

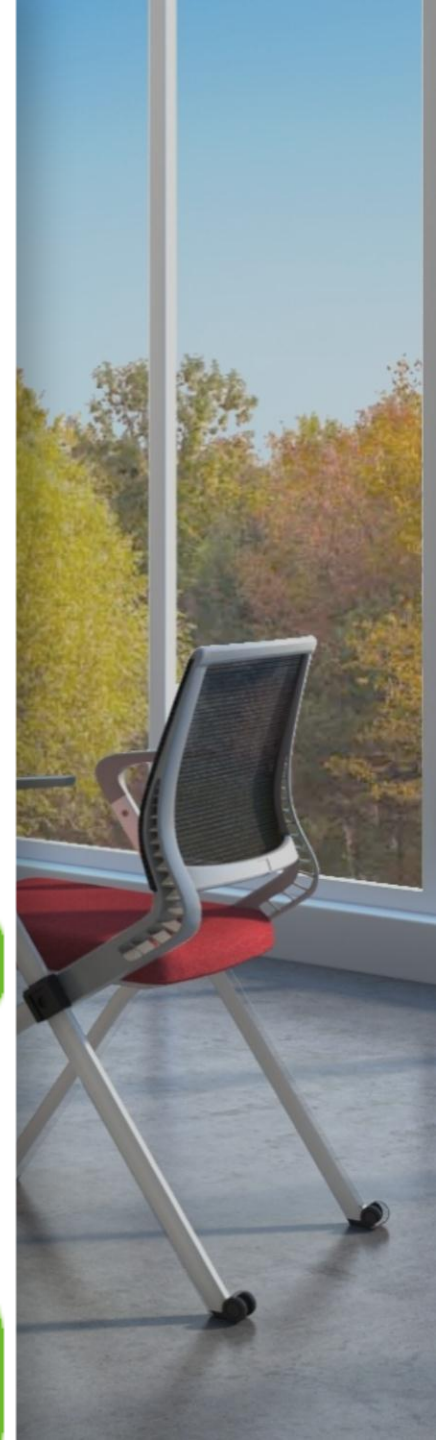
Diamond

Diamond



201703 Edition

www.sunon-china.com



01

Chapter 1: Design Overview

Development Purpose, Market Analyzing, Market Positioning, Target Customers Description, Design Philosophy Origin of the Name

02

Chapter 2: Analysis of Key Points of the Design

Shape, Composing Elements of the Series, Combination Pattern, Function, Function, Dimension, Color Scheme, Material, Structuring Technology, Hardware Fittings

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Selling Points of the Series, Terms, Notes for Placing Orders, Coding Principles, Collocation Recommendation, Product Honors

