



SitOnIt • Seating™

## Project Spotlight

First American Turns to a Combination of the Classic and the New



**First American Headquarters**  
Orange County, California

### INSTALL FACTS:

**Sales Rep:** SoCal Team

**Dealer:** Pivot Interiors Inc

**Time Frame:** July – November 2013

**Product:** Torsa, Focus

### ABOUT THE PROJECT

Founded in 1889, First American is a financial services company headquartered in Orange County, California. The company provides title insurance, settlement and other real estate-related services for residential and commercial property transactions. When First American had to accommodate personnel moves at its corporate campus, it turned to SitOnIt Seating. They were able to choose from a selection of the manufacturer's classic seating, along with some of the newest products.

### WHAT MADE THE DIFFERENCE?

First American had been a fan of SitOnIt Seating for many years, previously incorporating its task and conference room seating. Many of the company's conference rooms had been outfitted with Glove because of the chair's traditional design and comfortable sit. But when the time came to renovate its IT department, the company decided to go with a more transitional design. They still needed long-lasting comfort and ergonomics – prerequisites for an IT job. They chose chairs that could deliver both: Torsa™ and Focus.

First American loved the aesthetic and design of Torsa and thought it made a perfect fit for conference rooms. They decided on white bases and striped mesh for a modern, clean look.

For another building's workstations and offices, Focus won a "seating rodeo" in which it competed with more than 40 chairs. First American brought in ergonomics consultants who agreed that Focus was a great choice. The financial services company decided that Focus was the perfect fit.

### WHAT'S NEXT

First American was excited about the way the new SitOnIt Seating products coordinate with each other. Torsa was a perfect fit with Focus. Both the Torsa and Focus have become national standards for First American.