

Rachel

Chair
Series



201803 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

Structure, Elements of the series, Way of combination, Function, Size, Color
matching, Material, Structuring Technology, Hardware Fittings

03

Chapter 3: Key Points for Sales

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

1

Design Overview

Development Purpose

Market Analyzing

Market Positioning

Target Customers

Description

Design Philosophy

Origin of the Name



A chair Designed for a Casual Work Space

Space Style: Leisure, Young, Light, Bright

Soho Office Space

Staff Chair

A chair designed for a casual work space





Negotiation, Meeting room

Negotiation & Meeting Chair

A chair designed for a casual work space

Training Space

Training Chair

A chair designed for a casual work space





C5202

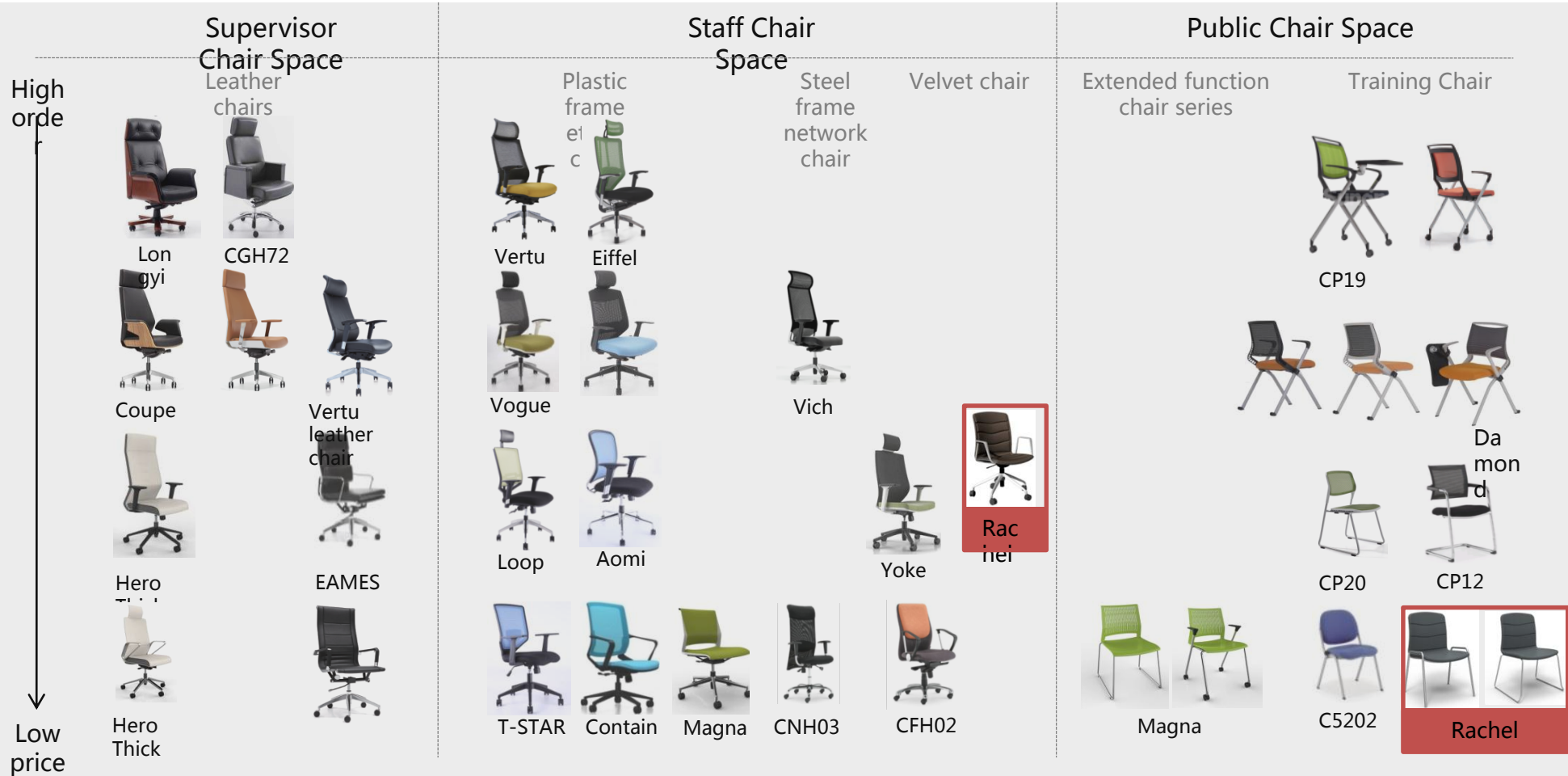


C5619

1. Negotiation chair and meeting chair with a sense of design and modern style and medium price, increasing choices of chairs and desks in public area.
2. Developed to change the monotonous impression of C5202 products, better targeting at different types of refined markets and applied to various spaces and occasions.

