





Think.™

The chair with a brain and a conscience.™

A chair intelligent enough to understand how you sit, and adjust itself intuitively.

A chair thoughtful enough to measure, and minimize, its lifelong impact on the environment.

It's almost as if the chair could Think.

**“Design isn’t just about style.
It’s about integrity of materials,
functional integrity, and intent.
Think is a truthful chair — the
result of open dialogue between
engineers, environmentalists,
and the designer.”**

Glen Oliver Löw

Designer of the Think chair



rule #1:

Think before you create.

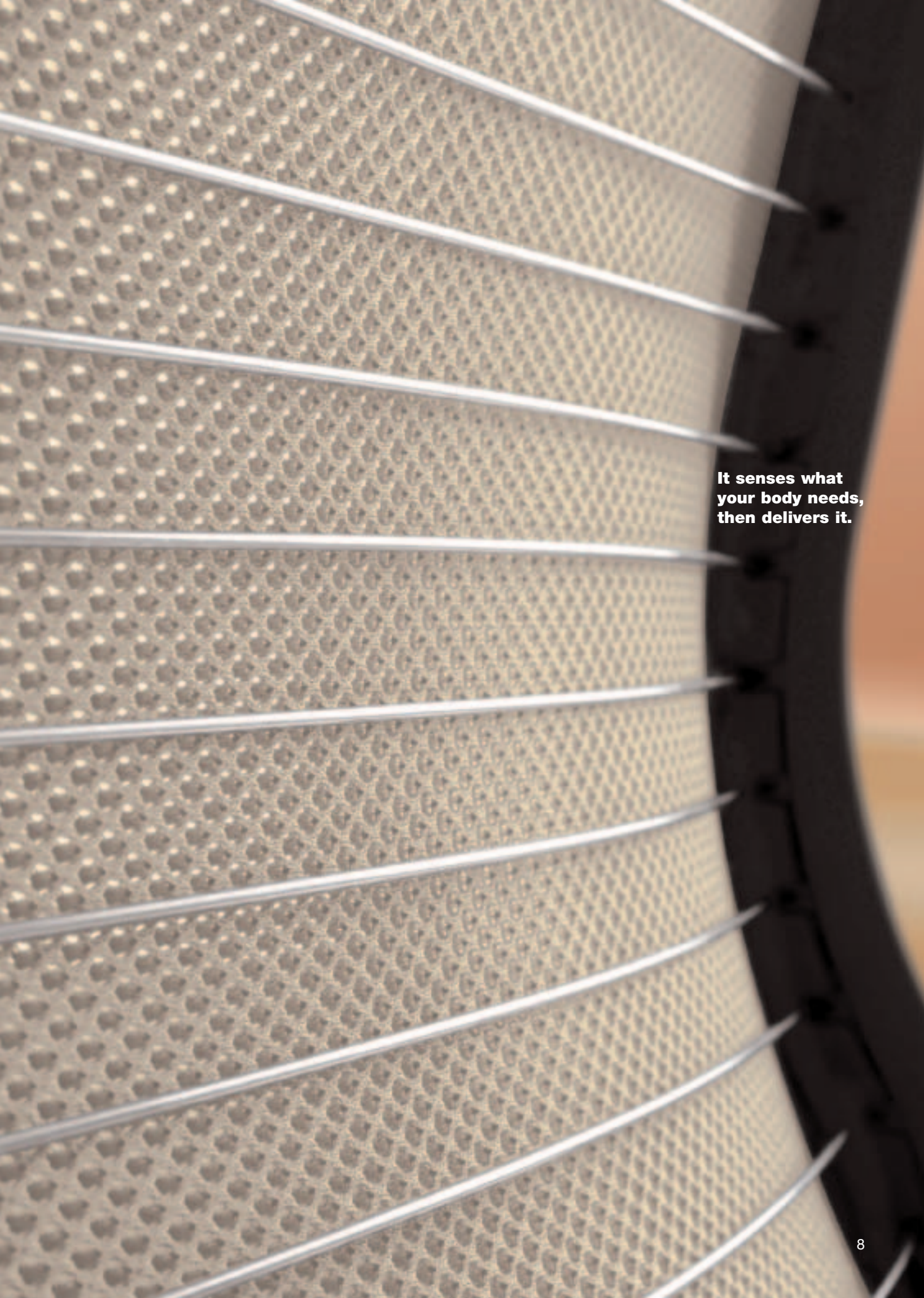
Left to their own devices, an engineer, a designer and a pair of environmentalists might each create a very different chair. But Think is the brainchild of all three disciplines. It has the clean, sophisticated aesthetic the designer hoped for, the technological “intuitiveness” the engineer desired and the complete sustainability the environmentalists sought. Think has raised the bar for all chairs that follow in its wheels.



