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*Lead times honored on products with standard laminates & colors.

Look for us at ACA January 10-14 in Kissimmee, FL.



OEI *fyi*

HYBRID Thinking...

What do a liger, a Prius, and OEI's Ithaca® Ultra chair have in common—besides their cult following? If you answered, “they’re all hybrids,” give yourself two points and a quiet moment to reflect upon your superior intelligence. And if that last question left you scratching your head, don’t sweat it. In the age of \$4.00 a gallon gasoline and corn ethanol, gas-electric automobiles have been hogging the hybrid spotlight.

The truth is, we’re surrounded by hybrids. From our trusty mutts to the broccoflower on the dinner table, we love them, and how could we not? They combine the features of our favorite things to make them even better. That’s why we at OEI are excited to tell you about the newest hybrid from our laboratories, the Ithaca Ultra family of seating.

You already know Ithaca, the workhorse of the office, with its plush foam seat and unlimited adjustability. We’ve taken that tried and true design and merged with a cutting edge executive chair. The result is a full line of more breathable, comfortable, and approachable chairs than ever before.

In the true spirit of hybrids, this is much more than a mindless mash-up of a traditional task chair and a mesh executive chair, though. The Ithaca Ultra represents a new way of thinking about mesh itself. Its mesh is made of a unique polymer that is flexible and durable, but has a smooth fabric-like feel instead of the abrasiveness you have come to expect.

When you combine the mesh back with the contoured foam seat and high-back headrest you have support that conforms to your body,

and looks good doing it. Let’s see a Prius do that—not that it’s a competition or anything.



The Night Shift

Maybe it conjures up a Henry Winkler and Michael Keaton movie from the early '80s, or a Stephen King book from a little earlier, but if you are lucky enough to have ever experienced one of those overnight marathons, you know they are no light-hearted romp full of laughs and alcohol-fueled merriment. Night shifts are a grind, the time when your body knows it ought to be asleep and wishes desperately that your boss knew it too.

The majority of us don't have jobs that require us to work into the wee hours, but thank goodness for the minority that do. EMS

responders, police, and corrections officers are among those who often find themselves keeping watch long after their families have gone to sleep. Their diligence keeps the rest of us safe in our beds. Don't they deserve a break?

The new Pride™ 24/7 Chairs attempt to give them just that. This 24/7 chair and stool are designed for these men and women. To keep them comfortable, yes, but also to keep them safe. For a task chair that means ergonomic support in addition to stability. The Pride accomplishes this with total adjustability, a forward seat-tilt feature, memory

foam option, and waterfall seat front that eliminate stress to the legs and thighs.

That's all part of the standard Pride package, but we couldn't leave it there. Making the Pride 24/7 ready for round-the-clock duty required structural upgrades to the internal components of the chair, including a higher grade, steel back J-Bar. By passing rigorous intensive-use testing, the result is an even more durable line of seating that withstands continuous use without fatigue, and hasn't sacrificed comfort to do it. The night shift isn't getting any easier, but at least it can be a little more comfortable with a Pride 24/7 chair.