Design Overview

Market Positioning



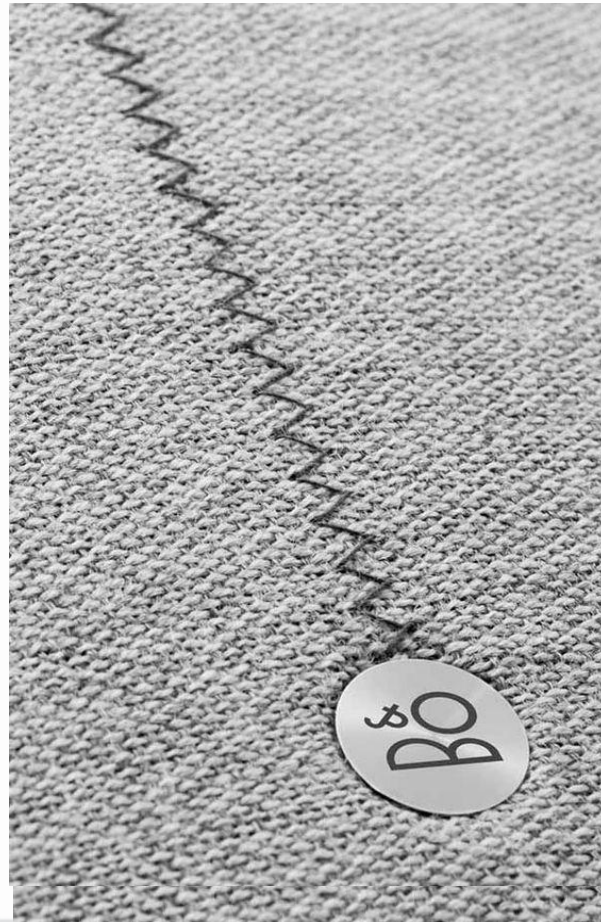
Rachel high configuration staff chair positions in middle end price.
 Low configuration training chair positions in low end price.

