



Thoughtful Design is a Win for Focus Side at Ohio National Financial Services

ABOUT THE PROJECT

Ohio National Financial Services – a company that celebrated its 100 year anniversary in 2009 – manufactures and distributes individual life insurance, individual disability income, individual annuities and group retirement plans. When their offices needed a new chair to replace a product that didn't hold up to the demands of a busy lunch & break room, they found the solution with one of SitOnIt Seating's newest products: the Focus Side wood back chair.

WHAT MADE THE DIFFERENCE?

The company was already familiar – and happy – with SitOnIt Seating products. They had used Focus Work mesh back café stools in another facility. They were impressed with the product and with the customer service they received. So when the company heard that SitOnIt was expanding the top-selling Focus line to include wood back chairs, they wanted to take a look.

The chairs were brought in for a sit test. Company representatives were impressed. They loved the comfort. The contour of the back and the coolness provided by the slots in the back were both a design feature and added to the comfort of the chair. And they appreciated the attention to detail; for example, the thoughtful covering of connections in the wood.

The installation was smooth, with exceptional shipping. Each piece of wood was carefully packaged. And any incidental issues were addressed right away by Customer Service.

WHAT'S NEXT

With the Focus Side wood back chairs installed, the company couldn't be happier. They fit in to the overall aesthetic of the facility and, importantly, they are used informally for pull-up meetings in the cafeteria. And Ohio National Financial has been so pleased with the Focus Side wood back that they've already made it a standard.

INSTALL FACTS

Sales Rep: Bruce Longhino Group
Dealer: APG Office Furnishings
Time Frame: March – May 2015
Product: Focus Side



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