CHANINTR Joins Hand with Herman Miller Unveil New Aeron® Chair “Aeron Remastered”

CHANINTR, Thailand’s leading retailer of luxury home furnishings, has recently launched Herman Miller’s a remastered of an iconic ergonomic chair – Aeron® Chair with an exclusive workshop by a health-ergonomic expert from Herman Miller. The event was well-received by guests of honors include Wuttichai Harnpanich, Ratt Maneeratana, and designers from many prominent design firms in Thailand at Craft Showroom, Siam Paragon.
Chanintr Sirisant, CEO of CHANINTR said, “On behalf of CHANINTR, we are glad to present the remastered of the iconic chair, Aeron Remastered, the innovative and health-positive designed chair from Herman Miller. CHANINTR has been importing and retailing furniture from Herman Miller since 2001, and Aeron chair has made the highest number of Herman Miller’s products sold. For the new Aeron Chair, we hope our customers will receive a great sitting experience which means more comforts and also better health than ever before.”

Maria Andreu, Category Manager for Seating and Collection, Herman Miller Asia-Pacific introduced the new Aeron, “Today we are pleased to introduce the remastered of Aeron, after the classic Aeron was launched in the market 23 years ago, but still popular worldwide until now. The Aeron chair is perfect for sitting for a long period of time and also good for your body. Herman Miller has worked on enhancing the chair by combining the latest insights in anthropometrics and ergonomics with two decades of advancement in materials, manufacturing, and technology. Aeron now offers a completely new experience of sitting – with a reengineered tilt mechanism adjustable PostureFit SLTM spinal support, and groundbreaking 8Z PellicleTM zoned suspension working in concert to deliver enhanced comfort. Moreover, the new Aeron has an updated tilt mechanism; the frame angle has been adjusted 1.8-degree forward to better support the body in the upright position and across a wider range of postures. Users will find the new Aeron deliver even more seamless experience of movement through a smoother trajectory and optimal balance point.”

“Aeron chair is not considered as an expense, but an investment for your health. We use the best materials and technology to develop the chair to support user’s body according to the ergonomics, which will result in the better work performance of the user as well. In addition, the new Aeron chair is also good for our environment, the chair can last for a long period of time – up to 36 years, so that we do not have to find a new chair so often.” Maria concluded.
Furthermore, “Sitting Well, Working Well” workshop which led by Maria Andreu with the support from Jack Ang, Senior Marketing Manager, Herman Miller, explaining about how to sit well. “To sitting well, working well, we need to look for a chair that correctly supports the spine and sitting bones, also, has to be comfortable, air-circulated, and fit with the size of user’s body. To meet the needs of the broadest possible set of body types, Aeron was designed in three anthropometric A-B-C sizing.”

The new Aeron chair is now available at Herman Miller Showroom at GPF Witthayu, Tel. 02-015-8889, Craft Showroom at Siam Paragon, Tel. 02-129-4577, and Craft Showroom at Noble Solo Thonglor, Tel. 02-714-9040

About Herman Miller, Inc.
Herman Miller is a globally recognized provider of furnishings and related technologies and services. Headquartered in West Michigan, the global company has relied on innovative design for over 100 years to solve problems for people wherever they work, live, learn, and heal. Herman Miller's designs are part of museum collections worldwide, and the company is a past recipient of the Smithsonian Institution's Cooper Hewitt National Design Award. Known and respected for its leadership in corporate social responsibility, Herman Miller has been included in the Dow Jones Sustainability World Index for the past 12 years, and has earned the Human Rights Campaign Foundation's top rating in its Corporate Equality Index for the past nine years. In fiscal 2016, the company generated $2.26 billion in revenue and employed over 7,000 people worldwide. Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.

About CHANINTR
Founded in 1994 with the purpose of bringing a refined quality of living to Thailand, CHANINTR is the leading retailer of luxury home furnishings with exclusive representation of well–known brands in 10 stores in Bangkok. CHANINTR is an exclusive authorized Herman Miller Retailer in Thailand.