



## Project Spotlight

Propex Chooses Sona and Focus in Two Flavors

SitOnIt • Seating™



### Propex

Chattanooga, Tennessee

### INSTALL FACTS:

**Dealer:** Office Coordinators, Inc.

**Time Frame:** November 2012

**Sales Rep:** Ross Resource, Inc.

**Product:** Sona, Focus Work,  
Focus Side

### ABOUT THE PROJECT

Global maker of plastics and erosion control reinforcement, Propex needed new furniture for its world headquarters in Chattanooga, Tennessee. The company wanted to support the community and buy from someone local, and invited interior designer Emily Gamble and salesperson Tripp Goodman of Office Coordinators, Inc. to pitch for the job. During an active sales meeting that brought in a lot of competitors and discussion, the team only had about 18 minutes to pitch their products. That turned out to be ample time for Sona, Focus Work and Focus Side to turn heads.

### WHAT MADE THE DIFFERENCE?

Emily believes that her team's enthusiasm about the project clinched the deal. To show off the chairs, the dealer built a wall in the showroom, installing small groupings of sample chairs to set up faux "collaboration rooms". When the time came to pitch, the sales team took its time listening to the client, then did a short presentation - winning the project in less than 20 minutes.

Propex hadn't worked with SitOnIt Seating before, but the selection that Office Coordinators presented to them fit the bill. Propex liked the Focus Work midback, Focus Side and Sona for their world headquarters.

The company invited customers to do a sit test and received an enthusiastic reaction. People loved the comfort and look of Sona. And the fact that Focus was part of a larger family of chairs - allowing the company to choose Focus Work along with the Focus Side - meant that they could coordinate offices. And with a lifetime warranty, Sona and Focus were the perfect fit for the project.

### WHAT'S NEXT

As visitors to Propex see - and sit in - the chairs, word will spread about the style and comfort of the collections. By outfitting their world headquarters, Propex sends out a clear endorsement of SitOnIt Seating products. And it may just plant some ideas in the minds of visitors.