1

Design Overview

Development Purpose

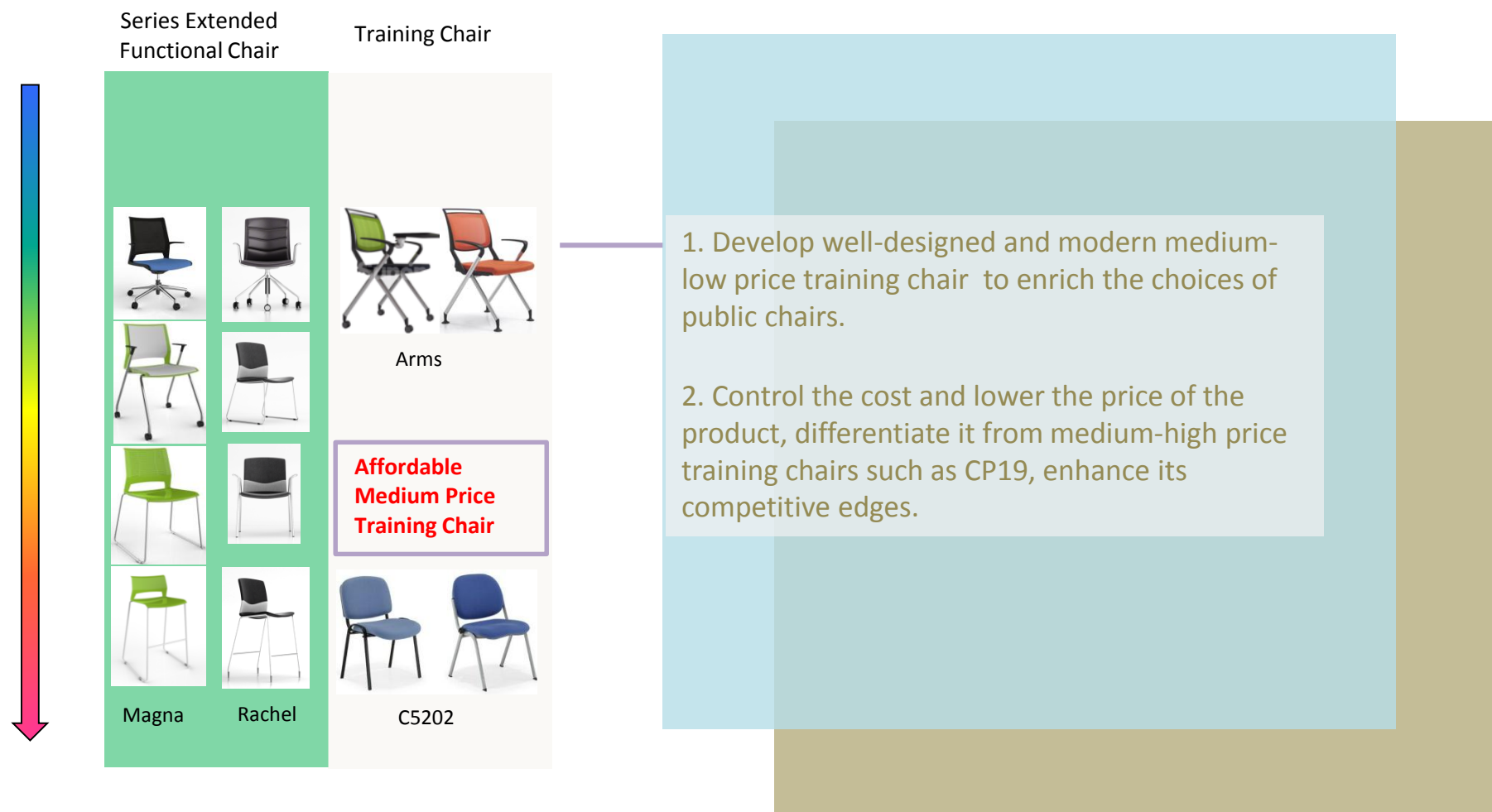
Market Analyzing

Market Positioning

Target Customers Description

Design Philosophy

Origin of the Name



Medium-low
price modern
office training
chair



Public Space :
Reception Area,
Negotiation
Area, Training
Area





Aesthetic Trend

Prefer things of modern and trendy style, pursue quality and comfort.



Institution Style

School, Training Institution



Crowd Characteristics

Characteristics: prefer things of modern and trendy style, pursue quality and comfort.





01

Durable

With architectural elements being added to furniture design, the product structure is enriched and the product is better-looking and durable.

02

Convenient

The design of the castors is based on the philosophy of convenience, and is for making the product movable and move convenient to use.

03

Modern Office

Flexible, functional and convenient products are needed in modern office.



2

Analysis of Key Points of the Design

Shape

Composing Elements of the Series

Combination Pattern

Function

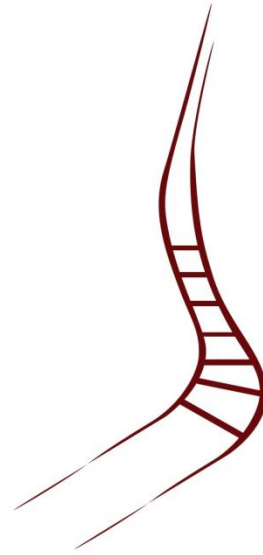
Dimension

Color Scheme

Material

Structuring Technology

Hardware Fittings



Adding Architectural Elements to Furniture Design

High Quality, Beautiful, Durable

Borrowing structure in architecture, and using it in furniture, the shape of the furniture is improved, and the steadiness of the back support is enhanced.



Analysis of Key Points of the Design

Composing Elements of the Series

Composing Elements of the Diamond Series



CDM10GW

PA Grayish White Back Frame
PA Grayish White Armrest
Sprayed White Matte Quadripod



CDM11GW

PA Black Back Frame
PP Black Armrest
Flash Silver Matte Quadripod



CDM30PJ

Writing Tablet is available for choice.



CDM12GW

PA Grayish White Back Frame
Sprayed White Matte Quadripod



CDM13W

PA Black Back Frame
PP Black Armrest
Flash Silver Matte Quadripod

Note

1. Black back frame should be matched with flash sliver matte base, and grayish back frame should be matched with sprayed white matte base.

