

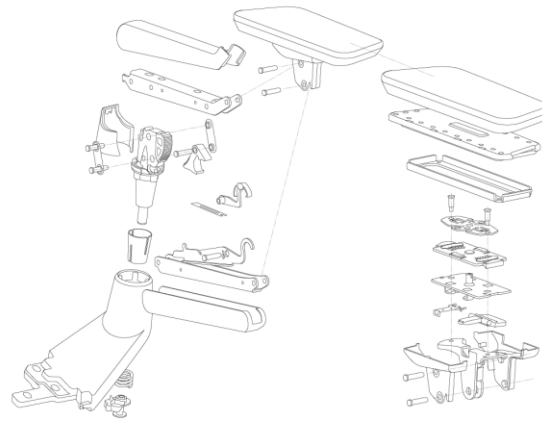
Product Design Stories

Create an emotional connection with your customer

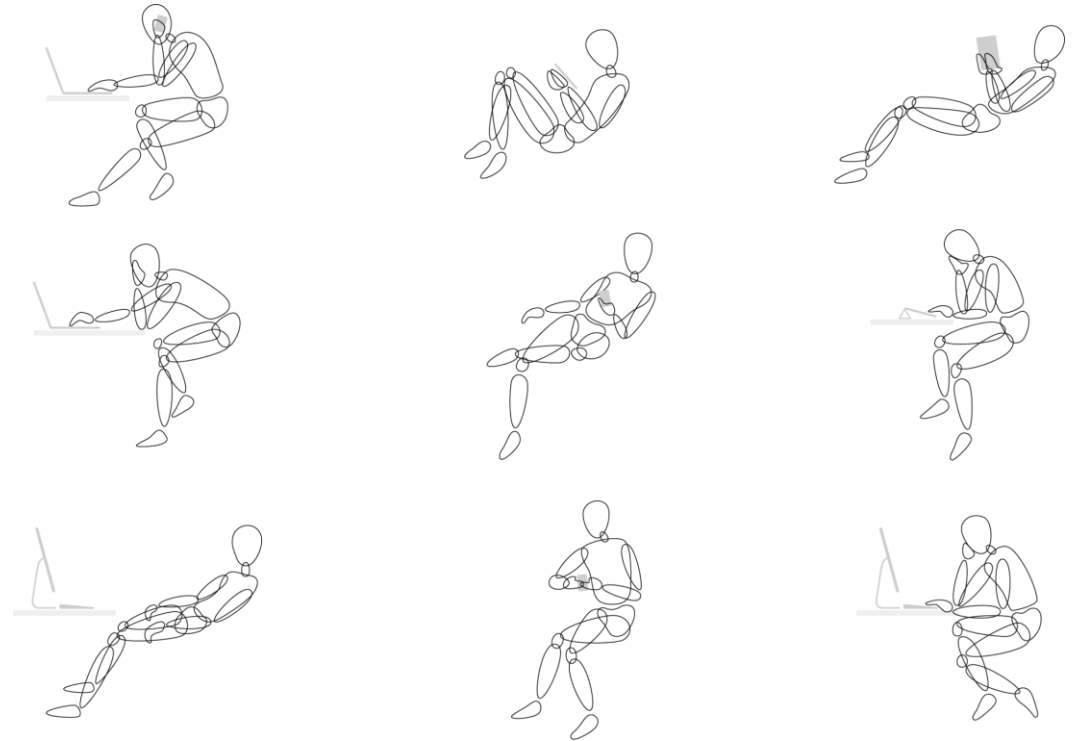
Gesture

Design Story: Acclaimed Movement

Through a Global Posture Study, we noticed 9 new postures that were being driven by new technologies and behaviors at work that were not adequately addressed with current seating solutions. That's why we designed the Gesture 360-degree arm to mimic the human arm and provide a wide range of motion to comfortably support you as you work across multiple devices. The 360-degree arm allows Gesture to fit the largest range of postures and people.



Fun Fact: We put a special focus on our high-performance arm support because our arms come in direct contact with the human body – daily. The Gesture 360-degree arms are more of a machine than other arms on the market. The location of where the arms are mounted to allow for side sitting and multiple postures, the cantilever design, and the engineering marvel that went into working to get the most movement while maintaining stability and strength make the 360-degree arm a premium and highly innovative arm in the industry.

