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Project Spotlight

Wright Medical Finds Variety of SOI Solutions for New Facility



INSTALL FACTS:

Sales Rep: Ross Resource

Dealer: Memphis Business Interiors

Time Frame: Aug – Dec 2013

Product: SOI: Sona, OnCall, Focus, Focus Side, Prava

ABOUT THE PROJECT

Wright Medical is a specialty orthopaedic company that provides extremity and biologic solutions that enable clinicians to alleviate pain and restore their patients' lifestyles. When it was looking for a variety of seating solutions for its Memphis, Tennessee headquarters, the designer, Valli Design Studio turned to Ross Resources.

WHAT MADE THE DIFFERENCE?

Wright Medical wanted to create different looks to differentiate areas of work. For task seating, the company chose Sona. The company was able to see vignettes of a few chairs and do a sit test, which sealed the deal. They loved the Sona pull bar and decided to go with the knit back and fully upholstered for the working conference rooms and work stations.

Executives loved the sleek design of Prava. And the price point was hard to beat. The company went for Prava midback for conference rooms and Prava highback for the boardroom.

For working classrooms and conference rooms where employees would attend training sessions throughout the day, the company needed all-day comfort. They chose Focus and created a modular space with functional and ergonomic pull-up chairs. The Focus Side found its way to private offices for side seating. The price was unbeatable and the company liked that the chair is substantial, but lightweight with a clean look.

The company knew it wanted sturdy, more substantial chairs with a modern style and upholstered in the corporate colors for break rooms. OnCall fit the bill.

The company loved that speed was part of SitOnIt Seating's proposition. It meant that once Wright Medical made its choices, the chairs were immediately being built. The company also appreciated that the chairs were American made. And the ergonomics and functional design was critical for a company involved in orthopedic design.

WHAT'S NEXT

Since the Wright Medical headquarters opened, a new facility, the Wright Operations Center, also opened with the same standardized seating. SitOnIt Seating continues to be a great solution for Wright Medical's latest workspaces.