Niki Bey
Institute for Product Development
In association with the Technical University of Denmark, responsible for the Life Cycle Assessment of the Think chair.

Jay Bolus
McDonough Braungart Design Chemistry
MBDC analyzed key materials by MBDC protocol prior to Think construction.

Kurt Heidmann Ph.D.
Steelcase Inc.
Chief Engineer for Think; invented the fluid natural movement of the chair.

A close-up, angled view of a massage chair's interior. The image shows a series of parallel, metallic-looking rollers on the right side, which are part of a massage mechanism. The surface of the chair is covered in a dense, textured material with a repeating pattern of small, raised, circular bumps. The lighting is soft, highlighting the textures and the metallic sheen of the rollers. The overall composition is a detailed study of the chair's design and materials.

**It senses what
your body needs,
then delivers it.**

rule #2:
Think about the user.



the need for comfort

Observing people who sit for a living.

Think is the simplest, most streamlined embodiment of our deep understanding of people who sit – and how they sit throughout the day. Our learnings are based on research and collaboration with universities, including the Technical University of Denmark, Michigan State University and the University of Vermont Back Research Center. To scientific studies, we add years of observational research in the workplace – with people who actually sit for a living.

Your Profile™

Back flexors track with the natural movement of your spine and pelvis. The back flexors are individually shaped to the human form to provide optimum support for each area of the back.

Your Profile

Seat flexors conform to your shape, providing a dynamic comfort pocket that can adapt to your body as you change postures.

Your Preference™

Control combines four comfort settings in one simple dial.

Flexible Seat Edge

When you recline or lean forward, the seat edge flexes to relieve pressure on the back of the legs.

Your Power™

Mechanism moves as fluidly as the human body does. It provides recline support in proportion to your own body weight, while keeping you oriented to your work.

Adjustable Arms

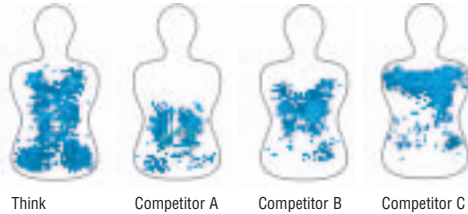
Automatically retract up to 3 inches upon contact with the worksurface, allowing you to get closer to your work. A gentle push returns them to their original position.



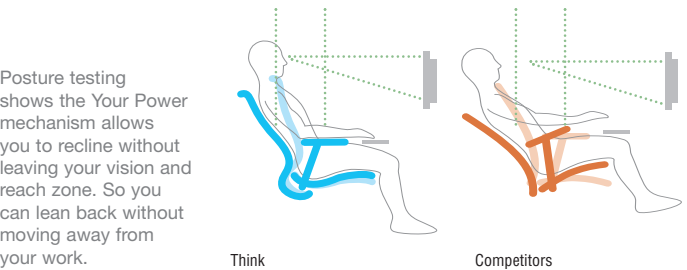
our learnings:

People need different amounts and kinds of support for each region of the back; support that can change shape to follow the motion of the back.

Pressure mapping shows the Your Profile back flexors provide dynamic, continuous support throughout each region of your back, with no "hot spots" or empty zones. And support is evenly distributed as you move in the chair.

