



SitOnIt • Seating™

Project Spotlight

Global Insurance Leader Loves Prava's Sleek Look, Stunned by Appealing Price



HUB International
Riverside, CA

INSTALL FACTS:

Dealer: GM Business Interiors
Time Frame: March - September 2012
Sales Rep: SitOnIt Seating, Southern California Team
Product: Prava

ABOUT THE PROJECT

When global insurance brokerage HUB International was updating its conference room with new technology and a new conference table, the company decided to upgrade its whole look. It wanted a new image to match the new technology. The company was looking for a smaller-scale chair – a cleaner profile than traditional bulky leather chairs. They looked to dealer GM Business Interiors to find a solution.

Giang Nguyen of GM Business Interiors brought in a sampling of eight different chairs in the same price range including chairs from some of the biggest names in the business. He left the sample chairs with the decision-makers – the executives – for two weeks.

WHAT MADE THE DIFFERENCE?

Price wasn't the top consideration for HUB International. What the brokerage was really looking for was comfort and style. When the executives tested Prava, they loved the support on the lower back and the overall comfort. They appreciated the simple control design and loved the stylish look for the new conference room. When the executives met to discuss their top choices, Prava emerged as the winner. When they discovered the price, they were shocked. Prava was at the low end of their price range.

Part of the attractive price was the SitOnIt Seating fast turnaround that comes standard. The speed of shipping was also a key factor. GM Business Interiors had to choose quick ship on every other product in the conference room at an additional cost. But the four-week lead-time was ample for SitOnIt Seating.

WHAT'S NEXT

Looking forward, HUB International is aiming to standardize its conference rooms. And as the company continues this upgrade across offices in Los Angeles and San Diego, Prava will become the standard in all their conference rooms.