2. Note: the bearing capacity of the writing tablet is 20kg, and the writing tablet is optional, only the one with armrest can be equipped with writing tablet.

3. Back: C-AG04 and knitted mesh series

Seat: CW-AN Series Twin-thread

Product pain points of existing training chairs are as blow, and this chair is designed to solve all these pain points.

I Not convenient to move



II Not convenient to store



III Not comfortable to sit



IV Not convenient to use



V Not easy to organize



Analysis of Key Points of the Design

Function

Pain Points: Not convenient to move



Convenient to move

Castors in back legs

1. PA castors in back legs make it possible to move the chair with its body inclined, and make it much more convenient to move the chair, and thus enhance the flexibility of this office furniture product.

2. When placed normally, the castors will not touch the floor, and nails in the front legs could fix the chair, and enhance the steadiness.



Analysis of Key Points of the Design

Function

Pain Point: Not convenient to store



Convenient to Store

The seat is foldable.

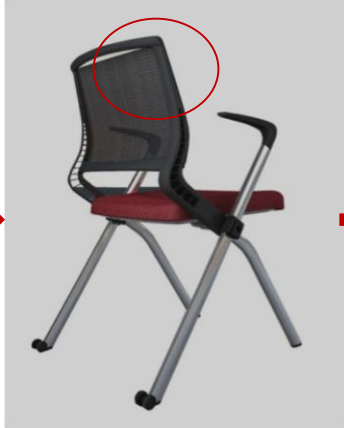
1. The foldable seat is convenient to be stored and packed, and save space at the same time.



Analysis of Key Points of the Design

Function

Pain Point: Not comfortable to sit



Relieve Fatigue

Mesh with Buffering and Support Function

1. When being leaned on, the straightened mesh could buffer the human body, and thus enhance the comfortable capability of the chair.
2. The mesh and concave-convex texture could play the role as a lumbar support.



Analysis of Key Points of the Design

Function

Pain Point: Not convenient to use



Convenient and Practical

Foldable and rotatable writing tablet is optional for choice.

1. Diamond Training Chair could be equipped with writing tablet (if has armrests), and could rotate to open the writing tablet when needed during the training.
2. The writing tablet could be folded and rotated 360 degree, and could be packed up when not in use. This function enhances the flexibility of this product.
3. The writing tablet could be used to place cups.
4. Compared with the writing tablet of CP19, this writing tablet as a independent accessories available for choice is easy to assemble, and could be ordered separately, thus the problems such as damaged accessories and reordering are solved.

Analysis of Key Points of the Design

Function

Pain Point: Not convenient to use



Flexible Fixation

Connected with male and female connectors

1. Every chair of standard configuration is connected with male and female connectors, the left connector is different from the right connector, and are marked as “+” and “-” respectively.
2. When used in lines, the male and female connectors could be used to fasten the chairs, and make the space more neat and organized.

Analysis of Key Points of the Design

Color Matching



Back: Knitted Series, C-AG04



CW-ZZ40H
Orange



CW-ZZ60H
Green

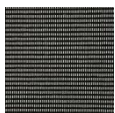


CW-ZZ27H
Dark Sky Grey



CW-ZZ10H
Black

C-AG04



C-AG04
Black

Seat: CW-AN Series Twin-thread



CW-AN10H



CW-AN21H



CW-AN60H



CW-AN80H



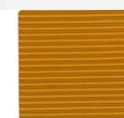
CW-AN29H



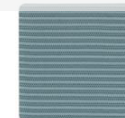
CW-AN40H



CW-AN30H



CW-AN50H



CW-AN70H



Specification of Accessories' Material:

1. Material:

Back: Knitted Mesh, AG04 Material.

Seat : CW-AN Series, customizable Fabric C-AC Series/ P-TM Series;

2. Seat Foam: Sinomax high quality foam, high resilience, high durability;

3. Back Frame : PA+GF Material. The armrests, writing tablets, and writing tablet supports and seat shells are all made of PA+GF Material. The chair has 2 colors, black and grayish white;

4. Seat Panel : 12mm Multi-layered bendwood being molded with hot-pressing technique;


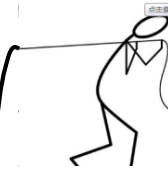
5. Cantilever: 1.8mm thick, Molded with welded pipes, (low deformation rate, high steadiness). Its surface is metalized, with flash silver shining finish and grayish white matte finish.