Design Overview

Target Customers Description

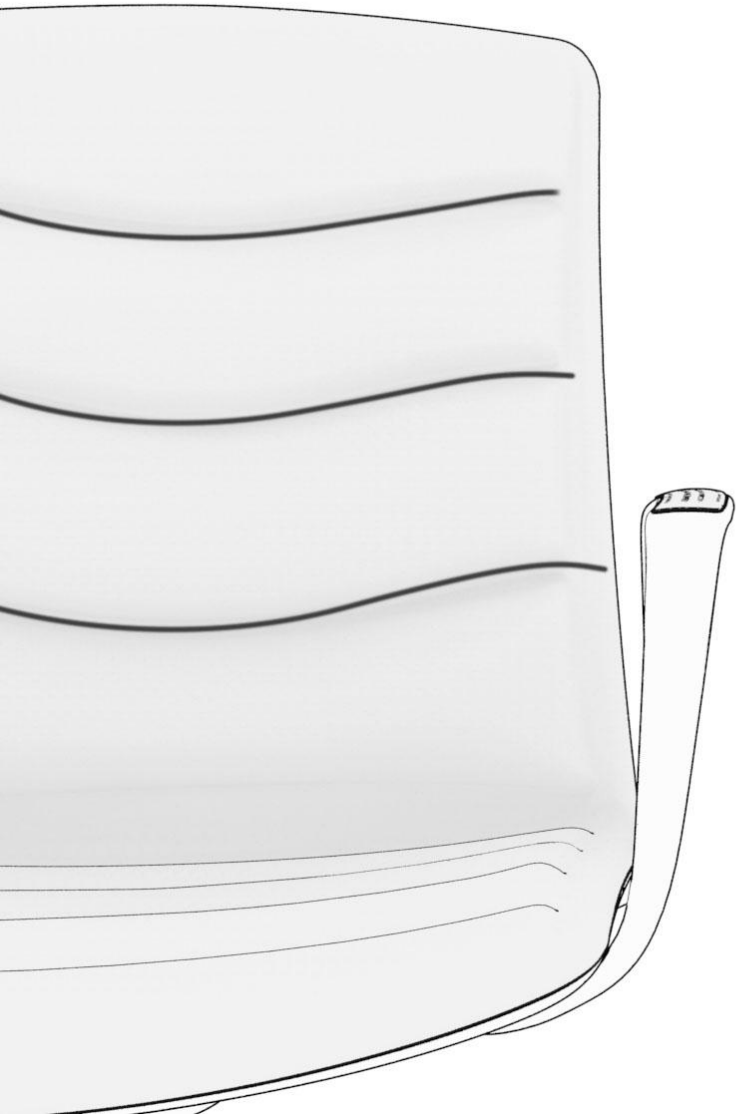
Efficiency Quality Detail Luxuriousness

Modern office negotiation, meeting, training area



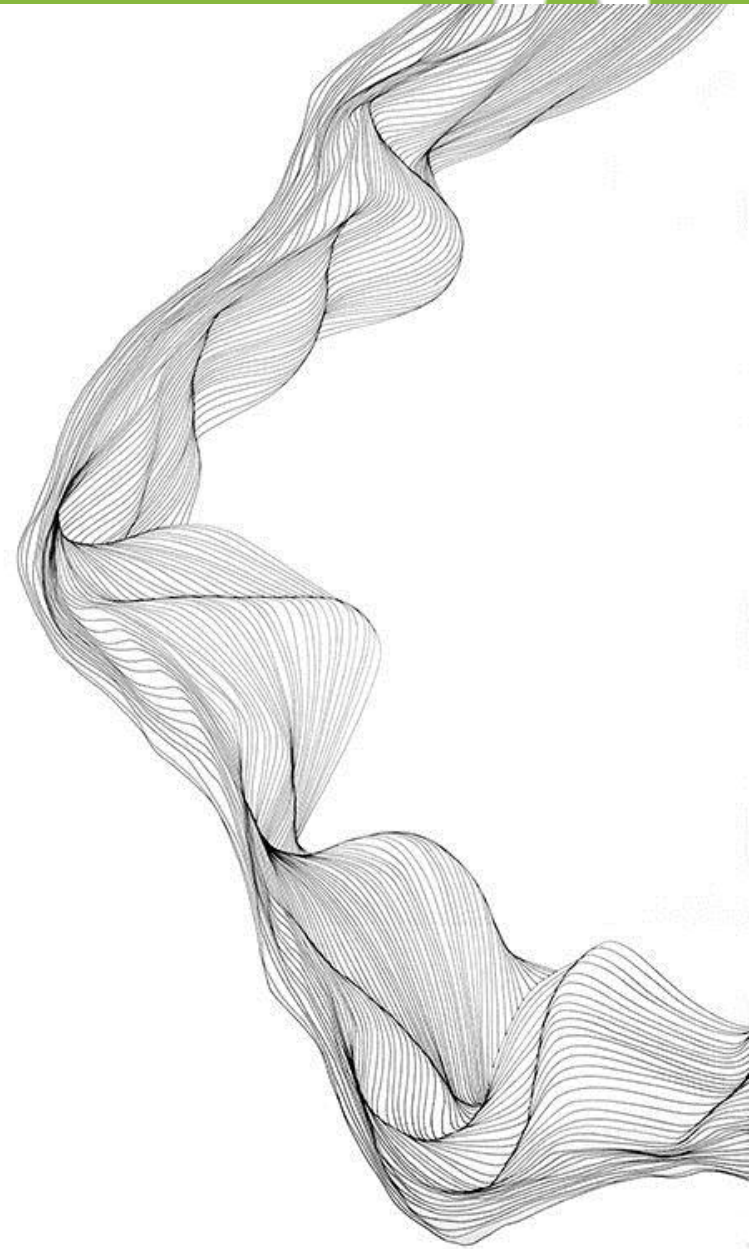
Design Overview

Design Philosophy



Embossing chair surface

It is natural and flexible such
as mountains and rivers.





It is called Rachel.

The back arc design is as smooth as mountains and rivers.

Oracle bone script “川” : in Chinese, whose appearance looks like a grand river, bank on the left and right sides, and river in the middle.

Water: gentle, contains everything; and meanwhile it is strong enough, to drop until wearing away stone. Water converges into a river, When river flows, waves stretch for thousands of miles. The river is alive and is full of vitality.



2

Analysis of Key Points of the Design

Shape

Composing Elements of the Series

Combination Pattern

Function

Size

Color Matching

Material

Structuring Technology

Hardware Fittings

Analysis of Key Points of the Design

Shape



■ Low end series

Metal leg under the desk top

Built-in multi-layer Bent Plywood



Analysis of Key Points of the Design

Shape

■ Low-configuration series

Plastic back shape

Aluminum alloy armrest, five-star feet



Rendering is only for reference. Involving color atlas of materials that is subject to publicized announcement.



