

Steelcase

# Personality™ Plus





## Personality Plus

# Celebrating the Everyday

Since its launch in 2013, Personality has become an Asia Pacific best seller and the chair of choice for many of our customers in the region.

With the rising appreciation for wellness and ergonomic performance in workplaces around the region, we saw the opportunity to re-design a much beloved chair to bring wellbeing to more users. We began by improving the environmental credentials of the product by reducing the number of parts, but increasing performance. Incorporating Steelcase's Seating Insights and the industry's highest quality standards, the goal of our re-design efforts was to elevate the everyday comfort, performance and experience of people at work.

The result is Personality Plus.



Everyday  
Mileage+





# Steelcase performs additional 80+ tests

It is a real challenge to produce a high-quality performance task chair at an accessible price point. Personality Plus delivers on this challenge. With a 12 year warranty and performance that endures, Personality Plus is made to last and tested and certified for leading industry standards.

**BIFMA**







Made with **15%**  
**fewer parts than**  
**its predecessor**

#### LESS AND MORE

Doing more with less drives how Steelcase designs and innovates. This principle keeps us curious and pushes us to create with efficiency. The Personality Plus is a manifestation of this practice to help deliver a more sustainable product but also delivering high quality performance seating at an accessible price point. Personality Plus features a smarter design using 15% fewer parts and a 6% reduction in overall weight.

#### CARBON FOOTPRINT REDUCTION

“India is the biggest innovation frontier for us in Asia right now. With billions of new Gen Z employees joining the workforce for the first time in the next decade, we are purposefully building our India portfolio to provide affordable and sustainable solutions for all consumers in India” said Praveen Rawal, MD for Steelcase India. Made in our ISO 9001 14001 Certified Steelcase Pune Manufacturing facility in India, it also reduces the total carbon footprint with the majority of components sourced within trucking distance.

### STRONG FOUNDATIONS WITH MATERIAL INNOVATION

Our materiality practice is to design products with materials that are ecologically sound and mitigate human and environmental risk throughout all phases of the product life cycle.

Polyamide is the byproduct material generated during the distillation of crude oil. Steelcase Personality Plus recycles this “scrap” polyamide, fortifying it with nylon and glass fibres to manufacture the Personality Plus base.

The 5 star base is available in plastic, painted or polished aluminium.

# Chair base is made of 100% off-grade\* recycled materials, fortified to ensure performance and durability

\* Off-grade polyamide is the byproduct generated during the distillation of crude oil. Steelcase Personality Plus uses this “scrap” polyamide with fortified nylon and glass fibre to produce the Personality Plus base.



### GREEN PERFORMANCE

Thermoplastic polyurethane (TPU) arm pads not only provide robustness through high daily usage but are also 100% biodegradable, offering performance you can feel good about in more ways than one.



**90% recyclable  
by weight**



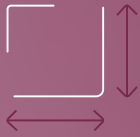
It's not just about that initial feeling when you first sit down, dynamic comfort is about encouraging healthy movement throughout your day – to keep you engaged and focused without sacrificing support.

We design for Movement, Fit and Connection.

# Everyday Ease +



Active Sitting



Smart Fit



Stay Connected







# ‘Interplay’ personalizes your recline tension with a simple click

Personality Plus features an evolved combination of adjustments that is the result of a new proprietary, weight activated mechanism we call “Interplay”. With smart, simple controls that personalize recline tension with a simple click.

The same chair can serve different users, adapting in seconds to achieve tailored comfort as they move and sit throughout the day.

The interplay comfort dial has 3 settings to adjust the back recline – upright, boosted setting and full recline.



120°

98°

**40% BOOST**  
INCREMENTAL  
SPRING RESISTANCE

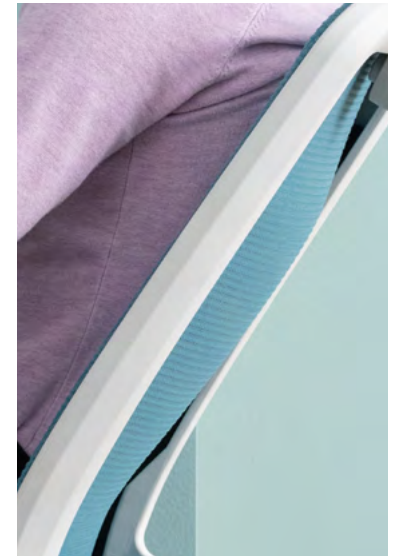


# Unique 'Palm' back encourages active movement

The new "Palm" assembly design, encouraging easy lateral and torsional movement.

