

Steelcase Series 1 Story Map

Positioning

Steelcase Series 1 makes high-quality seating attainable for everyone and everywhere. It delivers performance, style and choice, unprecedented in its class of seating. Best in class. A new class. By Steelcase.

Product story

Steelcase Series 1 delivers on what's important – ergonomics, quality and choice. It retains everything that's valued in a chair, while making it attainable for everyone.

With integrated LiveBack™ technology, adaptive bolstering and 4D-adjustable arms, Series 1 delivers ergonomic performance and quality, uncommon to this class of seating. Designed with a lightweight, slim profile for today's smaller office footprint. With shell options, extensive range of finishes, headrest and options, it makes an impressive statement in any space.

Attainable quality, performance, style.
Best in class. A new class. By Steelcase.

Situation

Steelcase knows that today's advancing workplaces need seating solutions that deliver enduring performance, thoughtful ergonomics and versatility for fast-paced, ever-changing work.

Complication

Until now, quality task chairs that offer both choice and style have been few and far between, and are largely out of reach for most growing organizations.

Resolution

So we created an attainable, high-quality chair that supports everybody, everywhere.

Series 1 offers a wide range of material, shell, finish and headrest options that make an impressive statement in any space, while its lightweight, slim profile makes it versatile for use in any application.

With integrated LiveBack™ technology, adaptive bolstering and 4D-adjustable arms, Series 1 delivers ergonomic performance that supports the employee effortlessly, so they can stay focused on what matters most—the work at hand.

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