



SitOnIt • Seating™

## Project Spotlight

### Prava Impresses in High Places

The Space and Naval Warfare Systems Command is a high-level US Naval department that doesn't compromise on quality.



SPAWAR  
Space and Naval Warfare  
System Command

#### INSTALL FACTS:

Dealer: G/M Business Interiors

Time Frame: September 2012

Sales Rep: So Cal Team

Product: Prava

#### ABOUT THE PROJECT

The Navy's Information Dominance Systems Command, SPAWAR (the Space and Naval Warfare Systems Command) provides impeccable advanced IT capabilities to the US Navy. When the group was renovating an executive conference room for a high-ranking Admiral, it wanted nothing but the best. They wanted to replace existing seating that didn't have the classic look or comfort with conference chairs that expressed the authority of the office. They wanted luxurious highback chairs that reflected status and rank, but needed a lean profile that wouldn't look cluttered at a conference table for 30.

With five years of experience with SPAWAR contracts, G/M Business Interiors knows that this is a command that spends its money where there's big bang for the buck. When presented with product comparisons, SPAWAR buyers ask whether it's worth a price difference. In this sale, SPAWAR's choices came down to two high-ticket competitors. SOI salesperson Patti Wentz recommended Prava and when G/M Business Interiors' Brian Dettweiler saw the price point, he knew it was a smart solution.

#### WHAT MADE THE DIFFERENCE?

Prava fit the bill style-wise, with a look that is modern while still being elegant enough for the space – and the customer. The sit and feel of Prava was comparable, said the client, to the more expensive chairs they considered. Also in Prava's corner were the warranty, speed of delivery and durability. And as a government office, SPAWAR also appreciated the fact that Prava was made locally in Southern California.

When G/M Business Interiors sent the sample to the customer, a staffer loved it so much that she wanted to keep the sample to use as a task chair. Happy to comply, SitOnIt Seating built a replica in 24 hours and swapped it out for her so G/M Business Interiors could get its sample back.

#### WHAT'S NEXT

As other divisions come to the conference room and experience Prava, Dettweiler is confident that it will mean more SOI sales in the government sector where sales of both SitOnIt Seating and IDEON have steadily increased. Projects like the SPAWAR success story put SitOnIt Seating solidly on the radar for government contracts.