



SMART SEATING

M⁵ Series[®]

Sales Tutorial

PRESENTATION DATE

June, 2019



I. Body-Activated Motion

- The OM5's beauty is in the simplicity of its design. The chair adjusts to the user, instead of the other way around.
- Designed to respond to user's body weight without cumbersome tension knobs.
- The seat angle remains constant while the back angle opens, using a patented recline action pushing the user "uphill". This motion provides better circulation for the user.



The synchronized motion of the back and seat are balanced in perfect harmony

The pivot point location extends upwards near the chair's arms, to mimic the natural pivot point in the human body, the hips



II. Variable Back Resistance

- Designed with a Virtual Lock system, sitting with your lower back all the way into the OM5 seat gives firm lumbar support.
- Because the user is perfectly balanced in every position, the OM5 allows for an effortless and comfortable Virtual Pause at any backrest angle.

Simple physics was designed into the backrest, to give you more or less support when needed

Mobility Zone: with more leverage, lean your shoulders into the backrest to easily recline at any time

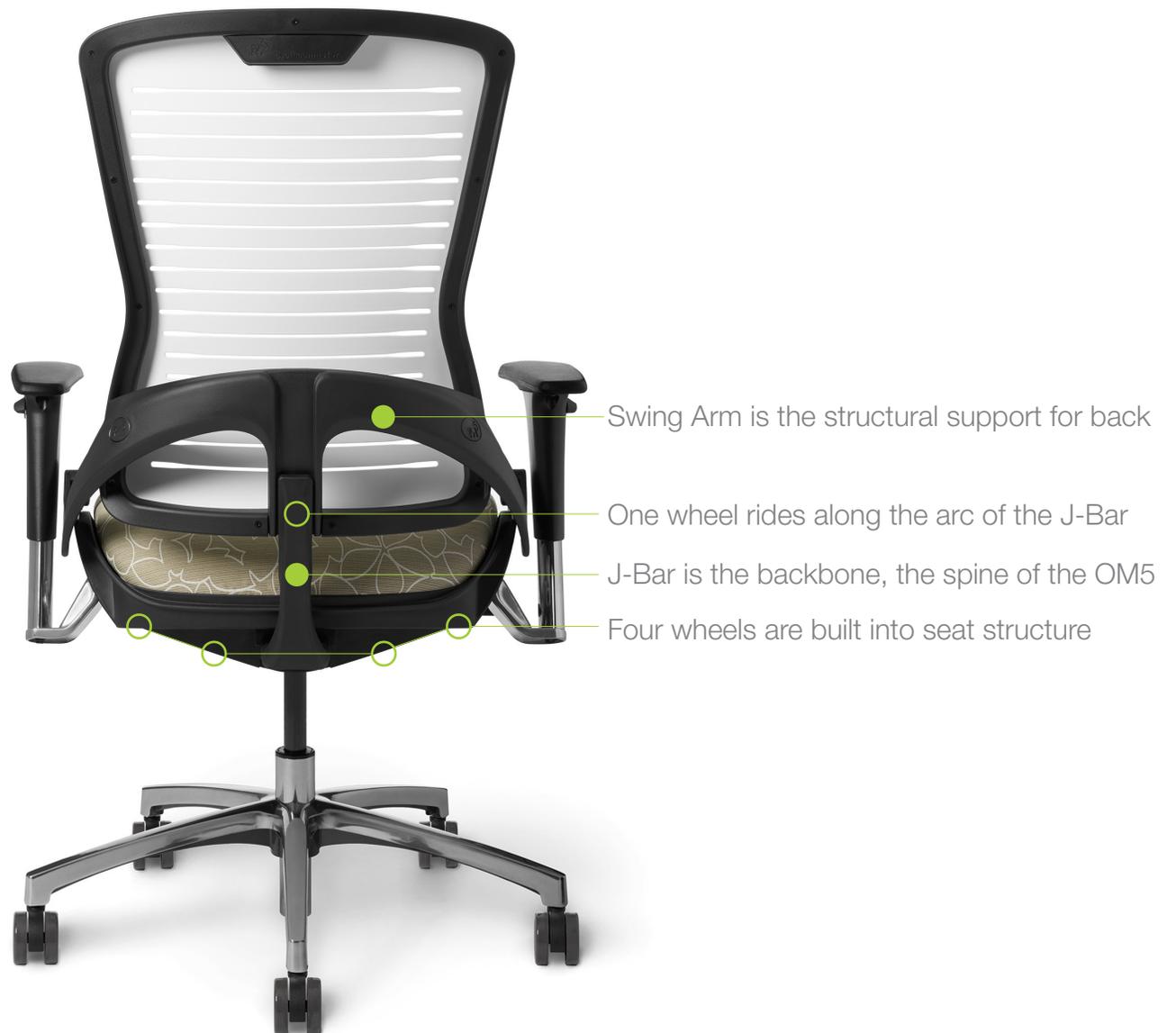
Stability Zone: with less leverage on the lower half of the backrest, the Virtual Lock holds the user upright





