sustainability.
 - Innovative, first-of-its-kind, recyclable arm pad on Alt3 fabric-back task chair

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Ideal Applications

Task / Desk
Training
Conference

24/7 Usage

Alt3 Task chairs (fabric or mesh back) can be used in 24/7 applications.

Testing

BIFMA
CAL 133 option
SCS certification