6. Castors: PA castors, flexible, wear-proof;

7. Foot Pad: PP material, high degree of adaptability;

8. Left and Right Clamps: PP material, high degree of adaptability.

Material Features

- 
- 
1. Knitted mesh adopted in this chair is more resilient than regular mesh. When leaned on, it will bring its users a superior sitting experience.
 2. The convex-concave texture of the mesh in the lumbar part plays the role of a lumbar support.
 3. The mesh is knitted in one piece, and is hammered into the back frame directly, without any quilting thread.

Knitted Mesh





The knitted mesh is millions of coils being interwoven with each other. Its convex texture could give you a massage. No ruffle, highly resilient, perfect for making the chair back.



Analysis of Key Points of the Design

Hardware Fittings

Testing Standard for Product Accessories

Fittings	Specification/Function	Picture	BIFMA Standard for Intensity	BIFMA Standard for Durability
Back Mesh	High Quality Knitted Mesh		100%	100%
Seat Cushion	Sinomax High Quality Foam		100%	100%
Seat Mesh	Wentex Double Mesh from Korea		Color Fastness: level 4 when dry, level 3 when moist	
Left and right clamps	PP Material		100%	100%
Seat Board	12mm Multi-layered bendwood being molded with hot-pressing technique		100%	100%
Back Frame	PA+GF Material		100%	100%
Chair Frame	1.8mm thick, Molded with welded pipe		100%	100%
Castors	PA Castors		100%	80%



100% BIFMA:

11.1 Seat Drop Test
(100000 cycles)

20. Armrest Durability Test
(60000 cycles)



3

Key Points for Sales

Selling Points of the Series

Terms

Notes for Placing Orders

Coding Principles

Recommended Configuration



Selling Points of the Series

Flexible, Convenient to Move

Castors in the back legs.



Mesh with Buffering and Support Function

Comfortable, Fit, Fatigue-relieve



Foldable Seat, Convenient to Store

The seat is foldable.



Convenient and Practical

Foldable and rotatable writing tablet is optional for choice.



Material with Comfortable Touch

Convex-concave texture, resilient knitted mesh.



Key Points for Sales

Notes for Placing Orders

Diamond Series



CDM11GW



CDM103W



CDM10GW



CDM12GW

Color/Material

Back:

C-AG04 Black
CW-ZZ Knitted Series
CW-ZZ40H Orange
CW-ZZ60H Green
CW-ZZ10H Black
CW-ZZ27H Dark Sky Gray

Seat:

CW-AN Twin-thread Series
CW-AN10H Black
CW-AN21H Gray
CW-AN70H Beige
CW-AN30H Red
CW-AN40H Orange
CW-AN50H Yellow
CW-AN60H Green
CW-AN80H Blue
CW-AN70H Cyan

Dimension Function Fittings

Not Customizable

Terms for Customization

Terms for Material Customization: Seat could be customized with Fabric C-AC Series/P-TM Series

Notes

1. If customization is needed within 3 month since the product launch, any change in structure should lead to the extension of delivery time, and the exact date shall subject to the reply of manufacturing department.
2. If the customization require is not covered in the table, the require will be validated only with written consent from managing directors of marketing department of directors of manufacturing base. If the manufacturing department think the customization may lead to some safety issue and the sales people still insist on the customization, the sales people shall be responsible for any problem that may occur.

Coding Principles of Chairs:

C + Product Series Code + Mnemonic Code
+ Sequence Code . Institution Code . Product
Material.

The code for Sunon chair is indefinite long code , and could be divided into 6 parts , every part has its own specific meaning.

Specification:

