

HAWORTH

Soji Sales Presentation

Soji
Introduction video



http://media.haworth.com/asset/102981/Social_Launch_Final.mp4

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Value Proposition

Why Soji?

Thoughtful Design and Ergonomics

Built on a foundation of research, knowledge, and expertise, Soji embraces the relationship between the human body and chair to deliver exceptional comfort to just about anybody.

Effortless Support

Soji task chair offers support for a wide range of people, postures, and workstyles. With its host of ergonomic features and smoothly operating adjustments, Soji provides individualized ergonomic control to promote well-being.

Remarkably Efficient

Fit for applications from individual workstations and touchdowns to collaboration and conference rooms, Soji offers more options for organisations that are challenged by the need to support employee well-being while maximizing facility space and budget.

Statement of Line and Features

Soji Statement of Line

Fit for a variety of applications Soji without **compromise on Design and Comfort**. With its high-quality materials in both fabric and finish Soji makes a comfortable first impression and a durable lasting impression in any workspace.



Soji office chair



Soji stool

Statement of Line

Arms

Armless
Fixed (+)
Height adjustable (+)
4D (+)

Seating Mechanism (synchronised)

Standard Back Lock
Fixed seat
Seat depth adjustment (+)
Seat depth adjustment + Forward tilt (+)

Seat height adjustment

Castors

Hard castor
Soft castor



Back

Knitted mesh

Lumbar

Without
Height adjustable lumbar pad (+)

Seat pan

Comfort foam

Base

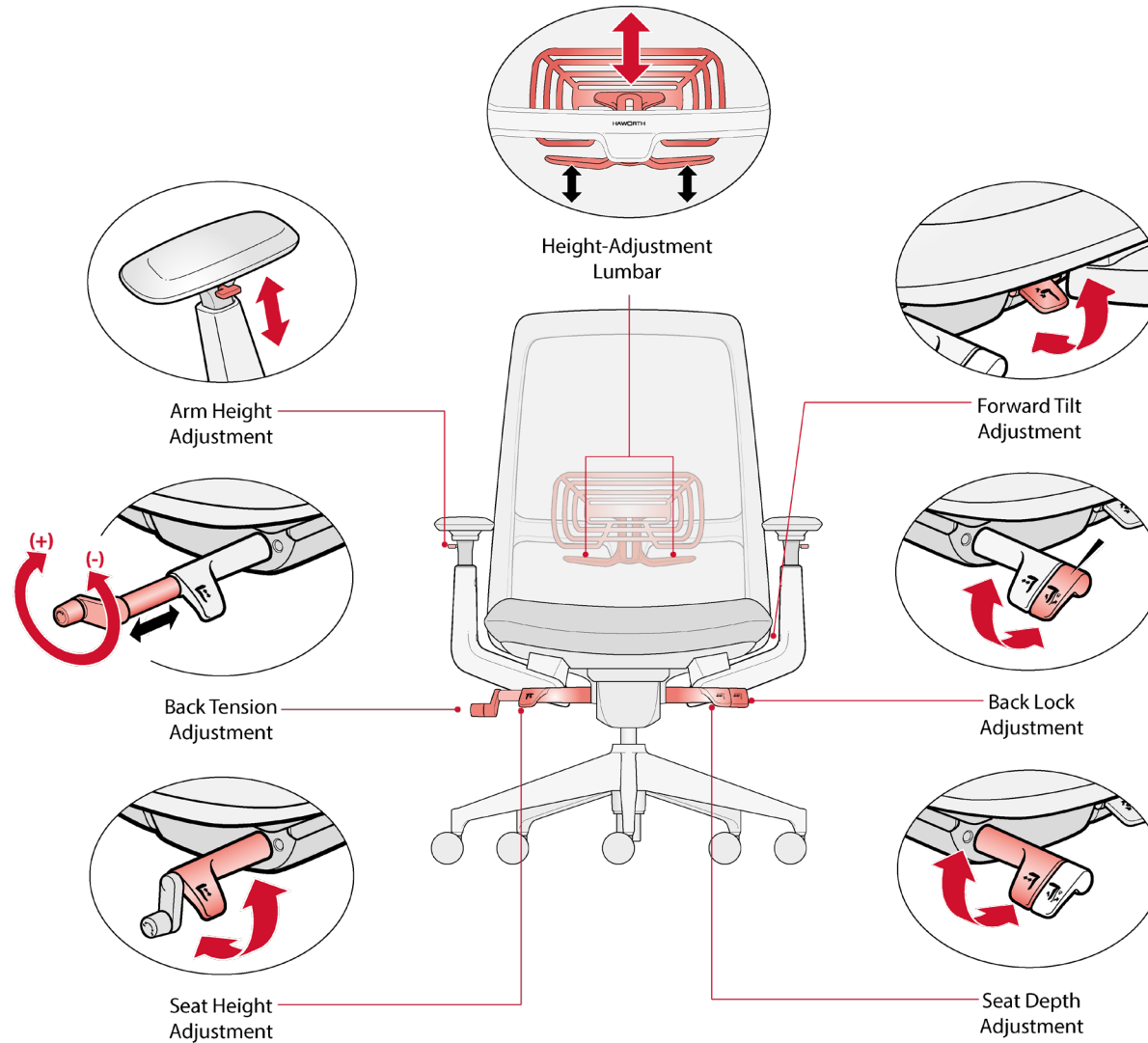
Plastic
Aluminum (+)

