

CASE STUDY:**seating inc.**

NUNDA, NEW YORK

SEATING INC.

Seating Inc. is a family owned and operated U.S. maker of quality office chairs, whose specialty is in creating commercial seating products that fit every task for every body. Its custom solutions feature a generous fit, heavy duty construction, and durability for intensive use.

CHALLENGE: Seating realized it was time to simplify its product lines and create new materials and sales literature in response to a competitive market. The original mix of 300 products, all of which were customizable, was becoming difficult to manage. It was time to integrate its niche offerings within broader, standardized lines.

SOLUTION: All the seating products were streamlined into three family product lines with some additional offerings. With this change it also became clear that the Seating brand needed a fresh approach from the corporate identity through to the product.

CORPORATE IDENTITY + PRODUCT NAMING: Bluerae first created a new corporate logo, tagline, and identity system that immediately conveys the company as established, friendly, service-oriented, and focused on custom care and fit.

Next came the need for a name for the first new line to be introduced. Bluerae evaluated the competition and the key characteristics of the chair – clean lines, contemporary look, comfortable features – to come up with the name Monterey.

BROCHURE: The Monterey line established the engaging, new visual approach for Seating's product literature. Sales and marketing needs were reviewed and photography was art directed to then create the exciting Monterey brochure and hangtag.

PRICING GUIDE: As all the product lines were streamlined and features were made more consistent, a new overall pricing guide was needed. Again Bluerae took a wide array of information and created an easy-to-understand format, clear and consistent tables, a customized icon system, and easy-to-follow organizational structure.

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Corporate Identity



Product Brochure



Product Pricing Guide

ABOUT BLUERAЕ:

Bluerae Creative listens. This simple act allows us to understand and interpret your needs, fluently translating them both visually and verbally into successful communications programs.

Working as an extension of your team, Bluerae sees the benefits – and the realities – of each project discipline, while always being attentive to budgets and timelines. Through the use of strategic thinking, structured work processes, and responsive collaboration, we create innovative solutions that meet, and surpass, expectations.

BRAND DEVELOPMENT

- key messaging and taglines
- company/product naming
- logo and corporate identity development
- identity standards and usage

CORPORATE COMMUNICATIONS

- key messaging and creative copywriting
- corporate collateral systems
- marketing communications systems
- trade show graphics and collateral
- sustainability reports
- photography/imagery creation or management

INTERACTIVE COMMUNICATIONS

- information architecture and navigation
- content development
- interactive design for websites and CDs
- eMarketing (Web banners, HTML email, eNewsletters, etc.)

INVESTOR COMMUNICATIONS

- annual reports
- investor kits
- fact sheets
- presentation materials
- interactive versions of all IR for websites or CDs

B L U E R A E

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