

Smooth move: Celle® seat pad gets new look, feel

The Celle chair has something new, and it's ready for order now.

Replacing the dimpled upholstered seat pad is a new, smooth, upholstered seat pad, a change for the better in three ways:

- **Initial comfort.** The new seat pad is slightly thicker, and its smoothness provides more comfort right away.
- **Ability to add new fabrics.** The smooth pad will allow Celle to have additional fabrics in the future (Latitude is the only fabric available for now). The first additions will be new proprietary and TAP fabrics, most utilizing Crypton technology (resistant to stains, water, bacteria) that makes the chair more appealing for healthcare and hospitality applications. Watch for a bulletin announcing their availability.
- **Consistent aesthetic.** The seat pad matches the look of the back pad, which already has a smooth appearance.

The new seat pad, which received positive reviews at both NeoCon and the Global Sales Conference, is priced the same as the dimpled upholstered seat pad. Both will be offered for a six-month period, with the dimpled seat pad being discontinued in April 2008.

Lead times for the new seat pads are 20-Day or Less. The new product codes for specifying Celle chairs with the smooth seat:

- SC (smooth upholstered seat, Cellular Suspension™ back)
- SF (smooth upholstered seat, upholstered back).

Celle sales tools are being updated and will be made available throughout this fall. Dealers who have participated in past display promotions will get replacement smooth seat pads free of charge for their seating displays. An additional Dealer Showroom Display Offer is available on Kiosk.

For more information regarding the Celle seat pad, please contact Maria de la Barrera,
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The new, smooth upholstered seat pad.



The dimpled upholstery is being replaced.