Key Features

- Highly adjustable ergonomic task chair
- Designed for broad population of users
- Synchro mechanism with forward tilt for class leading ergonomics
- Soji knit cutting process avoids up to 14% material waste compared to traditional mesh
- Designed by Arne Dassen and Haworth Design Studio

Functions

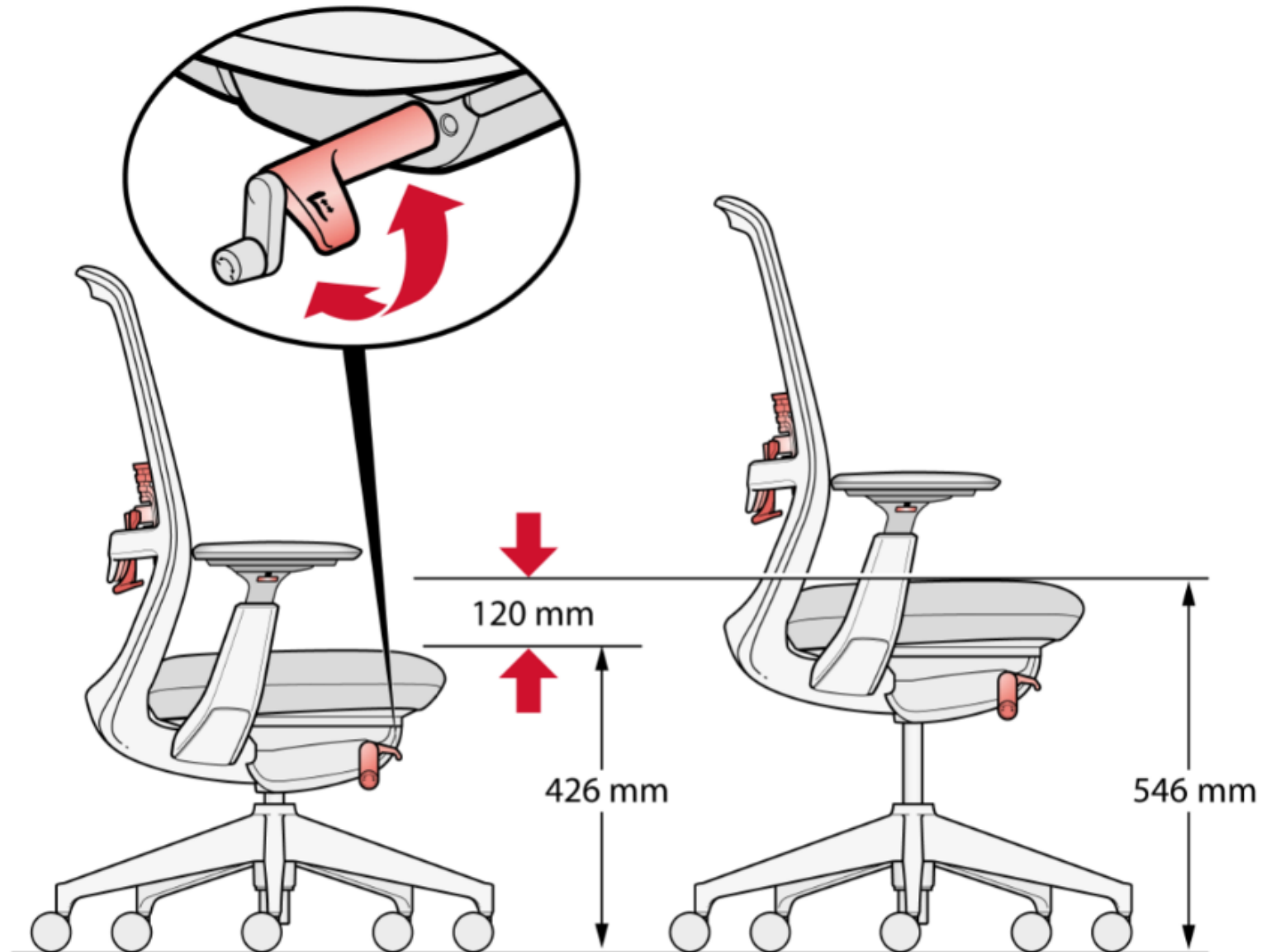
Function Overview



*NOTE: some features are optional and have an extra charge

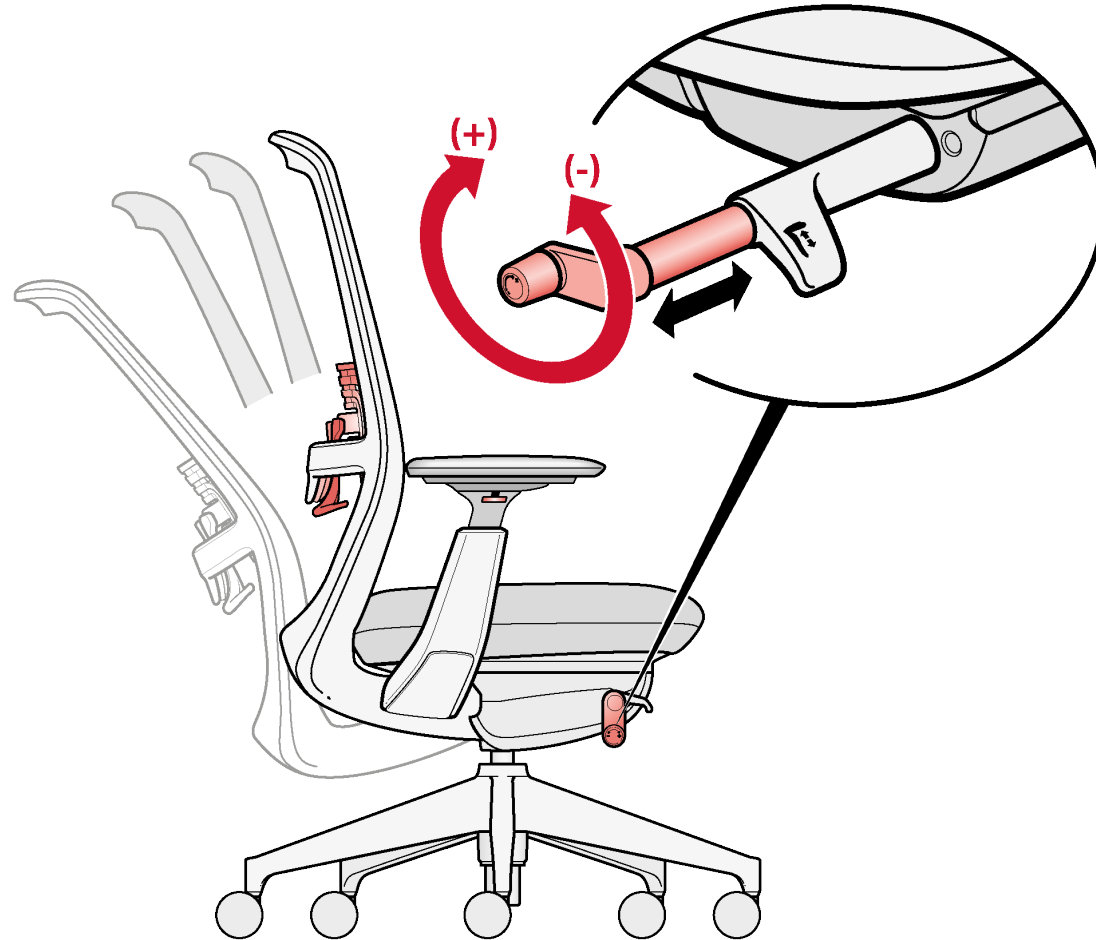
Seat height adjustment

- Pneumatic seat height adjustment.
- Seat height adjusts 120 mm from 426 mm to 546mm on models with aluminum base.