Significant iteration and development time was spent to finesse the design and assembly of the back frame to create a softer edge experience to improve user comfort.

A special Polyamide Polyester material works as a cohesive system within the frame of the chair, providing firm yet responsive back support when sitting upright or in recline. A patented mesh and inner membrane assembly design ensures there is no "hammocking" over long term use.



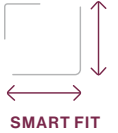




## Adaptive bolstering for long lasting seat comfort

Steelcase seating is designed with a passive, flexible seat edge (no hard edges) and adaptive bolstering, which uses a blend of high-density foam and infused air pockets, to support more body types and provide pressure free sitting.





# Adjustable lumbar for dynamic back support

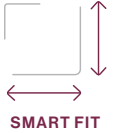
New lumbar molded in an all new copolymer has 2.5 times more flex for contoured lower back support. Lumbar can be moved vertically 50mm to adapt to different users. The lumbar support design was backed with insights from extensive pressure mapping. Slats add additional fluidity for dynamic back support.

**2.5X**  
MORE FLEXIBLE

**DYNAMIC**  
LOWER BACK  
SUPPORT







## Smart fit for a broader range of users

To optimize performance, Steelcase chairs deliver a fit that's unique to you. Personality Plus is rated to support up to 110 kgs (250 pounds) and a range of heights well past industry standards.

For people who may fall outside of the 5th – 95th percentile range, we even offer modified versions of a few of our chairs.

Additionally, our high-performance office chairs offer just the right number of easy, intuitive adjustments to the back, seat and armrests, so they feel like they're made for you.





STAY CONNECTED

# Connection to your work

Every Steelcase chair considers the relationship between the individual and the environment around them. Steelcase seating is designed to allow you to comfortably interact with your technologies and keep you connected to your work and other people.

Our proprietary seat and back mechanisms work in harmony to support you in the ideal vision and reach zone so you can stay connected to your technologies and worksurface. Steelcase seating allows you to stay in a healthy posture with your arms parallel to the floor, even as you recline.







STAY CONNECTED

## Reactive armrests that pivot with your movements

Fluid 4D arm movement provide ergonomic support while keeping users connected to their work and technology. Arm caps pivot independently to provide 60 degrees of movement. The arms can retract 50 mm to allow users to get closer to the worksurface improving focus and productivity. Adjust the height of the armrest to ensure ergonomic support for your elbows.





STAY CONNECTED

# All Personality. All Style.

To support mindfulness at work, aid in focus and fit seamlessly into the vibrant workplaces of today, Personality Plus features new materiality that lends a lightness to the product.

- New seagull frame color for a lighter palette. Matching headrest, coat hanger and lumbar.
- Pop out renaissance colors options for mesh back with new seat fabrics to match.
- Coat hanger accessory to keep personal belongings close at hand.
- Headrest option for additional head/neck support for long work days.





Everyday  
Style+



# Personality Plus Family

Steelcase offers the most comprehensive seating portfolio in the industry to support all the different ways people work. Personality Plus' extensive range of styles and materiality options can meet your brand and budget needs from seated task chair to stool configuration.















