

Steelcase®

Personality Plus

2	Meet Personality Plus
4	Everyday Ease
12	Everyday Milage
17	Everyday Style
20	Specification
24	The Steelcase Seating Difference



Celebrating the Everyday

When Personality™ launched in 2013 it became the chair of choice for in Asia Pacific.

Rising appreciation for everyday wellness and ergonomic performance then gave us the opportunity to push the boundaries of this loved chair to bring wellbeing to even more users. We began by doing more with less, improving the environmental credentials of the product whilst incorporating Steelcase's Seating Insights and the industry's highest quality standards to increasing its performance.

The result is Personality™ Plus.

Meet Personality Plus





It's not just about that initial feeling when you first sit down, dynamic comfort is about encouraging healthy movement throughout your day – to keep you engaged and focused without sacrificing support.

We design for Movement,
Fit and Connection.



Right Hand Drive



Interplay personalizes your recline tension with a simple click

Personality Plus features an evolved combination of adjustments that is the result of a new proprietary, weight activated mechanism. With smart, simple controls that personalize recline tension with a simple click. The same chair can serve different users, adapting in seconds to achieve tailored comfort as they move and sit throughout the day.

The interplay comfort dial has 3 settings to adjust the back recline:

- 1 Upright back lock
- 2 Full recline with weight-activated tension + boost
- 3 Full recline with weight-activated tension

Palm Back

UNIQUE PALM BACK ENCOURAGES ACTIVE MOVEMENT

The new “Palm” assembly design, encouraging easy lateral and torsional movement.

Significant iteration and development time was spent to finesse the design and assembly of the back frame to create a softer edge experience to improve user comfort.

ADJUSTABLE LUMBAR FOR DYNAMIC BACK SUPPORT

The adjustable lumbar is molded from copolymer, which has 2.5 times more flex for contoured lower back support than its predecessor. With a horizontal slats pattern adds additional fluidity to increase dynamic back support. The support can be adjusted vertically by 60mm to adapt to different users. The lumbar support design was backed with insights from extensive pressure mapping.



Seated Comfort



INTUITIVE SPRING ACTIVATED MECHANISM

Unique spring activated mechanism customizes recline tension to user's weight with a simple dial. Personalized comfort that supports users as they move and sit actively throughout the day. No fine-tuning and adjustments needed for tension adjustment.

ADAPTIVE BOLSTERING FOR LONG LASTING SEAT COMFORT

Steelcase seating is designed with a passive, flexible seat edge (no hard edges) and adaptive bolstering, which uses a blend of high-density foam and infused air pockets, to support more body types and provide pressure free sitting.

ADJUSTABLE SEAT DEPTH

For long term and ergonomic comfort, there should be 55-70mm space between the back of the knees and the seat edge. Personality Plus's seat depth is easy to adjust, with quick access levers underneath the seat, allowing users to quickly get comfortable and get to work.

People come in many sizes.
Personality Plus comes in one.

Given its exceptional adjustability, a single Personality Plus chair can deliver full support and comfort to just about everybody. You don't have to choose between small, medium or large chairs. For facility managers, what size chair someone needs is one less thing to think about.



Connect to Your Work



Every Steelcase chair considers the relationship between the individual and the environment around them. Steelcase seating is designed to allow you to comfortably interact with your technologies and keep you connected to your work and other people.

Our proprietary seat and back mechanisms work in harmony to support you in the ideal vision and reach zone so you can stay connected to your technologies and worksurface. Steelcase seating allows you to stay in a healthy posture with your arms parallel to the floor, even as you recline.

Arms

A SMARTER FIT FOR YOU

Fluid 4D arm movement provide ergonomic support while keeping users connected to their work and technology. Arm caps pivot independently to provide 60 degrees of movement. The arms can retract 50 mm to allow users to get closer to the worksurface improving focus and productivity. Adjust the height of the armrest to ensure ergonomic support for your elbows.

INJECTION MOLDED TPU ARM PADS

Personality plus is engineered to deliver robustness in organisations with higher daily usage. The arm pads of the Personality Plus chair are made of TPU (Thermoplastic polyurethane) — an eco-friendly material that provide robustness through high daily usage but are also 100% biodegradable, offering performance you can feel good about in more ways than one.

The armpads are also UV stable to sunlight, color stability and fade resistant.

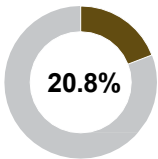




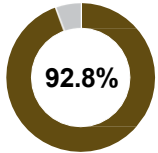
Life Cycle Assessment

Doing more with less drives how Steelcase designs and innovates. This principle keeps us curious and pushes us to create with efficiency. The Personality Plus is a manifestation of this practise to help deliver a more sustainable product but also delivering high quality performance seating at an accessible price point.

Personality Plus features a smarter design using 15% fewer parts and a 6% reduction in overall weight. Fewer parts/less materials also help reduce potential extra carbon emissions in product life cycle covering 5 phases, material extraction, manufacturing, use, transportation, and end-of-life.