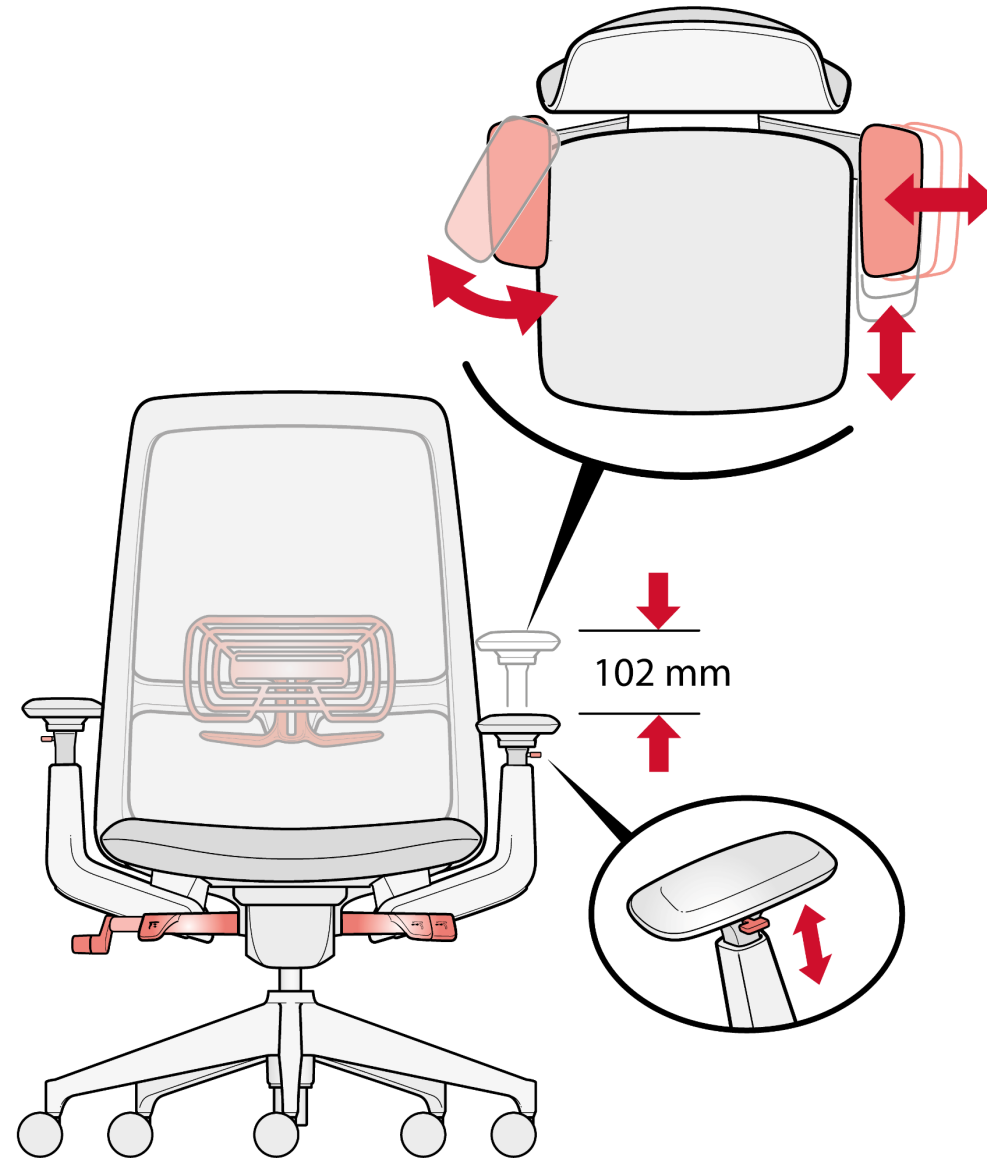
Back tension adjustment

- Regulates the amount of resistance felt when leaning back in the chair and the effort required to recline the chair backwards.



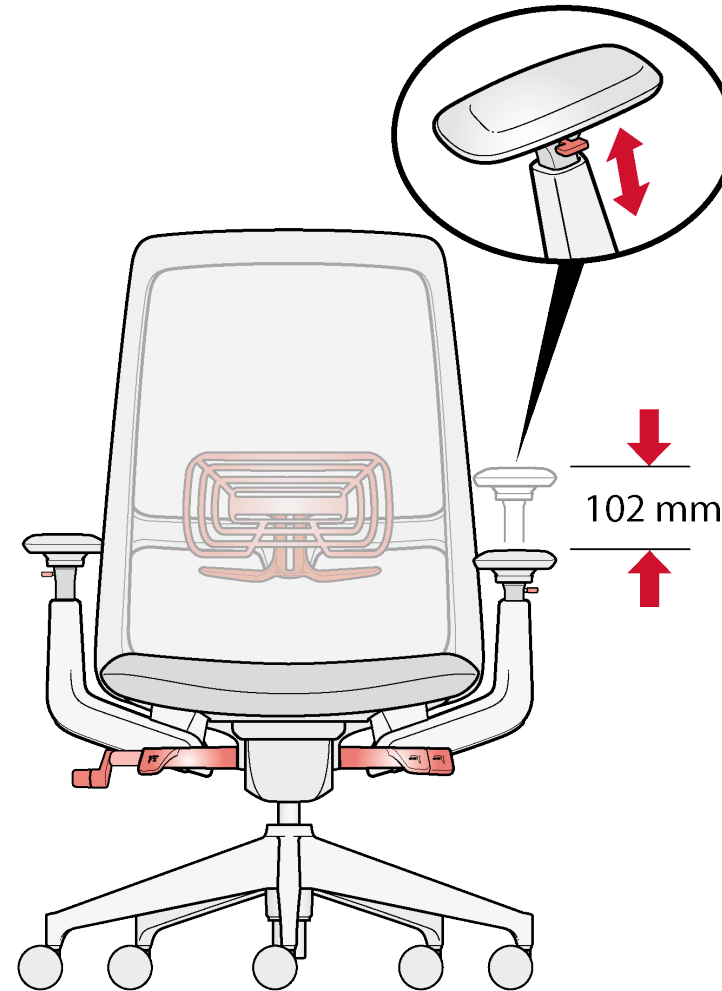
4D Arm adjustment (optional)

