

Reply Just for you

Love how you work.®

Steelcase

Visit steelcase.com

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Design Product **Share It**: Steelcase Design Studio in collaboration with Stefan Brodbeck - www.brodbeckdesign.de - Product Design **Fusion**: Steelcase Design Studio

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Observations & Insights

1 / With the rise in collaborative working, users need to feel re-energized once at their desk.

2 / Lower back pain = 2nd largest cause of absenteeism, due to bad seating postures. Users need healthy and intuitive chairs.



Need of customisation



Need of easy to adjust chair



Reply Just for you

Today collaborative working is the key to business success. Over the last decade time spent working alone in the office has almost halved as organisations realise the benefits of working together. Yet every individual in a team brings their own skills and creative ideas. Modern offices, designed to encourage interaction, should also facilitate individual and group expression and the ability for people to personalise their space.

Helping users achieve this should start with seating. People spend nearly nine years of their life sitting at work. That's why Steelcase has created Reply and Reply Air. A new family of customised, high-performance seating which combines choice of aesthetic with real comfort and an easy to use ergonomic design.

Whatever you ask of your chair, Reply can give you the answer.

Why Reply?

- 1 - Customisation – choose from different aesthetics.
- 2 - Comfort and easy adjustability guaranteed.
- 3 - More than a task chair, a seating family that meets the needs of individual and collaborative spaces.

Reply Air



Customisation

Reply and Reply Air seating offer a range of innovative designs to allow individuals and organisations to customise and personalise their workspace.

Reply comes with 5 attractive upholstered patterns and allows personalisation with a name card holder which can be placed in 3 positions. Reply Air with innovative velvet, mesh fabric is available in 8 colours and offers the ability to easily move the chair wherever you want, thanks to an integrated backrest handle.

Reply and Reply Air... different designs, same high performance.

Reply



Reply and Reply Air visitor





Thoracic area
Dense foam

Lumbar area
Soft foam

Pelvic area
Dense foam

Reply: real comfort in a simple way

Reply is part of the Steelcase High Performance Seating family, inspired by our understanding of back movement in seated position. Each individual requires different amount of support in the lumbar and thoracic areas.

In addition: to fully benefit from the backrest support and respect the natural 'S' shape of the spine, the user needs to sit properly and the pelvis needs to be well-positioned.

Reply's backrest comes with 3 areas corresponding to the pelvic, lumbar and thoracic parts of the spine.

Two different densities of foam are used: flexible, soft foam to cushion the lumbar region and denser foam to provide full support to the upper and to the pelvic back part. These densities are visually demonstrated through the electro-welded upholstery pattern, which also provides better thermal comfort compared to standard upholstery*. Increased air circulation keeps users cool, calm and comfortable.

All in all it allows maximum comfort throughout the day.

* Study revealed by the IFTH (French Textile Clothing Institute).





C4478

C4445



Reply Air : real comfort in a transparent way

Alternative innovations in Reply Air take customised comfort to another level. Boasting an exclusive mesh fabric with a velvet touch, Reply Air automatically and exactly adjusts to support an individual's spinal print. The tension of the mesh, and therefore the support it provides, adjusts according to the force placed on the backrest by the user.

The velvet touch of the fabric offers a nice sensation, keeping individuals relaxed. Complete with handle for easy movement, Reply Air is the ultimate seating answer for any individual.



C4399

Lumbar support

Users have the choice of a height-adjustable lumbar support.



C4397

Adjust with ease

Many people don't realise how important it is to adjust office seating to the correct settings. A poorly adjusted seat is as ineffective in supporting the back as a stool. By contrast, Reply offers easy handle access to allow every individual to enjoy the best comfort, all day long.

For an interactive user guide visit www.steelcase.com/adjustmyreply

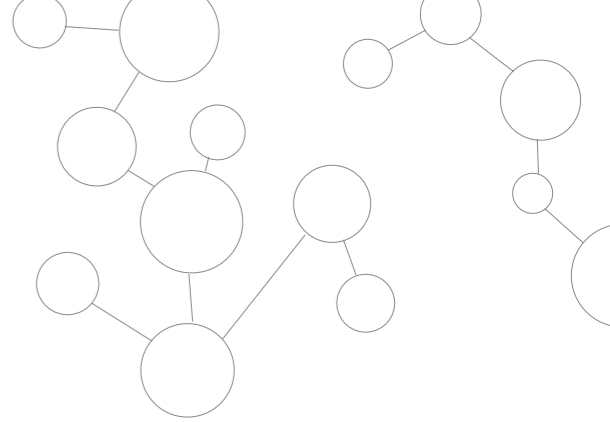


Card holders for visitor cards or user guides can be fitted in three moveable positions to dedicate Reply to a single person or a particular department.



Back height
In the seated position you can easily adjust the height of your backrest.





Reply: responsive seating for any application

Simple, but effective, Reply breathes life into any environment or setting. Easy mobility allows for quick reconfiguration of the office to support individual and collaborative working.