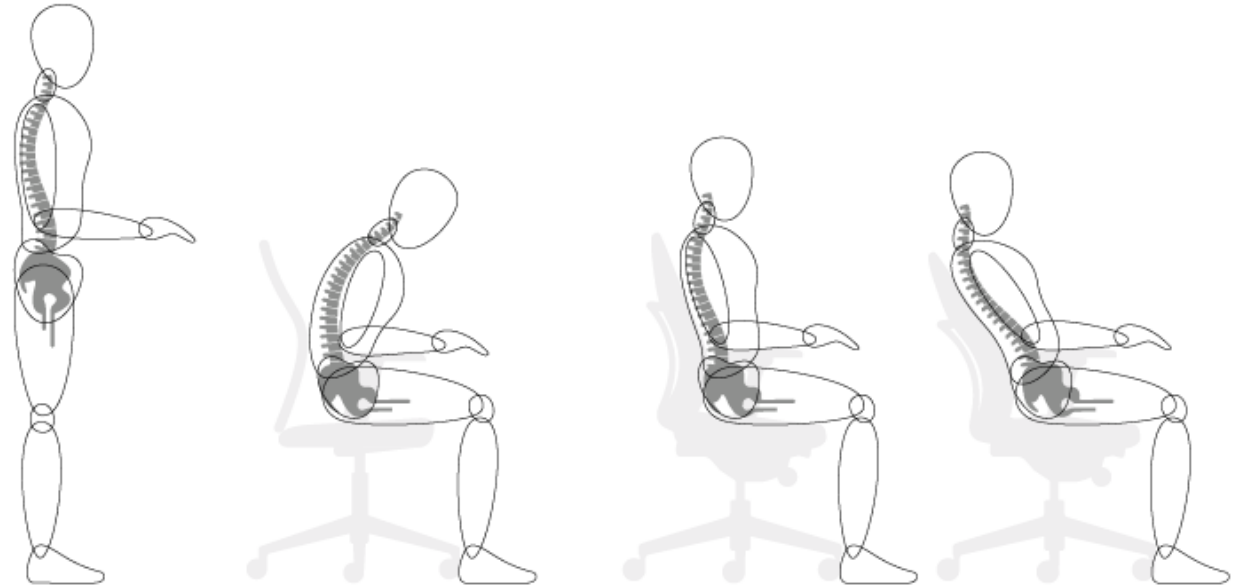


Leap

Design Story: Absolute Adjustability

Our bodies are made to move, and a good chair should flex with you helping you change postures while you sit -- without sacrificing support. Sitting is a major part of the workday and it's easy to adopt unhealthy habits, like slouching and staying still for too long. When we sit, our hips rotate, shifting the spine from a healthy S-curve into a less natural C-shape. That's why we developed LiveBack Technology which allows the backrest to flex and contour to support the full spine in its natural, healthy S-shape providing continuous lower back support -- all while encouraging you to move and change postures while you work.

Fun Fact: Leap is the first chair we designed with LiveBack® Technology and we took this proprietary back design and incorporated it into all our work chairs - tuned for different performance needs



Steelcase Karman



Design Story: We hadn't designed an all-mesh chair because we didn't believe mesh provided the performance quality that we value most. To design Karman, we wanted to meet the mesh market where it was at and go beyond. We studied mesh shoes to look at how they interpreted the average range of transparency, created a unique hand feel and color range. We dissected the construction of the weave pattern to give us perspective on what we liked and a jumping off point of where we would ultimately go.



Shoe: adidas Tennis HU V2 x Pharrell Scarlet 2018

Steelcase Karman

Design Story: Beyond Mesh

Steelcase Karman represents a holistic approach to sustainability. During our design process, we made intelligent decisions about where we put materiality and chose more premium materials to eliminate dense components and structure. The combination of all these systems helps Karman reduce its impact on the earth because it takes less energy to make, weighs approximately 29 pounds and is easily disassembled to encourage material re-use within recycling streams.



Think

Design Story: Smart Simplicity

Think challenged what an office chair could do and how sustainable it could be. It was our first weight-activated chair that explored using fewer parts and relied on body weight to do most of the adjustments – allowing anyone to sit down and get comfortable quickly. Think also incorporates more recycled content making up to roughly a third of the chair's weight, making it a smart choice all around.



Steelcase Series 2

Design Story: Attainable Style

Designed with our signature geometric back design that flexes in two dimensions to encourage movement and support, you can dress it up with standard or quilted upholstery or choose from plenty of 3D microknit and Air Back color options to fit any space or aesthetic.

Fun Fact: Steelcase Series 2 is the first chair to offer a quilted back option to dress up any space.



Steelcase Series 1

Design Story: Ergonomic Essentials

Steelcase Series 1 offers an exceptional entry point into high-performance seating and delivers on what's important: performance, style and choice. Choose from a variety of back, seat and frame colors to make it your own.

Steelcase Series 1 is where serious support meets lighthearted looks.



Personality Plus

Celebrating the Everyday

When Personality™ launched in 2013 it became the chair of choice for in Asia Pacific. Rising appreciation for everyday wellness and ergonomic performance then gave us the opportunity to push the boundaries of this loved chair to bring wellbeing to even more users. We began by doing more with less, improving the environmental credentials of the product whilst incorporating Steelcase's Seating Insights and the industry's highest quality standards to increasing its performance. The result is Personality™ Plus.