- Optional 4D arm adjusts in 4 ways:
- Height adjustment 102mm
- Side-to-side arm cap adjustment range: 76mm [38mm each arm cap]
- Front-to back adjustment range: 89mm
- Pivoting 20° in and 20° out



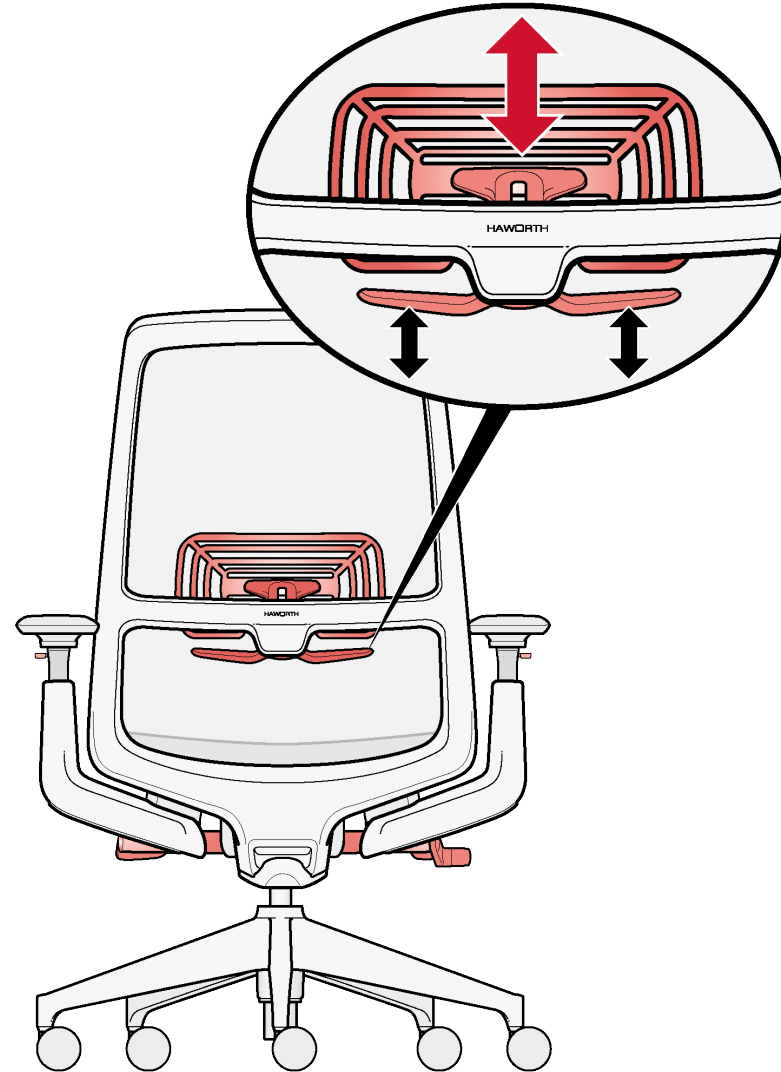
Height adjustable arm (optional)

- Optional height adjustable arms adjust 102 mm vertically.