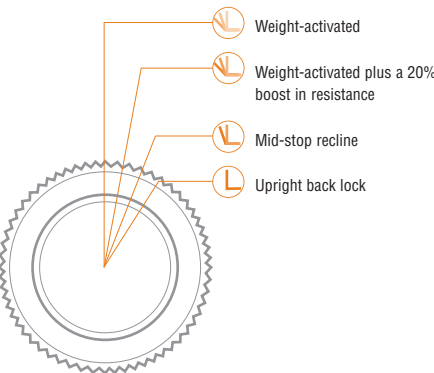



People need to change posture frequently to stay comfortable, and will do so if their chair allows them to recline, yet stay close enough to their work while reclining.



People want uncomplicated, intuitive chairs.

Think has automatically retracting arms, a weight-activated mechanism, and a single Your Preference control. Think chair prototypes were tested with office workers of varying heights, weights and sizes to determine the wisest, most versatile solution.



A close-up photograph of a modern chair. The backrest is covered in a light-colored, finely woven mesh fabric that creates a complex, repeating geometric pattern. To the right, a portion of the chair's seat is visible, which is a solid, vibrant orange color. The background is blurred, showing hints of a dark, possibly black, frame or structure. The lighting is soft and even, highlighting the texture of the mesh.

**This chair
has considered
where it comes
from, how it is
made, and what
it will be when
it is no longer
a chair.**

rule #3:

Think of the future.



Think environmental impact.

Every stage of the Think chair's life has been considered.

To create Think, we worked with McDonough Braungart Design Chemistry (MBDC), selecting only materials considered safe to the environment. We kept the chair lightweight and used as many recycled materials as possible. At the same time, the Institute of Product Development in Denmark conducted a complete Life Cycle Assessment, evaluating the chair's lifelong impact on the environment – from materials extraction through production, shipping, use and end of life.

life cycle assessment



- Environmental effects evaluated for the Life Cycle Assessment of the Think chair.**
- Global warming**
By reducing manufacturing and transportation emissions, Think minimizes the greenhouse gases that lead to an increase in global temperatures.
 - Acidification**
Reduction in emissions also helps reduce the acidity of rain, other precipitation, lakes and streams.
 - Eutrophication**
This is the loss of plants and animals in aquatic ecosystems due to loss of oxygen after algae blooms. Reducing pollution, such as nitrogen oxides, helps reduce these algae blooms.
 - Photochemical smog**
VOCs (volatile organic compounds) are eliminated in Think manufacturing, helping to reduce this kind of air pollution.
 - Abiotic resource depletion**
This is the depletion of non-renewable resources like metal and oil. Because Think is extremely lightweight, and because it's made with up to 41% recycled content, it uses far fewer raw materials than comparable chairs.
 - Waste**
Easy to recycle, Think produces almost no waste. Low-waste packaging and efficient shipping reduce waste even more.
 - Toxic emissions**
Think contains no mercury, PVCs, asbestos, solvents, CFCs, PBBs, methylene chloride, formaldehyde or HCFCs. Manufacturing produces no VOCs.

Think Global

- NF Environnement Label, France
- Think is GREENGUARD Indoor Air Quality Certified®
- May help contribute toward LEED certification

Think Materials

MBDC evaluated key materials, endorsing only those deemed completely safe to the environment (by their protocols). Think contains up to 41% recycled materials. And because it weighs only 32 pounds, it uses fewer new materials than comparable chairs. It has no PVC's, solvents, banned, restricted, or harmful materials such as plated chrome or benzene.

Life Cycle Assessment

The Institute for Product Development in Denmark comprehensively evaluated the chair's potential impact on global warming, acid rain, eutrophication, air pollution, resource depletion, land and water toxicity and waste. The results of the Life Cycle Assessment (per ISO 14040 - 14043) are reported in our Environmental Product Declaration, (per ISO 14025) available at www.steelcase.com.

Think apart.

You can disassemble this chair with ordinary hand tools in about five minutes.

Because it is 99% recyclable, Think will relive its past lives again. When your Think chair is no longer useful to you, Steelcase Environmental Partnership will help you responsibly take it to the next phase in its lifecycle – be it resale, refurbishing, charitable donation or recycling.



Acetal

This hard plastic in Think chairs will be used to make bearings, gears, rollers, pen cases and plumbing fittings.

