

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.

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 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

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.

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.

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 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.

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.

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.

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.

Connection

Weight-activated backrest tension

with boost + upright back lock

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

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>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.</p>	<p>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</p>	<p>LiveBack™ Flexor System conforms to your spine to provide flexibility and support. - Flexible frame - Pressure mapped, unique calibrated flexor system - Dual energy lumbar with glass resin spring</p>	<p>Air LiveBack® technology works through an innovative geometric pattern that flexes in two dimensions to encourage movement and support posture changes.</p>	<p>LiveBack™ Flexor System conforms to your spine to provide flexibility and support.</p>	<p>Waterfall mesh assembly design, encourages easy lateral and torsional movement.</p>
<p>Advanced Manual Synchro Tilt Mechanism allows the seat and back to work together to keep you in the ideal vision and reach zone. Precise adjustments 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>Synchro Tilt Mechanism + Natural Glide™ System 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.</p>	<p>Weight-Activated Synchro Tilt Mechanism with 4 settings 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>Weight-Activated Synchro Tilt Mechanism with 3 settings Arms stay parallel to the ground as you recline keeping you connected to your work and technology.</p>	<p>Weight-Activated Synchro Tilt Mechanism with 3 settings personalizes recline tension to user’s weight with a simple dial.</p>	<p>Weight-activated backrest tension with 3 settings personalizes recline tension to user’s weight with a simple dial.</p>
<p>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. 3D Headrest mimics the natural motion of the head and neck</p>	<p>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. Adjustable Headrest mimics the natural motion of the head and neck</p>	<p>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</p>	<p>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. Optional Headrest mimics the natural motion of the head and neck.</p>	<p>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. Optional Headrest mimics the natural motion of the head and neck</p>	<p>4D arms provides ergonomic support while keeping users connected to their work and technology 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</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 in 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 body movement throughout your day. To make this concept and science about 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
Research <ul style="list-style-type: none"> Design Process Proprietary Design 	Movement <ul style="list-style-type: none"> LowBack Technology Connection <ul style="list-style-type: none"> Clear Vision + Reach Zones Arms Stay Parallel Fit <ul style="list-style-type: none"> Broadest Fit Range Adjustable Elements Flexible Seat Edge + Adaptive Bolstering Special, Inclusive Adjustments 	Portfolio <ul style="list-style-type: none"> Solutions for All Work Modes Variety of Iconic Brands Aesthetics <ul style="list-style-type: none"> Materiality + Lux Finish Broad Range of Styles Configurations + Sizes Price <ul style="list-style-type: none"> Options to Fit Any Budget

Quality

- Steelcase Designed, Engineered and Manufactured
- Precision
- Tested
- Warranty

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:

Innovative Design Our research-driven seating solutions are designed to meet the needs of modern organizations and individuals. <ul style="list-style-type: none"> Research Sustainability Quality 	Dynamic Comfort Dynamic Comfort is our award-winning research-driven approach to seating health. <ul style="list-style-type: none"> Research Connection Fit 	Broadest Choice Our extensive range of styles and technology options, along with our broad choice of materials, finishes and sizes, means we have the right solution for every user. <ul style="list-style-type: none"> Portfolio Aesthetics Price
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Why Our Chairs?

Movement Our chairs are designed to support your body's natural movement and help you stay comfortable throughout your day. <ul style="list-style-type: none"> LowBack Technology Dynamic Comfort Connection Fit 	Connection Our chairs are designed to support your body's natural movement and help you stay comfortable throughout your day. <ul style="list-style-type: none"> Clear Vision + Reach Zones Arms Stay Parallel 	Fit Our chairs are designed to support your body's natural movement and help you stay comfortable throughout your day. <ul style="list-style-type: none"> Broadest Fit Range Adjustable Elements Flexible Seat Edge + Adaptive Bolstering Special, Inclusive Adjustments
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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

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Product Information	Sales + Design	Order Management	Dealer Resources	Other
Product Updates	Work Better Resources	Webtracks	Steelcase Rewards	IT Security Resources
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
Assembly Videos	Competitive Engine + Mock Up	COM	Branded Resources	Village Help
Service Parts	Finish Library	Hedberg	Steelcase Event Artwork	Who to Call - Digital Platforms
Specials	Design Studio		Dealer Digital Transformation	Groups
Quick Ship	Furniture Budget Estimator		Dealer Profitability	Member Directory
Culling Information	Workplace Solutions Digital Tool		Business Development	Saved Items
Seating Resources				Site Feedback

Related

- Whats New Resources
- NeoCon 2021 Resources
- ESG Resources
- Who to Call - Digital Platforms

Steelcase

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Seating Resources

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, an Steelcase Work Seating was designed to achieve three key benefits:

- **Movement**: Encourage you to move and change postures while you work.
- **Control**: Utilize all technology when the backrest to flex and recline to mimic the natural movement of the spine and encourage a healthy posture.
- **Connective**: Support your arms and reach zones 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 reach zones with your arms parallel to the floor, never an awkward angle.

- **Fit**: Available in the Breakwell range of postures from 10° to 100° perpendicular.

Steelcase Seating is designed with 200+ fit options to fit a variety of shapes and sizes.

Resources + Tools

QUALITY DIFFERENCE RESOURCES

- 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 Chairs Adjustability Videos

Research + Insights

- Global Future Study
- Lean Productivity & Health Impact Study
- 360 Evidence Ergonomics

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