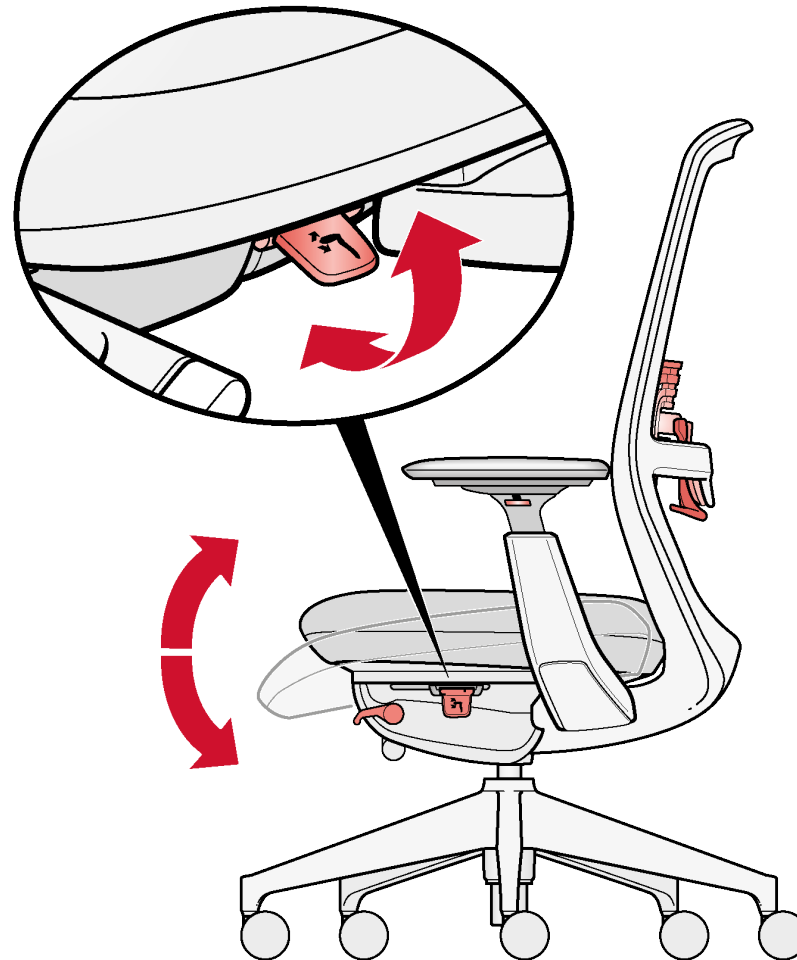
Lumbar support (optional)

- Optional height adjustable lumbar.
- Range of 89 mm of height adjustment.
- Available in Black or Fog.



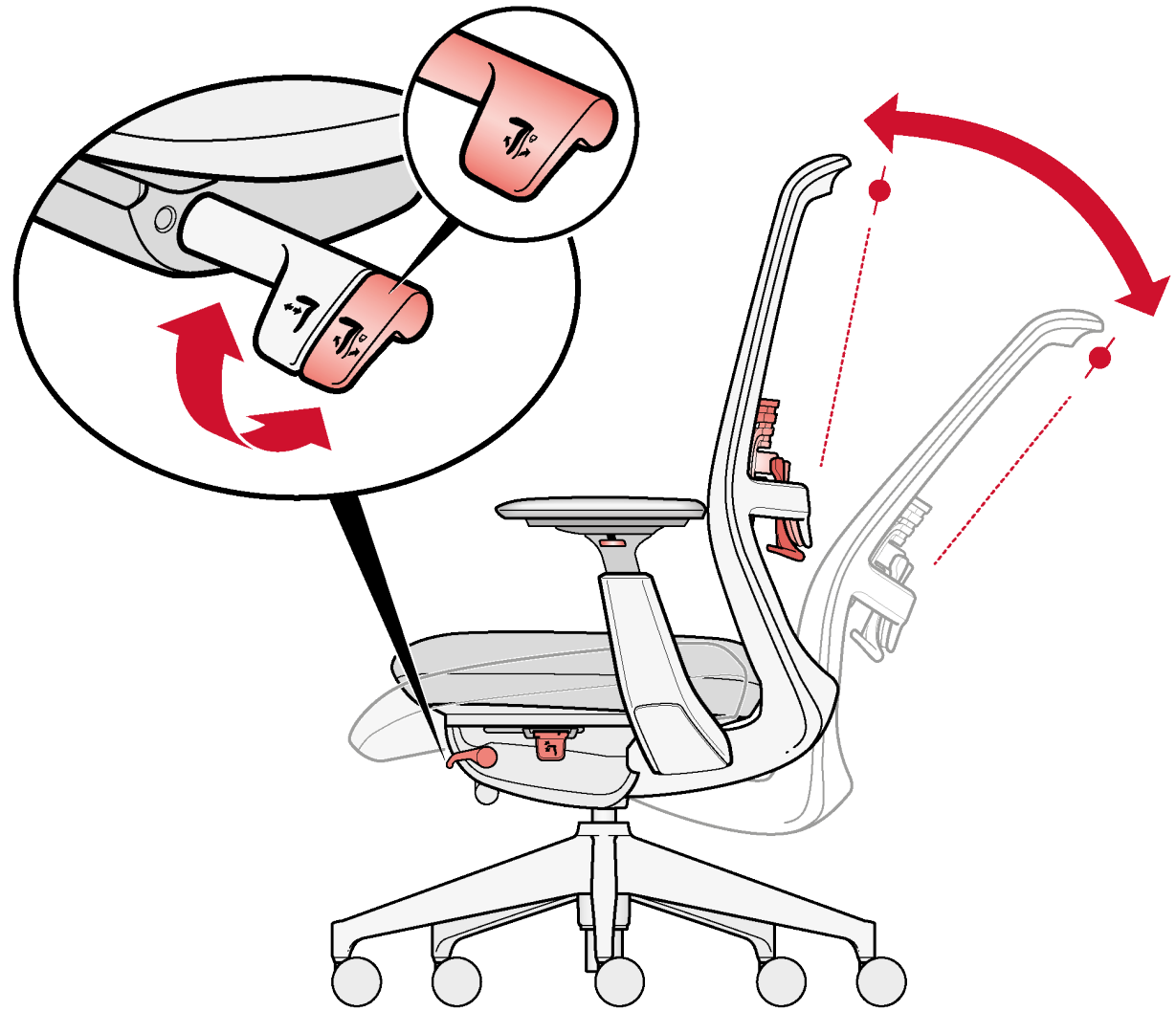
Forward tilt (optional)

