

Think Simple. Smart. Sustainable.

Love how you work.®

**Steelcase**

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## Observations & Insights

**1 / Observation:** Users spend long hours sitting at their desk every working day.

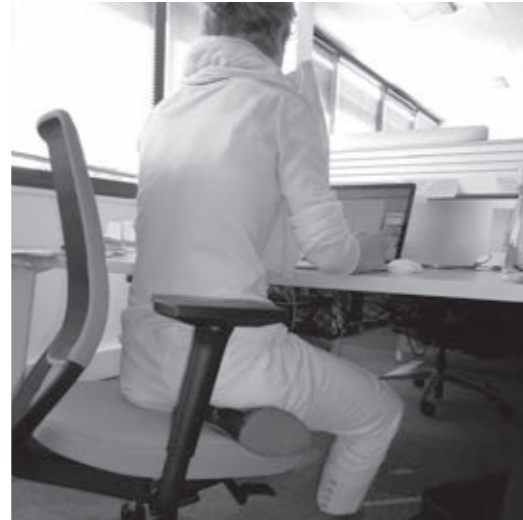
**Insight:** Chairs should provide the adequate ergonomic support over time.

**2 / Observation:** Work is increasingly nomadic, even within a building, and users sit in different chairs within a day and do not adjust their chair.

**Insight:** Chairs should adapt to the user automatically or be easy and intuitive to adjust.

**3 / Observation:** The end of use of office chairs is not always well anticipated.

**Insight:** Chairs have to be designed to be quickly and easily disassembled for recycling.



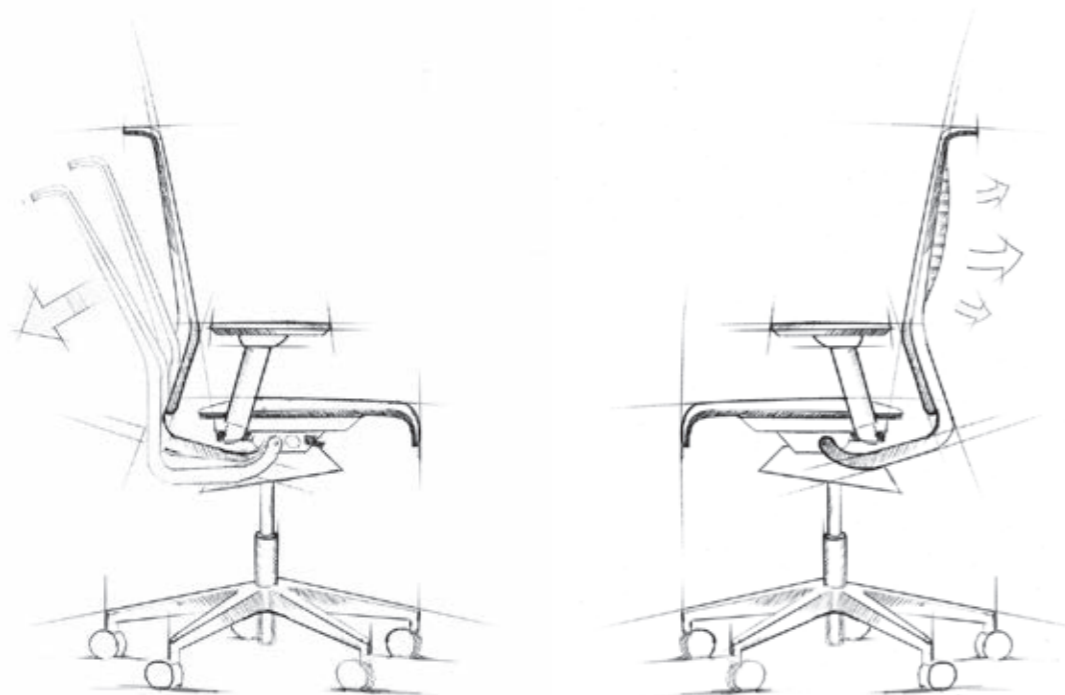
## Think Simple. Smart. Sustainable.

