



## Project Spotlight

Oticon gives SitOnIt Seating a listen and likes what it hears.



**oticon**  
PEOPLE FIRST

Oticon USA Headquarters

Somerset, NJ

### INSTALL FACTS:

**Sales Rep:** New York Sales Team

**Dealer:** BFI, Inc.

**Time Frame:** July - October 2011

**Product:** Sona, Focus Highback & Midback Task

### ABOUT THE PROJECT

When the world's oldest hearing aid provider wanted to enhance its open workspace environment, its A&D consultant, New York's G3, specified SitOnIt Seating for the first time. Facing off against the Humanscale Freedom chair for the conferencing solution, our New York sales team brought in Sona and Focus, and brought down the house. Oticon chose Sona in cool gray knit with open loop silver metallic arms and upholstered seat. For a task chair, Oticon went with the Focus Task Midback in a black mesh back with upholstered seat in Designtex Rocket Taupe.

### WHAT MADE THE DIFFERENCE?

In short, it was the "tush test." Sona's upholstered molded-polyurethane seat simply outshines any gel or foam seat for all-day comfort. The buyers appreciated the excellent customer service our team showed in a full product demo, including leaving chairs with the customer for a two-week trial. This reality-based testing, along with our chair's operation, looks, and price – especially as compared to the Humanscale competition – won us unanimous raves and a six-figure deal.

### WHAT'S NEXT?

This success story with first-time client G3 reflects our influence with the A&D market in the area. We've already generated new business thanks to this project. A major healthcare facility has chosen to switch out another standard in favor of SitOnIt Seating products, and a corporate installation of fully loaded Focus Midbacks just landed at LifeCell, a leading biotech medical/surgical supplier. This was a major coup for us in terms of beating out the competition. And it's solid validation for all of us working with SitOnIt products – our quality and service stand out to our consultants, colleagues and customers.