



SitOnIt • Seating™

Project Spotlight

Lending Club Makes Smart Investment with Focus



INSTALL FACTS:

Sales Rep: Northern California Team

Dealer: Interior Motions

Time Frame: June – August 2013

Product: SitOnIt Seating: Focus

ABOUT THE PROJECT

The internet has changed the way lending and borrowing happens. San Francisco-based Lending Club is an online community that brings together borrowers and investors to facilitate smart investing in an unconventional way. The company is expanding fast as people discover banking that goes beyond the traditional bank. And as the company grows, so do its seating needs. The company originally relied on a mixture of office furniture that grew quickly, matching the company's explosive growth. But with the company planning another boom, it decided to standardize on seating.

Dan Barnard at Interior Motions wanted to give the company samples so they could find the perfect fit. But they were already sitting on the solution.

WHAT MADE THE DIFFERENCE?

Among the Lending Club's mix of office seating were some Focus chairs. These were among the favorites at the office – the ones workers vied for when people changed offices. Still, when the company decided to invest in a standard chair for the growing company, decision-makers wanted to make sure they were getting the best.

Lending Club leaders did a sit test and brought in some of the highest-end competitors. They asked workers to evaluate ergonomics and comfort when they invited them to perform a sit test. Focus won hands-down.

The growing company also wanted to maximize value with a great price. Focus was the clear winner there, too. And with quick turnaround and an outstanding warranty, Focus won the project.

Lending Club decided on two different Focus options: Focus task chairs at work stations and Focus task chairs with conference arms for their conference rooms.

WHAT'S NEXT

Lending Club is flourishing – their offices are expanding to five floors. And since the company has standardized on Focus, as the company grows, so will sales of the chair. With the company on the fast track, SitOnIt Seating's Focus is in a great position to grow from the ground floor.