Your choice of office seating is the most important ergonomic decision you'll ever make at work. That's why our goal at Steelcase is to provide healthier seating that will keep you comfortable and productive the whole day long. We call it **High Performance Seating** because if you feel better you'll perform better.

Think is a chair intelligent enough to understand how you sit, and **adjust itself intuitively**. It's also a chair thoughtful enough to **minimise its lifelong impact** on the environment. It's almost as if the chair could think.

## Why Think?

- 1 - Think ensures perfect ergonomic comfort to every user due to its integrated flexors.
- 2 - Think adapts itself automatically to the user according to his weight and seating position.
- 3 - Think is truly sustainable because it is made to be recycled and can be disassembled in about five minutes.





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## The motion study

At Steelcase we constantly invest in user research as part of our product design process. Think was inspired by three key discoveries revealed in a unique global medical study we conducted over four years with 732 users.



1

### The spine doesn't move as a single unit.

As you change posture, the upper and lower regions of the spine move independently, not as a single unit. When the top of the spine leans backward, the bottom arches forward.

2

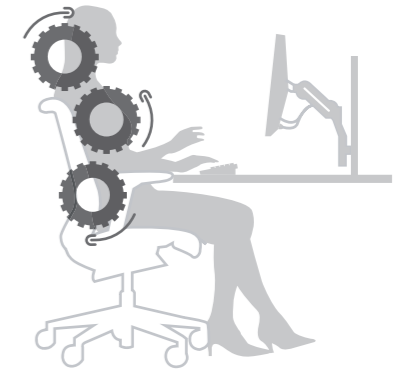
### Each individual spinal motion is unique.

Each of us has unique spinal motion, a 'spine print' that's as individual as a fingerprint, and changes as our posture varies throughout the day.

3

### The upper and lower back require different amounts and kinds of support.

Our need for upper back support increases when we recline, but our lower spine requirements remain more or less the same.

