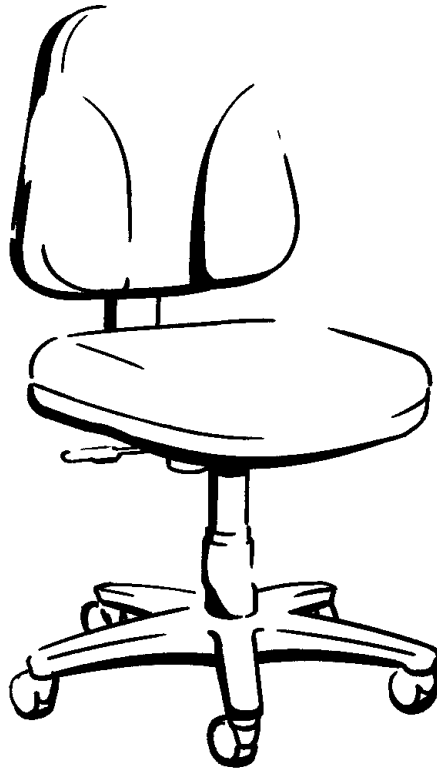


Briefing Paper

Snap™ Task Seating



“Why is OEI marketing Snap Seating?”

OEI is introducing Snap Seating.

Since one of OEI's key operating principles is to offer *the best possible product for the given price*, OEI is not offering just any line of budget task seating. We are offering Snap - budget task seating with a difference.

“What sets Snap Seating apart from other budget offerings - what's the Snap Seating Difference?”

The Snap Seating Difference relates to the numerous benefits offered.

First Key Benefit - Speed of Delivery

Order your chair on Monday. Sit in it on Friday.

If you order Snap Seating, OEI will ship in three to five working days after order entry.

ANY quantity...order one chair, five chairs, or five hundred chairs.

Second Key Benefit - Budget Pricing

Snap Seating is a lot of chair for those times when you don't want to spend a lot of money.

Snap Seating's price strategy is to be comparable to HON's budget seating lines: HON's 5900

ComforTask Series and 7900 Every-Day Series.

Third Key Benefit - Reliability

When you and your customers talk about "budget" seating, the usual connotation is seating that doesn't

last very long. "Since it doesn't cost much, if it's not around in a couple of years - that's ok."

That's not the way OEI works. That's not the Snap Seating story.

Snap's reliability and durability are unparalleled in the budget task chair market. Consider:

- Snap Seating has been extensively tested in numerous Beta sites over many months.
This is one "clean" chair!
- The chair mechanism is securely attached to the seat via six bolts, instead of the industry standard four bolts.
- All hardware is treated with Nylock patches to prevent hardware from loosening over time and backing-out.
- The chair mechanism is made of heavy-gauge steel plate with minimal welds to reduce the chance of cold welds and breakage.
- The five-star base is made of fiberglass reinforced nylon for strength.
- Pneumatic gas cylinders are the most reliable of any manufactured.

The above equates to structural integrity and user "peace of mind". Of course, Snap Seating has OEI's standard ten year warranty.

Fourth Key Benefit - Comfort

Sit in it. Have your friends sit in it. Have your customers sit in it. Have your competitors sit in it.

Then ask,

"For a chair at this price, can you find a more comfortable chair?"

What is it about Snap Seating that makes it so comfortable?

- Molded foam. Looks better and lasts longer.
 - Lumbar "pillows" in the back. Better lower back support.
 - Sculpted seat. This allows for superior weight distribution, eliminating pressure points.
 - "Soft" seat and a "firm" back – the perfect combination.
 - Adjustability
 - Back height
 - Seat depth (not all models)
 - Back pivot
 - Adjustable seat and back angle (not all models)
 - Adjustable arms
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Fifth Key Benefit - Aesthetics

Snap is a budget task chair that doesn't look like a budget task chair.

Frankly, it looks great. One reason Snap Seating looks so good is its use of molded foam in both the seat and back.

Product Definition

Snap Seating is more than a task seating line. It is a family of seating.

Snap Seating consists of six chairs.

- Simple function task chairs - when "simple" and "lowest possible price" are the objectives.

Two models: mid and highback. The highback also has a larger seat.

- Advanced function task chairs - when "long-term comfort" is key.

Two models: mid and highback. The highback also has a larger seat.

- A stool with a 23-33" seat height range.

- A sled base guest chair.

What does "simple function" and "advanced function" mean? To understand Snap Seating, take a look at the chart below.

Model	Seat Height	Back Height Adjustment	Seat Depth Adjustment	Seat & Back Angle Adjustment	Free-Floating Seat & Back
Simple Function Task Chairs					
OEI42 (Midback)	X	X	X		
OEI46 (Highback)	X	X	X		
Advanced Function Task Chairs					
OEI44 (Midback)	X	X		X <small>Single Handle Adj.</small>	
OEI48 (Highback)	X	X		X <small>Double Handle Adj.</small>	X
Other Chairs					
OEI48S (Guest Chair)		X	X		
OEI47 (Stool)	X	X	X		

Snap uses an a-synchronous tilt on its advanced function chairs. What that means is, you lift a handle – adjust the seat and back with your body to a comfortable position – drop the handle – and the chair seat and back are fixed in position. The seat and back are not synchronized (like Piretti); they move independently of each other (a-synchronous).

The advanced function OEI48 chair can mirror the *free-floating* action of a Piretti chair. To do this, you merely leave the seat handle and back handle of OEI48 in their up position. The seat and back will then move with your body. If you drop the handles, the chair will then lock in place.

Two styles of arms are available: a loop and a T-arm. Both are width adjustable via a handwheel beneath the seat. The T-arm is also height adjustable via a button on the side of the arm upright.

Carpet casters and hard floor casters are available.

The stool is offered either with a wide, nylon footring or a chrome footring. (Nylon is extremely durable.)

The back is always injection molded polypropylene.

“How Does Snap Seating Differ from the Competition - What’s the Snap Seating Difference?”

#1 Order your chair on Monday. Departs OEI dock on Thursday.

#2 Snap Seating is a lot of chair for those times when you don't want to spend a lot of money.

#3 Task chairs take a beating. They must be strong. Snap Seating is strong.

#4 “For a chair at this price, can you find a more comfortable chair?”

#5 Snap is a budget task chair that doesn't look like a budget task chair.

SPIN Scenarios

Application: Technical College - Computer Lab. Funds are limited; short-term seating which is reliable and durable is needed.

Application: University - Admin Building. Funds are in short supply. But, comfortable, long-term seating with a nice look is needed for the administrative area.

Application: Medium Business - Telemarketing. This is a growing department in the company with most funds going toward electronic support hardware. Comfort is key, even though there isn't much money to spend.

Application: Healthcare - Expanding lab facility. The demands on the lab are growing and stool seating is needed for several new technicians starting next week.

Conclusion

To meet the budget requirements of several core markets, OEI is introducing Snap Seating. Snap Seating is different from other budget seating because it doesn't compromise on any of the following to hit its price point:

- Speed of delivery
- Reliability
- Comfort
- Aesthetics

Snap Seating exemplifies one of OEI's key operating principles: provide customers with the best possible product for a given price.

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