



Affirm Series Sales Tutorial

PRESENTATION DATE

June, 2019

Mesh Backs

Choose between two back heights.

Mid & High-Back Sizes

AF5X4
Mid-Back version



Ex. Model# AF564

AF5X8
High Back version



Ex. Model# AF568

Headrest

AF5X9
High Back w/ Mesh
Headrest (default)



Ex. Model# AF569

Mesh Backs (Other Models)

Stools

Grande Spider Base (GSP)

- Spider base w/ chrome flat fixed footing
- Stool package w/ 8" chrome cylinder
- 22" fixed footing
- 65mm soft casters



8" Travel Range

22" Fixed Footing

Adjustable Footing

- Knobless, turn-lock footing
- Stool package w/ 10" chrome cylinder
- 20" adjustable footing
- 55mm black carpet casters



10" Travel Range

20" Adjustable Footing

Nest



Armless option available



2 chairs front to back = 33 inches (nesting density)



Choose between silver powdercoated steel tube legs

or

Black powdercoated steel tube with perpendicular leg endings for ideal mobility.

Guest



Cantilever base with black, powdercoated finish rear button glides (removable to allow rearward sliding), & black polypropylene front stops for added stability.

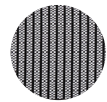


Mesh Colors

Choose between 2 standard soft touch colors.



Nightfall Black

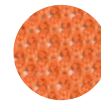


Starlight Silver

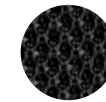


Knit (overlay option)

A permanent, warm & breathable knit overlay with 9 lively color choices.



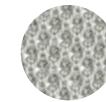
Del Ray



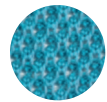
Echo Park



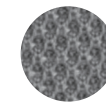
Palisades



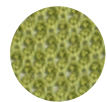
Sawtelle



Malibu



Silver Lake



Joshua Tree



Topanga



Sunset Junction



Ex. Model# AF588

Mesh Backs (Selected Accessories)

Coat Rack



Black powdercoated wire rod coat hanger w/ collar support

Deluxe Headrest



3-way adjustable slidable & upholstered Grade 3 leather-like material

2-way Headrest



Upholstered 2-way Headrest Grade 3 leather-like material

Model-LX



Mesh Back Overlay (-LX)

Dress up your Affirm with a luxury French-stitched mesh back overlay.



Ex. Model# AF508-LX

Cushioned Backs

Choose between multiple styles.



Ex. Model# AF418

Stools



Ex. Model# AF413



Ex. Model# AF415

Nest



Ex. Model# AF470N

Guest



Ex. Model# AF411S

Seat Options

Affirm's generous waterfall curve combined with mild contours, allows "sit-as-you-like" comfort.

Combine the optional petite seat with the petite base package for even smaller dimensions.

Standard

20.75" w

Large Affirm seat

Std on Mesh High Back models: AF516S, AF5x8, and AF5x9



Ex. Model# AF528-5302

19" w

Small Affirm seat

Std on Mesh Mid-Back and Cushioned Back models: AF511S, AF513, AF515, AF4xy, and AF5X4 models



Ex. Model# AF488

Optional

18" w

Petite Truly. seat

- Seat shape will be different from Affirm std. seat
- Upcharge will apply



Ex. Model# AF514-5308

Finish Options

Choose between a timeless black finish, or polished for high-end aesthetics.

For a lower seat height choose a petite package.

Polished Aluminum Package



Includes:

- 27" Polished Aluminum Base
- 5" Chrome Cylinder

Black Finish Package



Includes:

- 27" Black Nylon Base
- 5" Black Powdercoat Cylinder

Petite Silver Base Package



Includes:

- Silver, 28" Engineered Nylon Base
- ~4" Black Powdercoat Petite Cylinder
- Black, 55mm dual-surface casters

Petite Black Base Package



Includes:

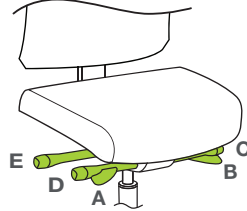
- Black, 27" Engineered Nylon Base
- ~4" Black Powdercoat Petite Cylinder
- Black, 55mm dual-surface casters

Mechanism Adjustments

SYNCHRONIZED MOTION

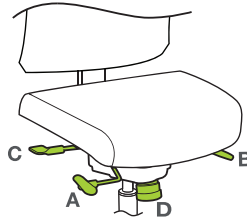
Executive Synchro (Model AF428, AF524, AF528, AF529)

- A. Seat Height
- B. Seat Slider
- C. **5 position Tilt Lock***
- D. Tilt Tension (telescopes out/in)
- E. Independent Back Angle



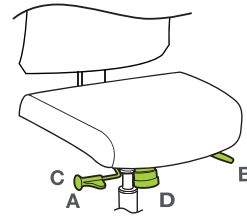
Management Synchro (Model AF418, AF514, AF518, AF519)

- A. Seat Height
- B. Seat Slider
- C. **3 position Tilt Lock***
- D. Tilt Tension



Simple Synchro (Model AF408, AF504, AF508, AF509)

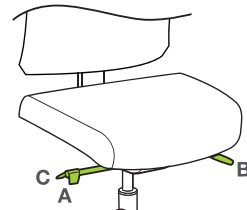
- A. Seat Height
- B. Seat Slider
- C. **1 position Tilt Lock (push in)**
- D. Tilt Tension



SELF-WEIGHING MOTION

Body-Activated Motion (Model AF468, AF564, AF568, AF569)

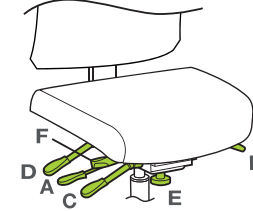
- A. Seat Height
- B. Seat Slider
- C. **3 position Tilt Lock***



INDEPENDENT MOTION

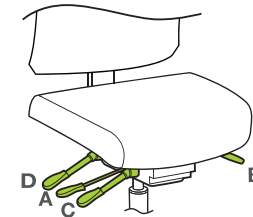
Full Multi-Function (Model AF488, AF584, AF588, AF589)

- A. Seat Height
- B. Seat Slider
- C. Seat/Back Tilt and Lock
- D. **Independent Back Angle**
- E. Tilt Tension
- F. Forward Seat Angle (for perching & back relief)



Simple Multi-Function (Model AF478, AF574, AF578, AF79)

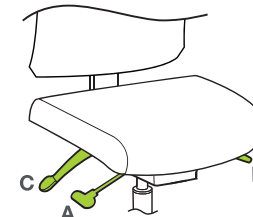
- A. Seat Height
- B. Seat Slider
- C. Seat/Back Tilt and Lock
- D. **Independent Back Angle**



SIMPLE MOTION

Stools (Model AF413, AF415, AF513, AF515)

- A. Seat Height
- B. Seat Slider
- C. **Independent Back Angle**



***Positive Back Release**

After unlocking the Tilt Lock lever, lean into the backrest to release the tilt lock & resume normal tilt recline motion.