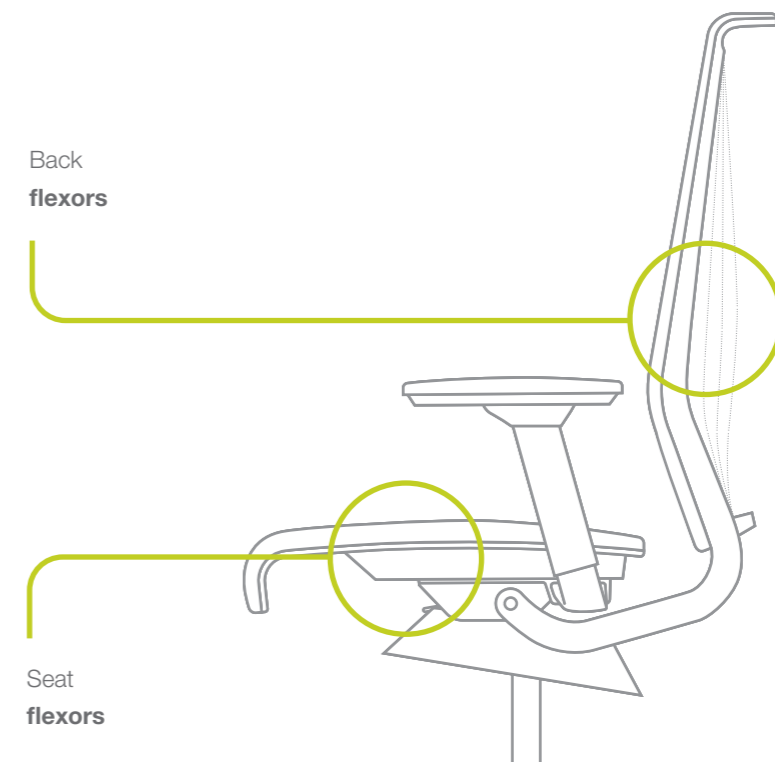




## Solution 1 + 2 / The flexors



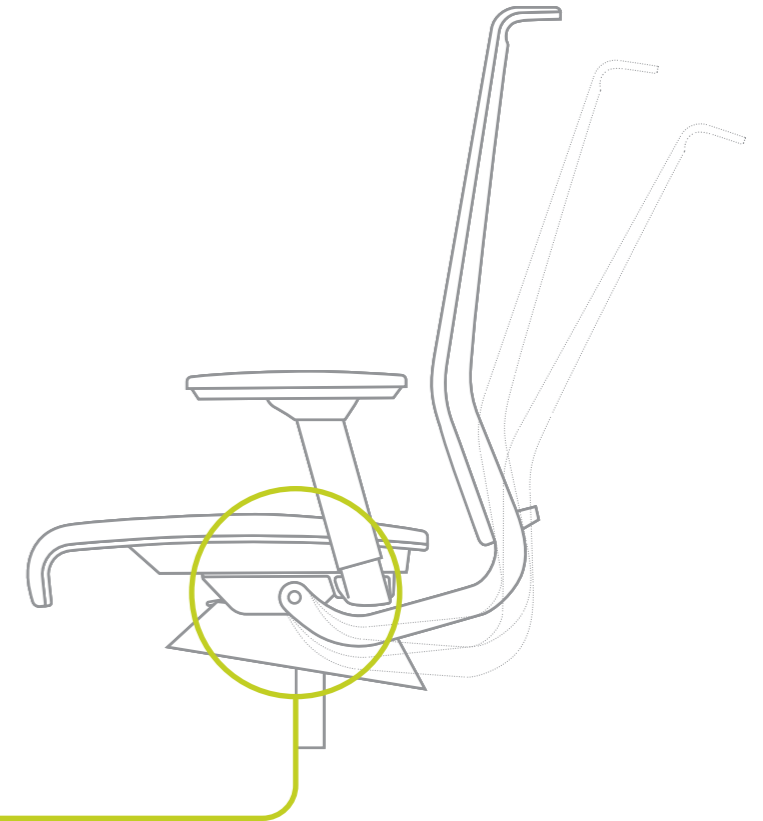
Think's unique innovation is embedded flexors that **distribute the user's weight evenly** and adapt to even the smallest movements and changes in posture. The back flexors follow the natural movements of the spine and pelvis. They are individually calibrated to provide optimum support for all parts of the back. The seat flexors **reduce compression points** on the back bones and support the movement of the pelvis when the user reclines in the chair.





CS956

### Solution 3 / The weight-activated mechanism



Think's unique weight-activated mechanism automatically adjusts the backrest tension in response to the weight of the user.

**63%** of people never adjust their chair\*. That's why **Think adjusts itself automatically** to provide the most comfortable and healthy seating position at all times.



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The weight-activated mechanism keeps the back in the correct posture regardless of the user's weight or seating position. The constant micro-adjustments also save the time and effort of having to adjust the chair manually.

\* The Netherlands Organisation for Applied Scientific Research (TNO), 2007.

# The family



B2024



C3361



C6048



C5224



C4540



B1960



C6047

Conference

3D Knit

Standard

Draughtsman

Conference high back

Sled

Standard with headrest

## Individual work



### Tasking

Elegant upholstery and comfortable back flexors give Think the versatility for every user.



### Hot desking

Think's automatic adjustment to any user is ideal for mobile workers or external partners joining the team temporarily as they do not take time to adapt the chair to their individual needs.



## Collaborative work



### Teaming

Simple, unfussy chair controls allow multiple users to readjust Think quickly and easily in team situations.



