

An illustration featuring three office chairs from the Steelcase SOW & GROW Series 1, each placed inside a stylized tulip flower. The tulips are pink, yellow, and blue, with green stems and leaves. The background is a light blue sky with white clouds and radiating sunbeams. A green circular badge in the top right corner contains the text 'Spring Promo Offer'.

**Spring
Promo
Offer**

SOW & GROW
with Series 1

Steelcase



17-0086711



17-0086754



17-0086721



SOW & GROW WITH SERIES 1

This year the Steelcase Spring Season has been accompanied by the launch of the new Steelcase Series 1 chair. To support this product launch we are introducing “Sow & Grow with Series 1”, an exclusive promotional program that offers incentives to help you grow your business.

PROGRAM TERMS & CONDITIONS

Every time you sow and sell Series 1, you earn free bonus chairs to help you re-seed the market and grow your business.

Between May and July, all Series 1 shipped orders with a minimum quantity of 20 chairs will be rewarded by a set of bonus chairs that will help you position Series 1 on more opportunities.

The quantity of chairs you receive is dependent on your order size. For the details, see the reference grid on the right.

Please note that to benefit from this program:

- Your order must be confirmed and shipped between May 1st and July 31st
- Your order must be for an end-client (showroom orders, mock-up orders, stocking program... are not eligible)
- Your order must be confirmed and shipped to one single end-client (no cumulation possible)
- For project orders divided in several batches only the total quantity sold will be considered (no cumulation possible)

ORDER SIZE (IN UNITS)	NUMBER OF BONUS CHAIRS
20-49	2
50-99	5
100-149	8
150-199	10
200-249	15
250 and more...	20

Example: If you have a confirmed order of 100 Series 1 chairs, you will get 8 bonus chairs.

HOW TO PARTICIPATE?

All you have to do is to place the order for your client, the rest will follow automatically. If the order you placed is eligible for the program, you will be contacted by Steelcase with some guidelines for the selection of your bonus chairs.

1 Place a Series 1 order for your client

2 Steelcase confirms your reward by email

3 Select finishes and options for your bonus chairs

4 Leverage your bonus chairs to grow your business with Steelcase

Please note that the bonus chairs you receive can be specified by you. Check-out the “Inspiration Guide” for ideas. These chairs will be delivered in a second phase.

If you have questions please contact your Dealer Business Manager or local seating specialist.

Spring
Promo
Offer

SOW & GROW INSPIRATION GUIDE

For your bonus chairs, you may choose any available options or finishes from the Steelcase Standard offer or from Select Surfaces.

Here are some ideas for your inspiration:



17-0086711

THE SUN IS SHINING

Seat finish AT 22 Canary
Back fabric 5T30 Canary
Back membrane 5U28 Canary
Frame | Base B7 Seagull



17-0086754

THE SKY IS BLUE

Seat finish Trio 11 Ice Blue
Back fabric 5T20 Nickel
Back membrane 5U23 Blue Jay
Frame | Base B7 Seagull



17-0086721

THE FLOWERS ARE BLOOMING

Seat finish Fame 8013 Scarlet
Back fabric 5T28 Purple
Back membrane 6249 Nickel
Frame | Base B7 Seagull



17-0086703

THE ICE IS MELTING

Seat finish Step 13 Aqua Blue
Back fabric 5T20 Nickel
Back membrane 6295 Pepper
Frame | Base B7 Seagull



17-0086737

THE TREES ARE GREEN

Seat finish AT 21 Apple Green
Back fabric 5T26 Apple Green
Back membrane 5U26 Apple Green
Frame | Base 05 Black



17-0086708

THE BEES ARE BUZZING

Seat finish Trio 07 Mustard
Back fabric 5T30 Canary
Back membrane 6205 Black
Frame | Base 05 Black

Steelcase®

Visit steelcase.com

f facebook.com/Steelcase t twitter.com/Steelcase You youtube.com/SteelcaseTV