**RECYCLED
CONTENT**



**RECYCLABLE
BY WEIGHT**



MATERIALS AND PRODUCTION

The chair weighs just 16.5kg and contains 21% recycled materials. Made up of a minimum number of parts, it uses as fewer materials as possible. Manufacturing has been optimised for minimal waste and energy consumption.

TRANSPORTATION

Minimized packaging volume helps improve filling rates and thus requires less anergy for shipping.

USE

Personality™ Plus is designed for long product lifecycle and low maintenance is required in the product use phase.

END OF LIFE

82% recyclable by weight and the cardboard and plastic film used for packaging are 100% recyclable.

Strong Foundations



Our materiality practice is to design products with materials that are ecologically sound and mitigate human and environmental risk throughout all phases of the product life cycle. Polyamide is the by-product material generated during the distillation of crude oil. Steelcase Personality Plus recycles this “scrap” polyamide, fortifying it with nylon and glass fibres to manufacture the Personality Plus base.

The 5 star base is available in plastic, painted or polished aluminium.

Chair base is made of 100% off-grade recycled materials, fortified to ensure performance and durability. Off-grade polyamide is the by-product generated during the distillation of crude oil. Steelcase Personality™ Plus uses this “scrap” polyamide with fortified nylon and glass fibre to produce the Personality™ Plus base.

Tried and Tested



Steelcase performs additional 80+ tests on the Personality™ Plus task chair. It is a real challenge to produce a high-quality performance task chair at an accessible price point. Personality™ Plus delivers on this challenge while maintaining a commitment to sustainable practices. With a 12 year warranty and performance that endures, Personality™ Plus is a task chair made to last and tested and certified for leading industry standards.



Made in Asia

Personality Plus is manufactured in our Pune, India, reducing the miles between our factories and our customers. Manufacturing in Pune factory (pictured) is powered by solar energy.





Design & Production

Spring Summer Trend

- Fabric?
- Patterns?
- Sewing Fabrics.
- Red, blue, orange.

pay attention to

- how Factor
- Outdoors Fashion!

Texture

- Brassy
- Heavy
- Striped

Fashion Trend

Marketing Materials !!

- Social Media?
- Retail Shops?

Marketing need this by 23/10

Additional Features



COAT HANGER

Accessory to keep personal belongings close at hand.

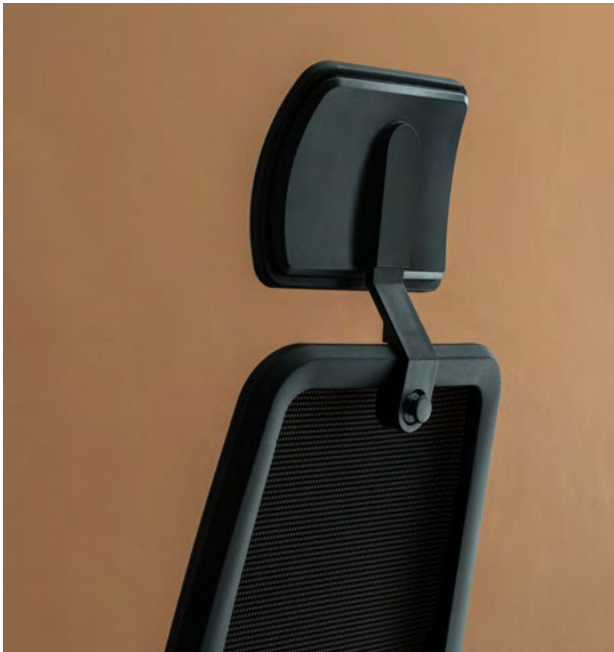


HOOK BUTTON

For users to store quick-access small items.

ERGONOMIC HEADREST

Height adjustable for additional head/neck support for those long work days.



Steelcase offers the most comprehensive seating portfolio in the industry to support all the different ways people work. Personality Plus's extensive range of styles and materiality options can meet your brand and budget needs from seated task chair to stool configuration.



Features + Adjustability



Chair with Mesh Back



Chair with Upholstered Back



Stool with Mesh Back



Stool with Upholstered Back

DIMENSIONS

	Chair	Stool
Overall Depth	507mm to 557mm	507mm to 557mm
Overall Width	660mm	660mm
Overall Height	950mm to 1070mm	1140mm to 1394mm
Seat Depth	429mm to 487mm	429mm to 487mm
Seat Width	482mm	482mm
Seat Height	420mm to 540mm	565mm to 819mm
Lumbar Height from Seat	153mm to 261mm	153mm to 261mm
Arm Height from Seat	210mm to 290mm	210mm to 290mm
Distance b/w Armrests	472mm	472mm
Armcap Pivot Range	30°	30°
Armcap Depth	50mm	50mm



LIVEBACK® TECHNOLOGY
The back conforms to your spine to provide flexibility and support for responsive comfort and fit.