Reply's diverse choice of patterns and colours can be used to energise individual workspaces. As a key feature of Reply, customisation allows organisations and individuals to both express their culture and identity and maintain motivation.



Collaborative space



Individual space



C4455

Individual space

Reply Air: Stand out from the crowd

Reply Air creates a sleek and stylish working environment for cutting-edge global businesses. Ideal for individual workspaces, team areas or benching applications. With Reply Air organisations can demonstrate how much they value their employees.

The unique mesh fabric used in Reply Air has been shown to provide dynamic back support throughout long meetings.



C4473

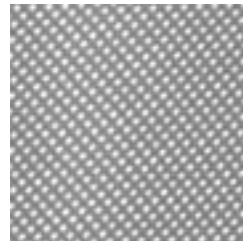
Meeting space



C4128

Benching application

Reply Air



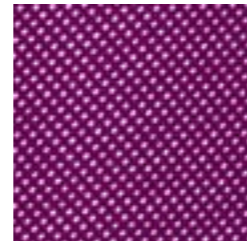
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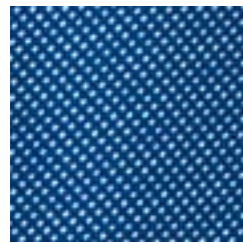
White



Red



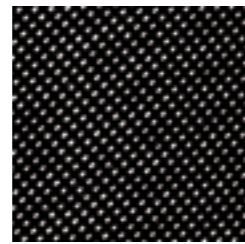
Bright purple



Royal Blue



Apple Green



Black



Orange

Reply



Pattern: code



Pattern: digit



Pattern: retro



Pattern: network



Pattern: champagne



Task chair		Reply Reply Air
Adjustments	Adjustable seat height	●
	Seat impact absorber	○
	Adjustable seat depth	○
	Adjustable backrest height*	●
	Adjustable lumbar support**	○
	Tilt tension	●
	Upright back stop	●
Armrests	Multi-position back lock	●
	Without	●
	Height adjustable	○
Castors	3D (height, depth, pivot)	○
	Ø 65mm	○
	Ø 55mm	●

Visitors chair sled base Stackable / non stackable		Reply Reply Air
Armrests	Without	●
	Fixed	○
Glides	Standard glides	●
	Felt glides	○

Visitors chair 4 legs Stackable		Reply Reply Air
Armrests	Without	●
	Fixed	○
Glides	Standard glides	●
	Felt glides	○
Castors	Ø 40mm	○

● standard ○ optional * available only for Reply ** available only for Reply Air

Reply environmental performance

You need clear evidence to support your environmental credentials. We can provide it.

Thanks to the Life Cycle Assessment (LCA) method, Steelcase can quantify the product's environmental impacts to set the stage for further improvements. This method, based on ISO 14044, is selected by the European Union for environmental evaluation. It allows us to measure the environmental impact of our products throughout their lifecycle: materials extraction, production, transportation, use and end of life.

The results are published in an Environmental Product Declaration (EPD). Ask for Reply's EPD to find out about its impact on CO₂, waste and 6 other environmental impacts.



A focus on logistics Eco-smart⁺⁺ packaging

Based on our experience in packaging optimisation (Eco-Smart, Eco-Smart⁺), we have developed our 3rd generation of intelligent packaging system for chairs.

Compared to Eco-Smart this leads to less CO₂ emissions (182 tonnes CO₂-eq avoided / year), and less fuel (45 000 litres avoided/year), for 55 000 chairs sold/year (data references for calculation : Ademe – French EPA).

End of life

98% recyclable.

100% recyclable cardboard and LDPE film for packaging.

Quick and easy disassembly.

Plastic parts clearly labelled for easy sorting and effective recycling.

Material

19% recycled content by weight for the plastic base version, 28% for the aluminium base version.

No hazardous materials.

Packaging: LDPE film (30% recycled content) and cardboard (100% recycled content).

Water-based inks without solvent on paper and packaging.

Use

Designed for a long product life.

Replaceable parts.

Transport

Manufactured close to customers, in Europe.

Eco-smart⁺⁺ packaging - Minimised packaging weight and volume.



Production

ISO 14001 certification for the Sarrebourg site (France).

Powder-coat painting: VOC-free and free of heavy metals.

No glue.

Water-based urethane foam.

You require official certifications. We can deliver them.



Environmental Product Declaration (EPD). Based on ISO/TR 14025, its purpose is to communicate precise and verifiable information about a product's impact on the environment at all stages of its life cycle.



"NF Environnement" certification. Based on ISO 14024, this French voluntary certification mark is awarded to products that have a reduced effect on the environment.



Oeko-Tex. The polyester fabric is labelled with the Oeko-Tex 100 Standard guaranteeing that the textile doesn't contain undesirable substances.



European Flower. The pure wool fabric is labelled with the European Flower awarded to products meeting stringent quality and environmental performance criteria.

You care about the end of use of your furniture.

We offer options - be it refurbishing, take-back, charitable donation or recycling.

Visit steelcase.com to discover more about Steelcase's unique ecodesign strategy.