### Conferencing

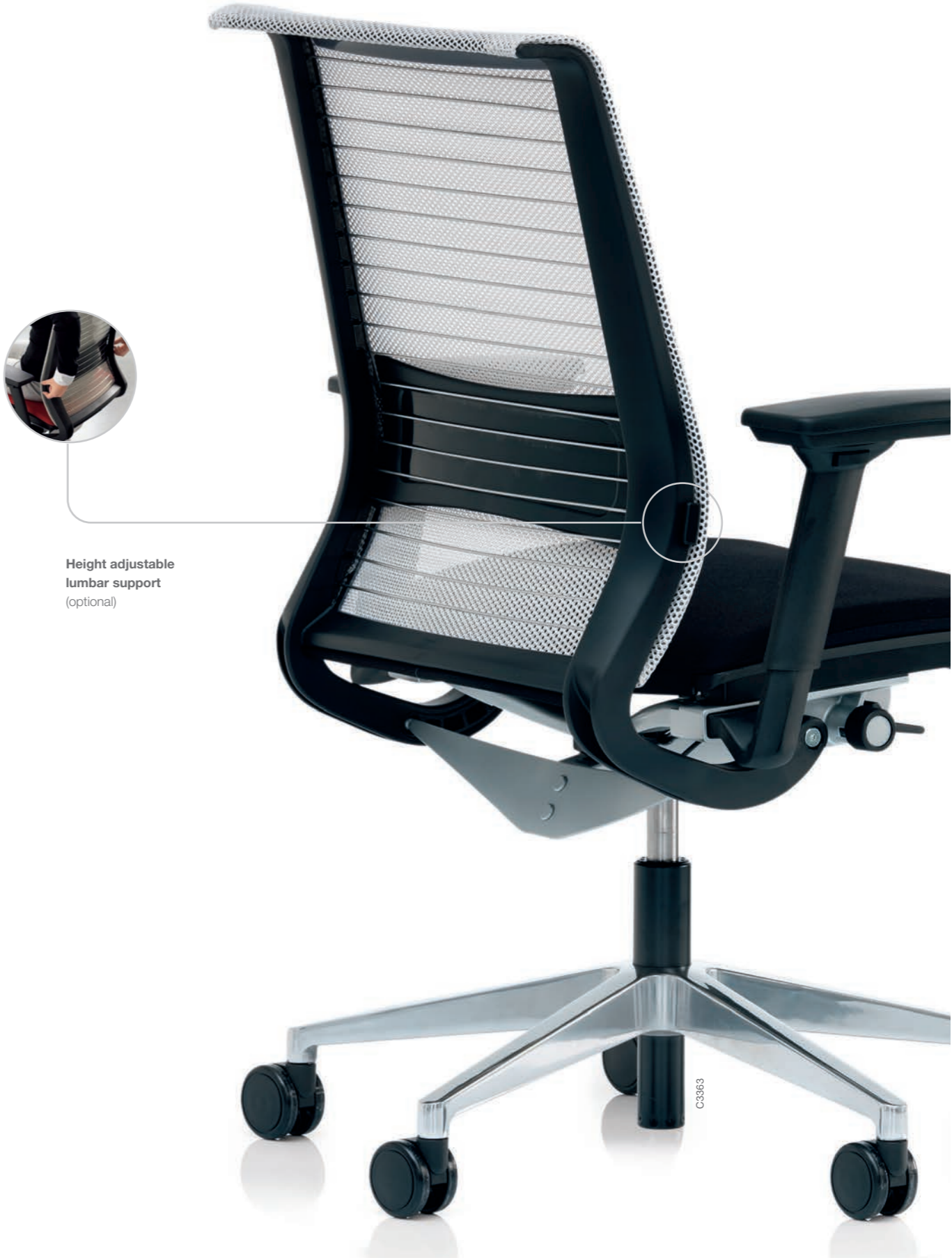
Reflect your image and support the users with chairs that promote movement and are comfortable for long meetings.



# Adjustability

Think is a chair that understands your needs and thinks for you. It adapts cleverly and intuitively to your natural movements and has simple controls that are easy to find, understand and use.