III. Technical Features

- Inspired by skateboard wheels and drawer hardware, the OM5 backrest and seat move effortlessly between upright and reclined positions.
- Designed with 5 wheels, which gives it the name OM5.





IV. Model Variants

- Workplace innovation can happen anywhere, which is why OM5 comes in multiple configurations perfect for your conference room to executive office.

Mid-Back

Regular seat
(optional upholstered backrest)



Model# OM5-G

Exec. High Back

Regular seat
w/ tall back (optional upholstered backrest)



Model# OM5-GEX

Xtra Tall

Deeper & higher seat
w/ tall back (optional upholstered backrest)



Model# OM5-GXT

Stool

Regular seat
(optional upholstered backrest)



Model# OM5-GEX



V. Colors and Finishes

- Because OM5's beauty is in its simplicity, the color palette is also sophisticated and modern. Mix and match between Frame Color, PolyFlex Back Color and Base/Cylinder Packages.

• Frame Choices

• Polyflex Back Choices

• Base and Cylinder Choices





VI. Zodiac Mesh

- To add warmth to the backrest, choose Zodiac Mesh in one of eleven color options.
- Once permanently installed, it adds a level of comfort similar to a mesh back chair.



- A mesh-like breathable fabric with a thin cushioned under layer for added softness.
- Laminated knit construction
- 100% polyester



VII. Selected Accessories

Upholstered Back



To add even more comfort, an upholstered back comes with .5" of High Resiliency (HR) Molded Foam

Also available with our Leather Program (LG1-3)

Coat Rack



Protect the shape and collar of your jacket with this simple wire form attachment

Deluxe Headrest



Upholstered pad slides 2" vertically

3-way adjustable headrest w/ leather-like upholstery (default)

Quick adjust locking mechanism

Memory Foam Sub-Layer



If a bit more cushioning is needed, add memory foam

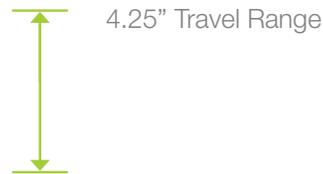


VIII. Arm Options

- Unlike other chairs, the OM5 arms are designed to move in unison with the seat sliding forward, as the back reclines. This keeps them at a perfect distance from the work surface.
- The 4.25" height adjustment range allows the user to position the arms for proper ergonomic use, or easily drop them down and out of the way when desired.



Height Adj. (MR5)



Armless



Fixed Arm (MRF)

Great for conference rooms

Arm is set 8.25" above the seat, but can be adjusted at OM before shipment to customers specification



Height Adj. w/ Multi Adjustable Arm Top (RP45)

5-way arm top with smooth fore-aft, side-side, and inward pivoting motion



Height Adj. w/ Fully Adjustable Arm Top (RP65)

6-way adjustable & lockable motion



IX. What to Specify

1. Frame Color
2. Arms
3. Polyflex Back Color
4. Back Upholstery Material
5. Seat Upholstery Material
6. Cylinder
7. Base
8. Casters





Designed by Francisco Romero of Phidesign

Phidesign, founded in 2004, is a furniture design studio that specializes in high performance Task, Executive, and Guest seating for the commercial market. Led by industrial designer and engineer Francisco Romero, and Graphic Designer Nadine Bosshard Romero, they have carved a niche in value driven markets by designing innovative products in a socially and economically responsible way.

Francisco received his Bachelor of Science degree in Applied Mathematics and then went on to receive his Master's degree in Architecture, both from UCLA.

Nadine studied at the famed Art Center College of Design in both Switzerland and Pasadena.

