



SitOnIt • Seating™

Project Spotlight

Growing Lending Company Finds Smart Investment in SitOnIt Seating



INSTALL FACTS:

Sales Rep: Southern California Team

Dealer: BBI Commercial Office Furniture

Time Frame: March 2012 – October 2013

Product: Focus, Focus Side, Prava, Rowdy

ABOUT THE PROJECT

Gateway One Lending & Finance is a national financing company that has experienced explosive growth in the last two years. As the company has grown, so have its seating needs. Dacre Williams of dealer Beau Bureaux Interiors knew that she could present the lending company with a lot of options at a price that wouldn't disrupt the profit trajectory that was heading straight up. Key to that equation was SitOnIt Seating.

WHAT MADE THE DIFFERENCE?

The finance company knew a smart investment when they saw it. With a wide variety – from office to conference to side and multipurpose chairs – SitOnIt Seating could offer the full gamut of seating options the company needed.

Gateway One was looking for a high-end task chair without the high-end price. The Southern California team from SitOnIt Seating brought in Focus for the office seating and Prava for conference seating.

The financing company was thrilled by the style and ergonomics of Focus. The price point was the clincher. And the Focus Side as the perfect complement sweetened the proposition. The company liked having a complete look for their offices and standardized on Focus for all its office seating.

Gateway One found their conference seating solution in Prava. With its sleek lines and conference arm options, the chair was ideal.

The company rounded out its SitOnIt Seating order with Rowdy, a sturdy, attractive multipurpose chair that boasts versatility and style.

WHAT'S NEXT

With an entire office – from offices to conference rooms – outfitted with SitOnIt Seating products, Gateway One is a testament to the style, versatility and durability of SOI products. And as their business continues to boom, that means more eyes on seating solutions that can grow right along with a company.