For an interactive user guide visit [www.steelcase.com/adjustmythink](http://www.steelcase.com/adjustmythink)



## Finishes and colour options



### Visitor & Conference chairs

	Sled	Conference	Conference high back	Conference 5 star low back
<b>Armrests</b>				
Without	●	●	●	●
Fixed	○	○	○	○
<b>Glides</b>				
Standard	●	●	●	-
Felt	○	○	○	-
<b>Finishes</b>				
<b>Seat shell and back frame colour</b>				
Pearl black	●	●	●	●
Platinum	○	○	○	○
<b>Base colour</b>				
Pearl black	●	●	●	●
Silver	○	○	○	○
Chrome	○	-	-	-
Polished aluminium	-	○	○	○
<b>Castors</b>				
Soft braked, 65mm	-	-	-	○
Hard braked, 65mm	-	-	-	○

● standard ○ optional - not applicable

### 3D knit colours



01 Black 11 Pepper 14 Scarlet 15 Blue jay 03 Navy blue 02 Coconut 10 Beige 12 Apple Green 13 Orange 05 Autumn Brown 16 Royal Blue 17 Nickel

### Frame finishes



Black Platinum



### Task & draughtsman chairs

	Task	Draughtsman chair
<b>Adjustments</b>		
Seat height	●	●
Seat depth	●	●
Tilt tension and tilt limiter	●	●
Headrest height and depth adjustable	○	○
Height adjustable lumbar support	○	○
<b>Armrests</b>		
Without	●	●
Fixed	○	-
Height	○	○
Height, depth, angle	○	○
Height, depth, angle, width	○	-
<b>Castors</b>		
Soft braked, 65mm	○	○
Hard braked, 65mm	○	○
<b>Finishes</b>		
<b>Seat shell and back frame colour</b>		
Pearl black	●	●
Platinum	○	○
<b>Base colour</b>		
Silver	○	○
Pearl black	●	●
Polished aluminium	○	○

### Base finishes



Black Silver Polished aluminium

### Armrests



Fixed Height 3D adjustment (height, depth and angle) 4D adjustment (height, depth, angle and width)

### Backrest versions



Standard Techno Embossed

## Environmental performance

**You need clear evidence to support your environmental credentials. We can provide it.**

Thanks to the **Life Cycle Assessment (LCA)** method, Steelcase can quantify the product's environmental impacts to set the stage for further improvements. This method, based on ISO 14040 / 14044, is selected by the European Union for environmental evaluation. It allows us to measure the environmental impact of our products throughout their lifecycle: materials extraction, production, transportation, use and end of life.

The results are published in an **Environmental Product Declaration (EPD)**. Ask for Think's EPD to find out about its environmental impacts (CO<sub>2</sub> emissions, waste, etc...).



**5 minutes** disassembly time  
with common tools

**You care about the end of use of your furniture.**

**We offer options - be it refurbishing, take-back, charitable donation or recycling.**

Visit [steelcase.com](http://steelcase.com) to discover more about Steelcase's unique ecodesign strategy.

## Life cycle

### End of life

Can be easily disassembled in about 5 minutes, using only common hand tools.

99% recyclable by weight.

Parts weighing more than 50g are clearly labelled for recycling.

### Use

To maximise Think's working life, the seat and back cushions, arms, headrest and lumbar support can all be added or replaced.

### Transport

Lightweight and small-volume when packaged, requiring less energy for shipping.



### Materials

Weighs just 15kg.

Think contains 36% recycled content (aluminium base).

100% recycled cardboard and 30% recycled LDPE film for packaging.

No CFC and HCFC in the foam.

### Production

The powder-coat painting is VOC-free and free of heavy metals.

No gluing processes are used in assembly, and all urethane foam is water-based.

**You require official certifications. We can deliver them.**



**Environmental Product Declaration (EPD).** Based on ISO/TR 14025, its purpose is to communicate precise and verifiable information about a product's impact on the environment at all stages of its life cycle.



**NF Environnement certification.** Based on ISO 14024, this French voluntary certification mark is awarded to products that have a reduced effect on the environment during their life cycle.



**Indoor Advantage Gold.** This certification is awarded to products complying with the indoor air quality emission requirements defined by the ANSI/BIFMA M7.1-2007 standard.



**Cradle-to-Cradle.** This American certification is awarded to products which are environmentally innovative.



**European Ecolabel (Flower).** This certification is awarded to a selection of pure wool fabrics, guaranteeing that products meet stringent quality and environmental performance criteria.



**Oeko-Tex 100.** This certification is awarded to a selection of pure wool and polyester fabrics, guaranteeing that limit values are respected.