- Optional forward tilt allows seat pan to move $-5,4^{\circ}$ downward from the initial position.



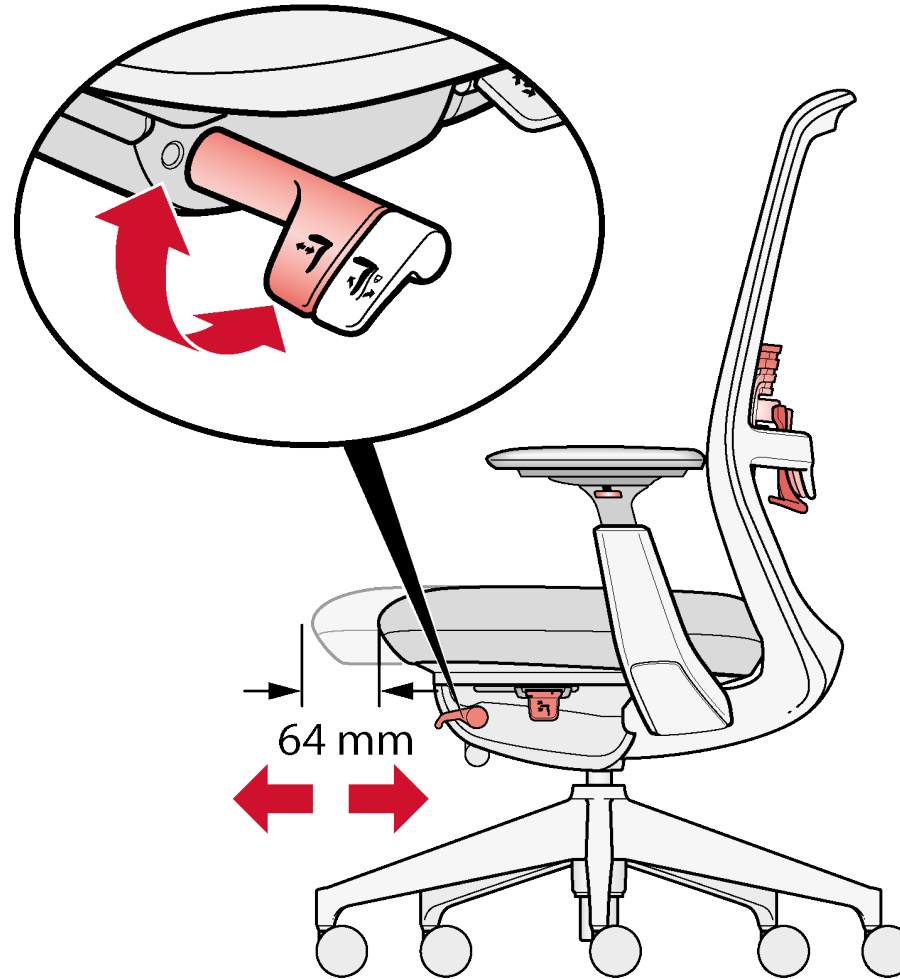
Back Lock

- Single position back lock.



Seat depth adjustment (optional)

- Optional seat depth has 64 mm seat depth range. Fixed seat also available.