**CRC60TM Gray White Back
Frame /CRC61TM Black Back
Frame**
Aluminum alloy armrest and five-star
feet



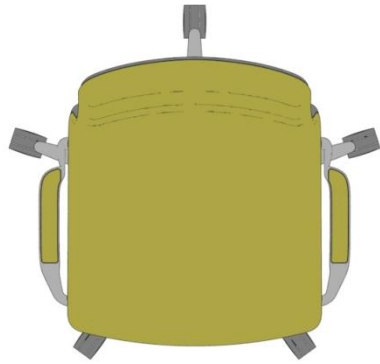
CRC10GM
20mm steel legs
AH Cotton and Linen



CRC11GM
13mm steel legs
AH Cotton and Linen

Analysis of Key Points of the Design

Size



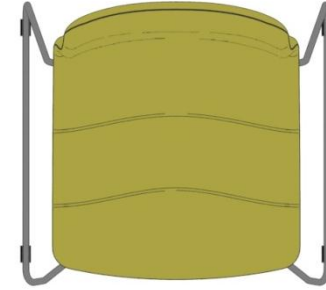
440

495



450

475



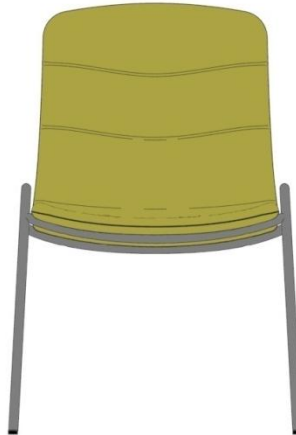
450

468



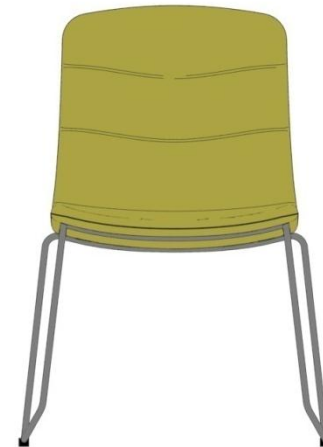
446

590*600*905



420

558*535*820



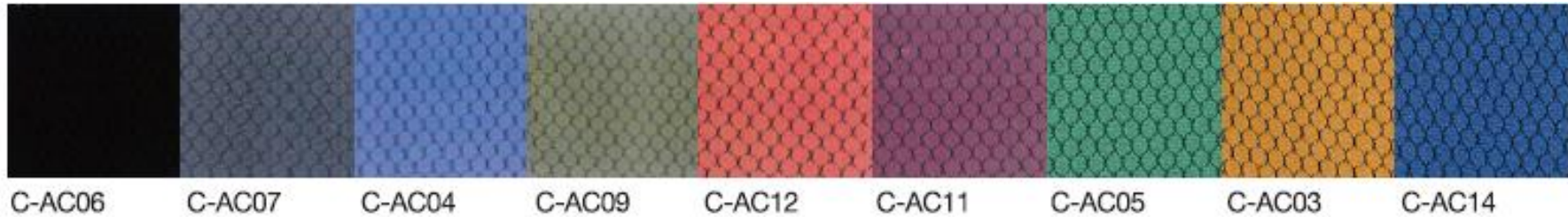
430

591*535*835

Analysis of Key Points of the Design

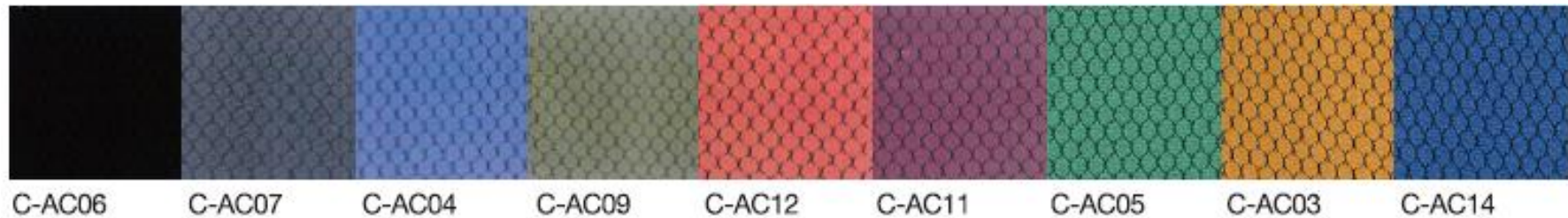
Color Matching

Fabric (Low End Version) :



Flash Silver Metal Feet

Fabric (High End Version) :



Gray Back Frame Black Back Frame



Points of the Design



Aluminum alloy armrest

Crossing texture of armrest surface,
etching technology, rich sense of
texture

Super thin armrest surface, structure
without screw



Built-in 13 millimeter steel structure makes edge smoother, which is difficult to be deformed. Perfect combination of back chair and plastic shell.