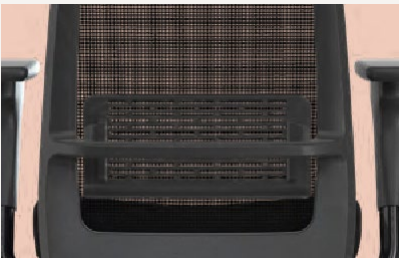
WEIGHT-ACTIVATED
Synchro Tilt Mechanism Responds to your body weight to provide the right amount of back tension as you recline.



RECLINE ADJUSTMENTS
Comfort dial offers four settings: Upright back lock, mid-back stop, a boost setting (offers +20% additional back tension resistance for individuals who need it) and weight-activated full recline.



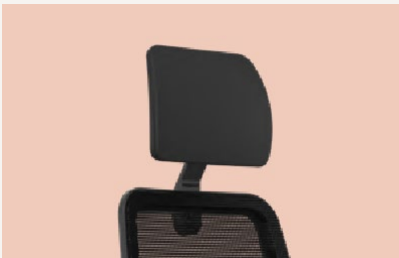
4D ARMS
Fully adjustable arms move in height, width and depth, and pivot to better support your neck and shoulders. The cantilevered arm design encourages posture change.



LUMBAR SUPPORT
Adjustable lumbar with embedded spring energy comes standard.



SEAT ERGONOMICS
Seat is height- and depth adjustable. Flexible edges and adaptive bolstering in the seat foam provides pressure-free comfort.



HEADREST
Optional headrest adjusts vertically to support head and neck.

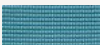
Surface Materials

FRAME/BASE/ARM

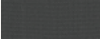
Painted (Neutral)

Black	
Seagull	

AIR MESH

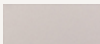
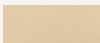
AR01 Grey		AR13 Aubergine		AR18 Lagoon	
AR02 Black		AR14 Peacock		AR19 Saffron	
AR05 Royal Blue					

NEW BLACK

5J08 Jack		5J11 Henry	
5J09 James		5J12 Harley	
5J10 Bruce			

BACK

Omni-R

J501 Ebony		J535 Coconut		J543 Wasabi	
J507 Ink Blue		J538 Scarlet		J544 Nickel	
J508 Rhino		J550 Ocean Blue		J547 Malt	

BACK AND SEAT

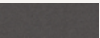
Otto

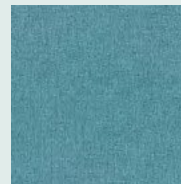
K601 Peacock		K606 Coral		K611 Bluestone	
K619 Pine		K620 Ruby		K612 Smoke	
K617 Sage		K618 Burgundy		K613 Iron	
K604 Grass		K610 Lagoon		K614 Ash	
K605 Honey				K615 Charcoal	

MEDLEY (PG2)

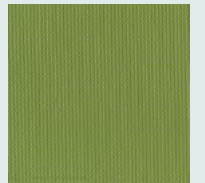
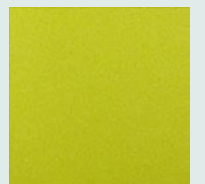
60003 Grey		63017 Orange Mix		67006 Sky Blue	
60004 Pepper		64019 Red		67053 Water Blue	
60167 Grey Brown		64125 Dark Pink		67054 Dark Green	
60999 Pepper Black		66008 Light Grey			
61002 Beige		66010 Blue			
62002 Mustard Yellow		66144 Denim			

Era

5ER0 Cobalt		5ES4 Sprout		5ET7 Ocean	
5ER2 Blue Nickel		5ES5 Blue Mint		5ET8 Stone	
5ER3 Pistachio		5ES7 Night Owl		5ET9 Slate	
5ER6 Truffle		5ET1 Peach		5EU1 Pink	
5ER7 Saffron		5ET2 Cherry		5EU2 Electric Indigo	
5ER8 Pink Lemonade		5ET3 Fresh Green		5EU3 Green Citrine	
5ER9 Onyx		5ET4 Jade		5EU4 Storm Cloud	
5ES0 Scarlet		5ET5 Sky			
5ES3 Persimmon		5ET6 Cloud			

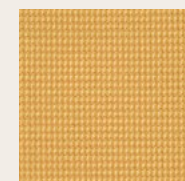
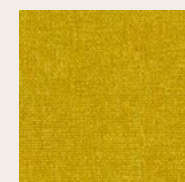
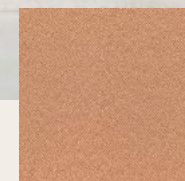


Light and expressive colors inspired by natural elements create a sense of comfort at work.





Warmer neutrals and more vibrant colors inspired by biophilia create environments that intersect with nature and provide a sense of wellbeing.



The Steelcase Seating Difference

It's about more than a chair for us. It's our deep understanding of people, how they work, how they move and feel and what they need while they work. Our insights inspire new seating solutions, expressed with uncompromising quality, craftsmanship and sustainability.





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