Soji Adjustment video



<http://media.haworth.com/asset/103299/Soji-Adjustment-Video---F.mp4>

Colors and Materials

Aesthetic Options



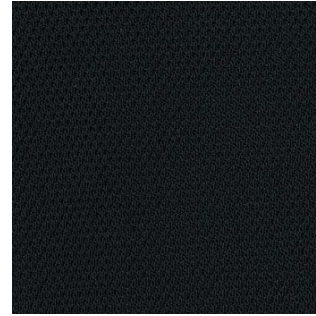
+ Upcharge

Colors & Materials Soji Knit Mesh

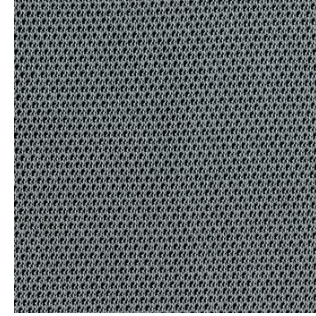
Available only for Soji task chair



Carbon
XT001



Navy
XT006



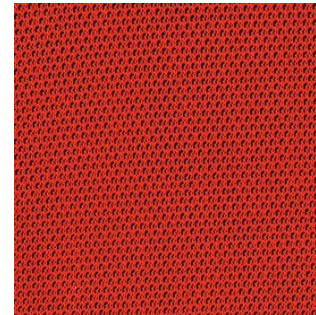
Mist
XT005



Clay
XT003



Juniper
XT004



Cayenne
XT002

Colors & Materials Finishes

Plastic Base



Black
TR00F

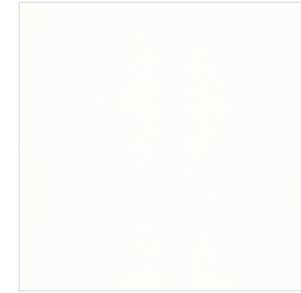


Fog
TR007

Plastic Frame



Black
TR00F

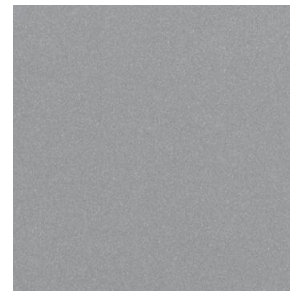


Snow
TR0FM



Fog
TR007

Aluminum Base



Metallic Silver
TROLE



Matte EU Black
TRMTB

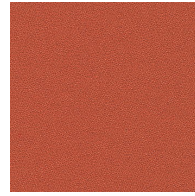


Polished Aluminum
PMOOP

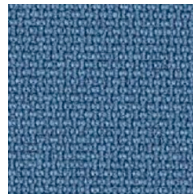
Color Details

Plastic frame	Lumbar	Arm caps	Base	Mechanism	Castors
Black	Black	Black	Plastic Black Plastic Fog Powder coated aluminum Metallic Silver Powder coated aluminum Matte EU Black Powder coated aluminum Matte EU White Polished Aluminum	Black	Black hard castor for carpet 2-tone Grey hard castor for carpet Black soft castor for hard floor
Snow	Fog	Fog		Black	
Fog	Fog	Fog		Black	

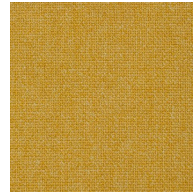
Colors & Materials Seat Upholstery



Tellure



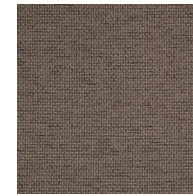
Figther



Medley



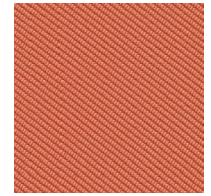
Era



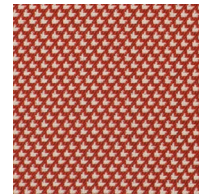
Mozart



Focus



Oceanic



Diagonale



Relate



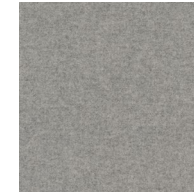
Atlas



Blazer



Big Arrow

Divina
Melange 3

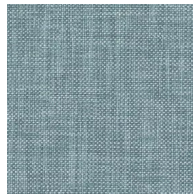
Steelcut Trio 3



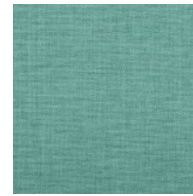
Hallingdal 65



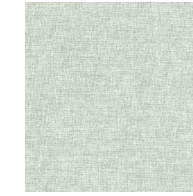
AP Leather



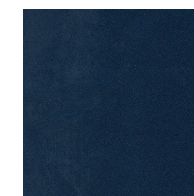
Blaze *



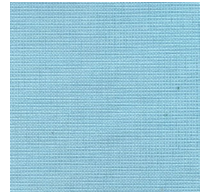
Beachcomber *



Oslo *



Twilight *



Cara *

* Fabrics offered only from Chennai plant

HAWORTH

Applications

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Assigned workspaces



HAWORTH

Collaborative space



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Touchdown space



HAWORTH

Meeting rooms



Certificates

Certificates

- Indoor Advantage Gold
- BIFMA Level
- BIFMA x5.1
- AFRDI
- GECA



Blue Tick
Product
Certification

Thanks