5mm sponge covered cotton technology, surface
is more suitable, Not prone to degumming



Aluminum alloy armrest with
refined finish and five-star feet

Etched ABS armrest

Donati 3D Base

Korea gaslever with 100 stroke

PA castors



3

Key Points for Sales

Selling Points of the Series

Terms

Notes for Placing Orders

Coding Principles

Collocation Recommendation



Points of the Design

Metal leg under the desk top
Easy to pile and store



Points of the Design



100%BIFMA:

Seat Impact Test (**100,000** Cycle)

Armrest Fatigue Test(**60000** Cycle)



Points of the Design



Donati 3D Base

Left and right tilting function is high-end and practical.

Left and right tilting is 4° ,back 7° .

Coding Principles:

C+Product Series Code+Memory Code
+Sequence Code . Institution Code .
Product Materials

Code of Sunon chair is variable length, Code can be divided into 6 parts, Every part Contains special meaning.

Specification:

The code is: C DM 1 0 G W

The first seat: ---- C

The Second Series Code: - DM is an abbreviation for product family name

The third memory code : - 1 represents a series of products of meeting chair.

The Four : Sequence Number——0, 2 represents white and black type, 1,3 represents black type.

TheFifth: Institution Code——G represents fixed four leg

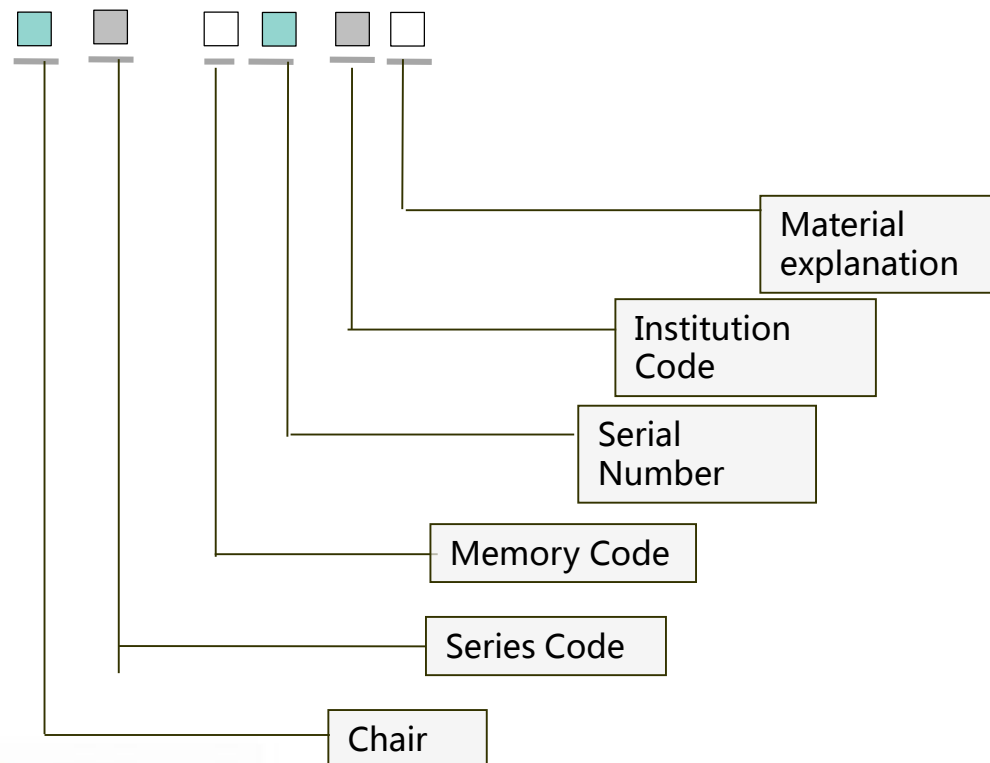
TheSixth: Material explanation——W represents mesh chair

C RC 60 TM

C RC 61 TM

C RC 10 GM

C RC 11 TM







Four patents for appearance

201730086091.X Office leg feet (Rachel)

201730086152.2 Office leg (Rachel)

201730086250.6 Office leg (Rachel-with armrest)

201730086256.3 Office leg (Rachel-quadripod)



**The Creative Department of
Sofa R&D Center
Yangyi
Industrial Designer**



**The Research and Development
Department of Sofa R&D Center
Yang Zhongkai
Technological Structure Designer**



**END .
THANK YOU !**

