

June 18, 2009

## **NEW COMMERCIAL 2009 US/GSA CATALOG**

To: Allseating Sales Representatives  
From: Shelley MacDonald  
Marketing Manager

Effective Date: **June 19, 2009**

### **Effective June 19, 2009 we will have a new price list with the following changes:**

The US and GSA price list will be combined into one catalog. Product Series that are approved on GSA Contract will be identified with the GSA SIN number. Pricing will be shown as Commercial list pricing.

GSA Contract information will be found at the back of the price list.

### **Changes/Deletions/Additions**

#### **Deletions**

- Adesso
- Go
- Stop
- Vitesse
- Xpress

#### **Additions/Changes**

##### **Cpod**

- DJ mechanism added
- Smaller seat 19"W x 17"D has been added as an option
- Kush seat foam has been added as an option
- Cpod's price has been reduced to reflect the changes that were made to the chair earlier in the year – elimination of the strap pockets, new cost-effective mesh

### **Dax**

- Single Stitch detail added as an option – deduct \$200 from List

### **Fluid**

- Height adjustable stool has been added to both Fluid & Fluid Basic
- Ganging brackets have been added to the Fluid Side chair options

### **Multiflex & Multistack**

- A note has been added that the Multiflex & Multistack cannot be stacked with an upholstered seat
- There has been a 5% increase to Multiflex & Multistack pricing

### **Multitek**

- Multitek has been added into the price list

### **Therapod**

- No arm option has been added to both Therapod Basic & Therapod Therapist

### **Astute**

- Astute has been added to the price list

### **Chiroform Ultra**

- Height adjustable stool has been added to both the Highback & Midback
- No arm option has been added
- MF arm option has been added
- TW arm option has been added

### **Inertia**

- Executive Task & Side Chairs have been added to the price list
- Conference Chair has been added to the price list
- An Executive version of the Conference chair has been added to the line
- Height adjustable stool has been added
- Bar Stool has been added
- Kush seat foam has been added as an option
- Inertia Fully Upholstered – a note has been added clarifying that vinyl & leather cannot be used on the upholstered back
- Ganging brackets have been added to the side chair options

### **Presto**

- Added Seat Slider option to the Posture Back Mechanism for both the Highback and Midback versions
- Kush seat foam has been added as an option

### **Rainbow**

- The stacking dolly option codes have been changed from 10 to 7 and 20 to 14 to reflect the number of chairs that can be stacked

## **Satoo**

- Seat Slider has been added as an option

## **Zip**

### **\$35 Increase:**

- Zip Instock Program, Zip Fully Upholstered & Zip Mesh Back. Please note that the Spiff has increased from \$5 to \$10 for these chairs

Zip Instock Program and Zip Fully Upholstered have been separated into two different product codes. The following clarifies the difference between the two:

### **Zip Instock Program**

- Zip Instock program will be available in Zip black & white leather only and with no options. Product code will remain 94040-CA (Conference), 94040-WA (Task) & 94056-WA (Side Chair).
- Zip Instock product comes with the standard Zip base
- Specials will not be available on this program as the chairs are already manufactured and ready to ship

### **Zip Fully Upholstered**

- Zip Fully Upholstered product codes will change to 92040-CA (Conference), 92040-WA (Task) & 92056-WA (Side Chair)
- No arm option is now available (92040-NA)
- Zip fully upholstered will be available in any of Allseating fabrics and can also be upholstered in Zip black & white leather.
- Because the Fully upholstered version is manufactured at our plant the Zip black & white leather is priced at Group 6/Leather 1 instead of Group 4.
- Zip Fully Upholstered comes standard with the High Profile Aluminum base and standard casters
- The large 65mm (2.5") casters will be available at an upcharge
- Other options available are – Seat Slider, Cal 133 and various caster options

### **Zip Mesh Back**

- Zip Mesh Back is available with no arms, conference arms and task arms
- Zip Mesh Back comes standard with the High Profile Aluminum base and standard casters
- The large 65mm (2.5") casters will be available at an upcharge
- Other options available are – Seat Slider, Cal 133 and various caster options

### **Fabric Reference/Upgrade Charts**

- Have been updated to reflect changes to Momentum & Maharam's offering

## Price Change Recap

- There has been a 5% increase to Multiflex
- There has been a 5% increase to Multistack
- There has been a \$35 list price increase to the Zip Instock Program, Zip Fully Upholstered and Zip Mesh Back
- Cpod has had a price reduction to reflect the changes that were made to the chair earlier in the year – elimination of the strap pockets, new cost-effective mesh

A supply of catalogs will be forwarded shortly for distribution to your customers and dealer representatives. In the meantime you can access the new price list on our website.

Please contact your Sales Director or the undersigned if you require any further information.

Sincerely,

Shelley MacDonald  
Marketing Manager  
Allseating Corporation  
Direct Dial: 905-502-3223