



SitOnIt • Seating™

Project Spotlight

Insurance Leader Makes Smart Investment with Amplify and Torsa



ASSURANT

INSTALL FACTS:

Sales Rep: Bruce Longhino Group

Dealer: APG Office Furnishings

Time Frame: July – September 2013

Product: Amplify, Torsa

ABOUT THE PROJECT

Assurant Insurance opened its doors in the 1930s to help families protect their major purchase – the family car. In the last century, the company has grown to offer insurance for all kinds of household products from computers to appliances. SitOnIt's broad selection of seating solutions means that, as Assurant continues to grow, it'll always have seating that fits its needs.

When the time came to modernize the look of its Dayton, Ohio office, Assurant decided to change from one SitOnIt Seating product to another. The company had standardized on TR2 for many years and loved the customer service and warranty that SitOnIt Seating offered. The company worked with dealer APG Office Furnishings to identify chairs that could provide a new, updated look. Fortunately, SitOnIt Seating had just launched their new chairs Torsa™ and Amplify™.

WHAT MADE THE DIFFERENCE?

The timing couldn't have been more perfect. For an aesthetic refresh and an affordable seating solution with exceptional bells and whistles, Torsa and Amplify were ideal for Assurant. The company was looking for seating for the call center and for managers' offices. Amplify was perfect for the former; Torsa was the right fit for the latter.

The company was impressed with the overall design, comfort and exceptional features that come standard with Torsa and Amplify. This includes the adjustable lumbar, adjustable arms and mesh back. And all for a price that came in under budget.

WHAT'S NEXT

With outstanding feedback from Assurant – and their office refresh still underway – the Torsa and Amplify install is leading to great exposure for the new products. As the company continues to update its look, the new SitOnIt Seating line is perfectly positioned to meet their needs.