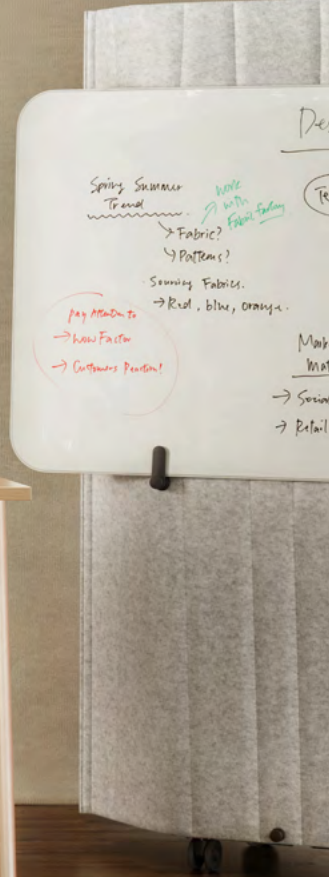












# Upholstery

## Otto



Peacock K601



Lizard K602



Olive K603



Grass K604



Honey K605



Coral K606



Saffron K607



Merlot K608



Aubergine K609



Lagoon K610



Bluestone K611



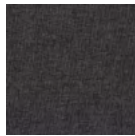
Smoke K612



Iron K613



Ash K614

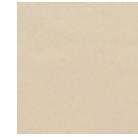


Charcoal K615

## Omni-R



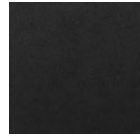
Coconut J535



Cloud J521



Nickel J544



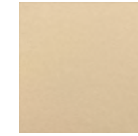
Ebony J501



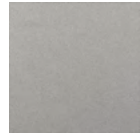
Tangerine J537



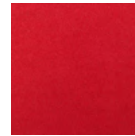
Cork J517



Malt J547



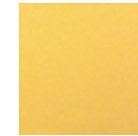
Rhino J508



Crimson J502



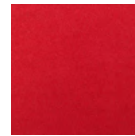
Cocoa J509



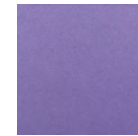
Maize J518



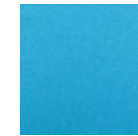
Wasabi J543



Scarlet J538



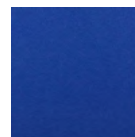
Hydrangea J515



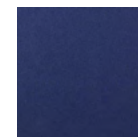
Blue Jay J541



Azure Blue J513



Sapphire J506



Ink Bue J507



## Era



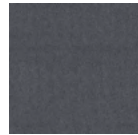
Cloud 5ET6



Stone 5ET8



Truffle 5ER6



Night Owl 5ES7



Sky 5ET5



Blue Nickel 5ER2



Storm Cloud 5EU4



Slate 5ET9



Blue Mint 5ES5



Ocean 5ET7



Cobalt 5ER0



Electric Indigo 5EU2



Fresh Green 5ET3



Jade 5ET4



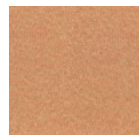
Pistachio 5ER3



Green Citrine 5EU3



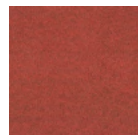
Sprout 5ES4



Persimmon 5ES3



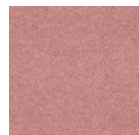
Peach 5ET1



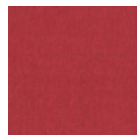
Saffron 5ER7



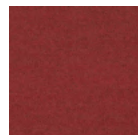
Pink 5EU1



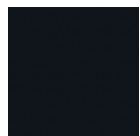
Pink Lemonade 5ER8



Cherry 5ET2



Scarlet 5ES0



Onyx 5ER9

## Medley



Light Grey 66008



Grey Brown 60167



Pepper 60004



Mocha 61004



Chamois 61003



Beige 61002



Grey 60003



Khaki Green 68005



Khaki 67002



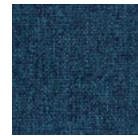
Mustard Yellow 62002



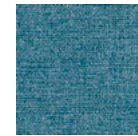
Apple Green 68002



Dark Green 67054



Blue 66010



Sky Blue 67006



Water Blue 67053



Blue Jean 66007



Purple 65012



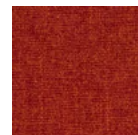
Dark Purple 65086



Blue Purple 66145



Denim 66144



Orange Mix 63017



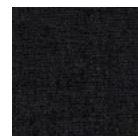
Red 64019



Cherry 64123



Dark Pink 64125



Pepper Black 60999

## New Black

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Jack 5J08



James 5J09



Bruce 5J10



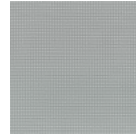
Henry 5J11



Harley 5J12

## Air Mesh

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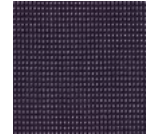
Grey AR01



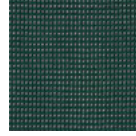
Black AR02



Royal Blue AR05



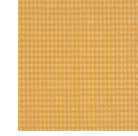
Aubergine AR13



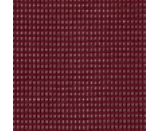
Peacock AR14



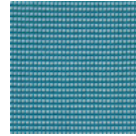
Jungle AR15



Honey AR17



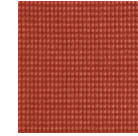
Merlot AR16



Lagoon AR18



Apple Green AR06



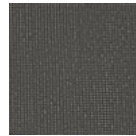
Saffron AR19



Red AR04

## Y Mesh

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YM AP 1000





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