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**KI'S NEW STRIVE® SEATING COLLECTION BRINGS BENEFITS OF  
FLEX BACK CHAIRS TO WIDER AUDIENCE**

**GREEN BAY, WIS.** – KI's Strive® Seating Collection, the latest innovation in "flex-back" seating, emphasizes simplicity, comfort and affordability.

The Strive Collection, which includes stack chairs, task chairs, café and task stools, and fixed seating, offers the comfort of an articulating chair to the widest possible audience. With a simple, elegant design based on a small number of components, Strive seating uses polypropylene with slats in the back to enable flexing.

Flex-back chairs encourage movement, enhancing blood circulation and unloading muscle groups. The Strive collection's curved back provides lateral support, while the contoured seat dissipates pressure points. This environmentally friendly, cost effective material gives more people access to the ergonomic benefits of flexible seating.

With its clean lines and consistent design language, the Strive collection is appropriate for corporate interiors, education and healthcare markets. Strive seating comes in six different styles consisting of various frames, arm options, colors and upholstery selections.

The Strive collection is the latest in a series of breakthrough seating designed for KI by internationally recognized furniture designer Giancarlo Piretti.

"Piretti's design strategy focuses on bringing the highest comfort level to the greatest number of people by reducing cost," said Leo Welter, seating product manager, KI. "The Strive collection reflects the best expression of Piretti's philosophy and delivers on KI's promise of providing outstanding seating at an attractive price point."

KI manufactures innovative furniture and wall system solutions for education, healthcare, government and corporate markets. The employee-owned company is headquartered in Green Bay, Wis. and operates sales offices and manufacturing facilities in the United States, Canada, Europe and Asia. KI tailors products and service solutions to the specific needs of each customer through its unique "Market of One" customer service and manufacturing philosophy. For more information, visit [www.ki.com](http://www.ki.com).

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