CarbonNeutral® product certification

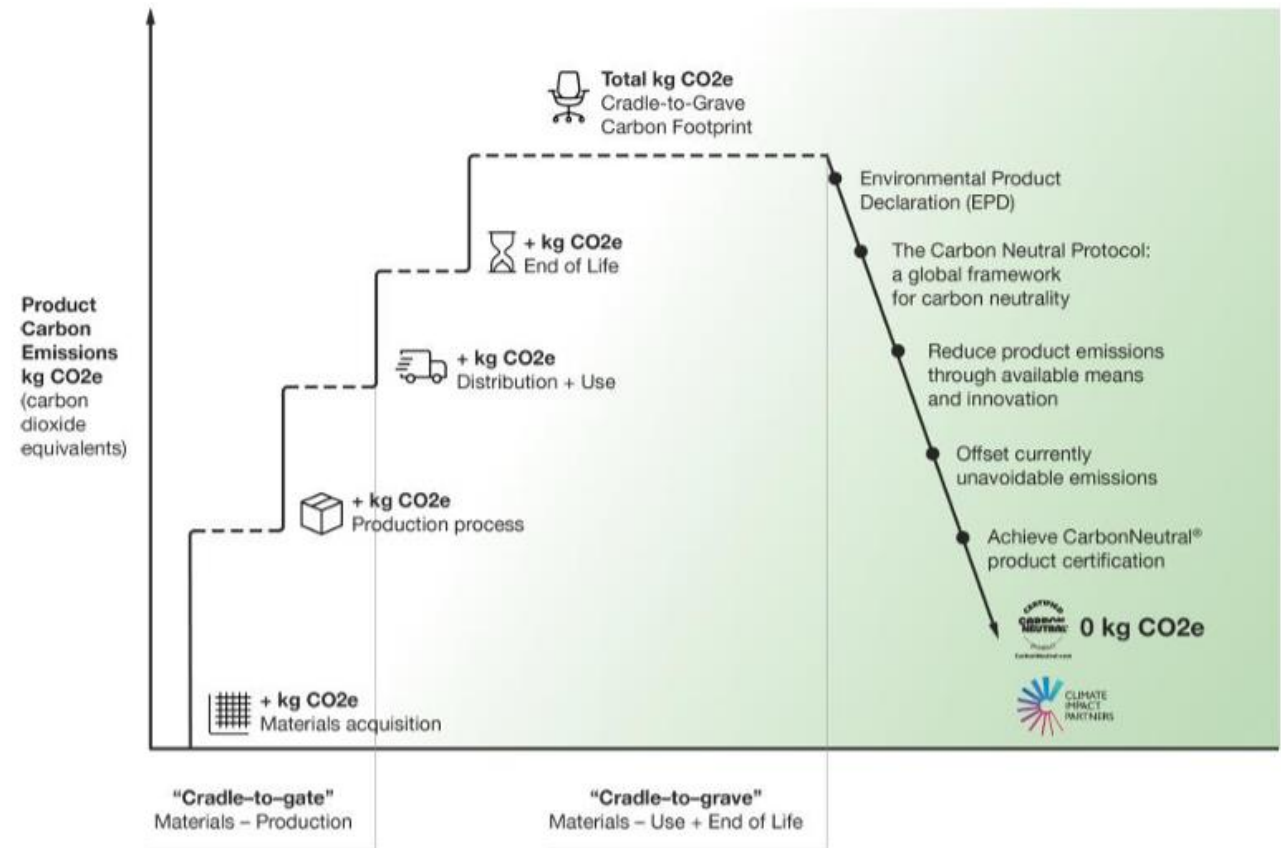
Available on all Steelcase High-Performance Task Chairs



Steelcase now offers high-performance seating with CarbonNeutral® product certification - the result is cradle-to-grave product carbon neutrality that's leading the way for our industry.

We measure embodied carbon of all our high-performance seating through a Lifecycle Assessment – from material acquisition through end of life – and have invested in offsets that remove or avoid 100% of the emissions from each chair's production, through Climate Impact Partners to achieve CarbonNeutral® product certification and 100% neutralized emissions.

Where some companies report their “cradle-to-gate” impacts up to the point of purchase, we report on the carbon dioxide equivalents emitted at all stages of a product’s lifespan, from "cradle-to-grave" – leading the way in product carbon neutrality for our industry.



Climate Impact Partners is a founding member of the International Carbon Reduction and Offset Alliance (ICROA) and complies with the ICROA Code of Best Practice through an annual audit.

Projects supported by Climate Impact Partners



Renewable Energy

This project advances innovation, infrastructure and the adoption of clean, affordable energy around the world.



Forest Management

Protects 156,000 acres of Boreal forests in British Columbia, Canada, for biodiversity, research, sustainable harvesting and carbon sequestration.



Efficient Cookstoves

Makes cleaner, locally manufactured cookstoves for families in rural Kenya.



Electric Transportation

Supports electric rail systems that reduce emissions and provide safe, efficient, cost-effective transportation in India with significant population and pollution-related deaths.