If the code is : C DM 1 0 G W

The first digit : Chair———C

The second digit : Series Code——DM is the abbreviation of the product name

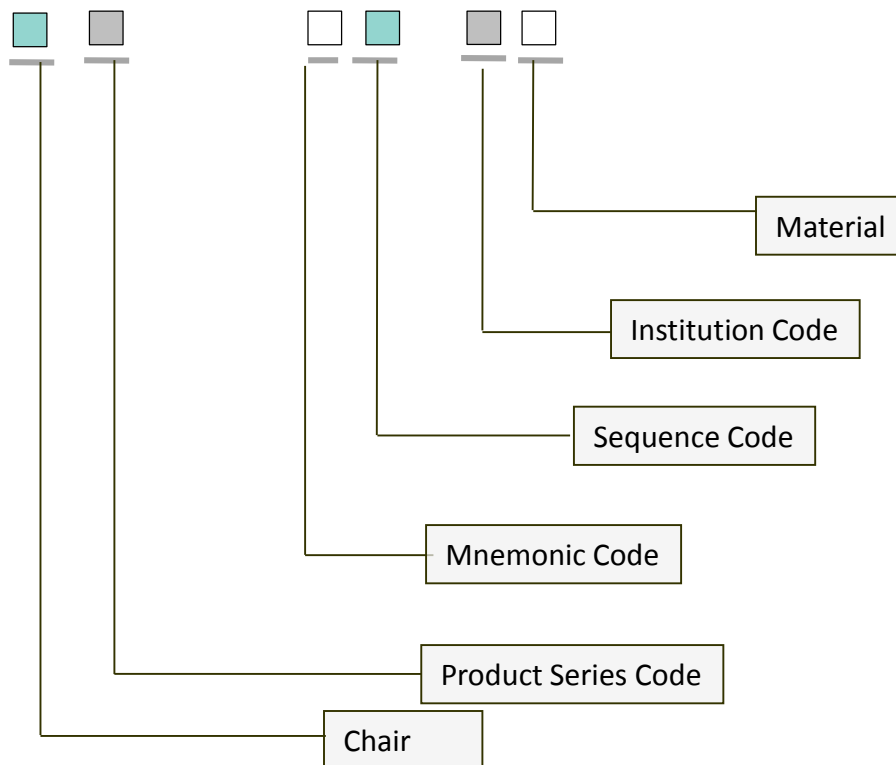
The third digit : mnemonic code——1 stands for guest chair in the series

The forth digit : sequence code——0, 2 this 2 digits stand for grayish white , 1, 3, this 2 digits stand for black.

The fifth digit : institution code——G stands for quadripod

The sixth digit : material——W stands for chairs made of mesh

C	DM	.	10	.	GW.	Grayish White Frame with Armrests
C	DM	.	12	.	GW.	Grayish White Frame without Armrests
C	DM	.	11	.	GW.	Black Frame with Armrests
C	DM	.	13	.	GW.	Black Frame without Armrests



Key Points for Sales

Recommended Collocation

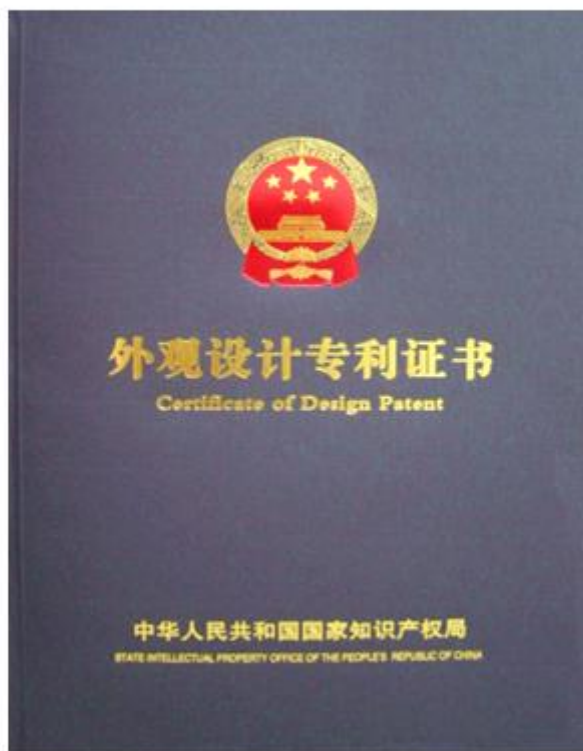


Collocation Recommendation: SP12 Negotiation Table



Collocation Recommendation: Mandis Training Desk





Design Patents

(3)

Diamond Training Chair (without armrests) 201730015115.2

Diamond Training Chair (with armrests) 201730015127.5

Diamond Training Chair (with armrests and a writing tablet)
201730015127.5

Utility Model Patents (2)

One Training Chair

Connection way in the training chair and between different training chairs.



Department: Creativity Department of
R&D Center

Name: Zhou Yanan

Position: Industrial Designer

Contact Information: 18248431008



Department: Chair R&D Department
of R&D Center

Name: Dai Yanlong

Position: Structure Designer

Contact Information: 15158140917



**END .
THANK YOU!**