Aluminum

Your Think chair could be part of your future car, kitchen appliance, power tool—even your golf clubs.

Nylon

Someday you could brush your hair with material recycled from Think. Nylon components also could become valves, slides or rollers for other chairs.

PolyEthylene Terephthalate (PET)

In the future, you could soak in a bathtub recycled from Think. Or it could be part of your fishing pole or air conditioning filter.

Polyurethane

Your feet will thank Think for the padding under your future carpet.

Polypropylene

Your new coffee maker, washing machine or car fender, perhaps.

Steel

We can't begin to list all the places steel is used, but your Think chair could very well be there.

Think because of your chair, not in spite of it.

Who knows you as well as your chair?
It's the most personal part of your workspace, the object most responsible for your comfort — and your performance — at the office. If your chair is Think, count on it to help you think.

Think with beauty. Think with grace.



Think doesn't look or feel like a short-lived trend. The design is simple yet elegant enough to adapt to any environment, now and for years to come. Its beauty, longevity and versatility come from a clean, understated form.

Think on your feet in your chair.



Think is ideal for group spaces, since it adjusts intuitively to any user. Because the seat is weight activated and the back moves with your body, any body can get comfortable. There are a few manual adjustments, but they don't require a manual to explain.

There are so many ways to Think.



465-Thinks4U
Slate frame 6694
Adjustable arms
3D Knit back: Charcoal 5068
Upholstered seat: Designtex
Environmental Impact
Collection; Prairie Sky 5E86



465-21100
Black frame 6205
Fixed arms
Upholstered back and seat:
Leather Black L107
Polished aluminum base



465-10100
Black frame 6205
Adjustable arms
Upholstered back and seat:
Designtex Environmental
Impact Collection; Prairie
Watermelon 5E76



465-Think
Black frame 6205
Fixed arms
3D Knit back: Rootbeer 5067
Upholstered seat: Designtex
Vibe; Rootbeer J551

Think: options

Upholstery



3D Knit back with contrasting upholstered seat



3D Knit back with leather upholstered seat and optional headrest and lumbar

The Think chair comes fully upholstered or with translucent 3D Knit on the back. With 3D Knit, choose matching seat in Designtex Vibe fabric, or choose a contrasting seat in any Steelcase or Designtex Group upholstery, or COM.

Two aesthetics are available with Standard or Sewn upholstery. Sewn upholstery wraps around the edges of the pillow with a stitched detail (leather is always sewn).



Standard upholstery



Sewn upholstery

3D knit colors



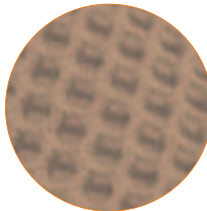
Black 5064



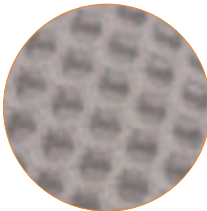
Coconut 5065



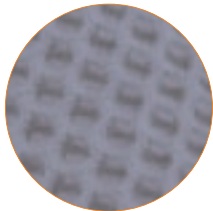
Malt 5066



Rootbeer 5067



Charcoal 5068



Ink 5069

Arm choices



Adjustable arm



Fixed arm

Height, pivot and retractable adjustable arm
Arm base matches frame finish, arm caps are black.

Fixed arm
black

Think chairs are also available armless.

Frame finishes



Slate



Black

Options



Polished aluminum base



Adjustable headrest



Adjustable lumbar

Think.

The chair with a brain and a conscience.

The Think chair was developed to meet the needs of local customers, as well as multi-national customers. Think is manufactured in North America and Europe, and in Asia beginning 2005. The Think chair is available around the world but it's perfectly at home at your desk, wherever you are.



Call 800.333.9939 or
visit www.steelcase.com

Steelcase®

Do what you do better.™

Item # 04-0011844 06/04 © 2004 Steelcase Inc. All rights reserved. All specifications subject to change without notice. Printed in U.S.A. on 100% post-consumer recycled paper. ® Trademarks used herein are the property of Steelcase Development Corporation or of their respective owners.