



## People Love **Us**™

Want to bring a fresh new look and a sense of design continuity to your learning environment? You can count on **Us**. American Seating's breakthrough family of chairs works in virtually any space or application. From welcoming areas to private offices to lecture halls, the **Us** family of chairs relies upon a dynamic back design and clean aesthetic to support the user and complement any existing décor.

To achieve beauty and simplicity, American Seating brought in industry experts for this ambitious product design. Partnering with internationally renowned industrial designer Jeff Weber resulted in a sophisticated product with an organic look and feel. It's only fitting that the result of this strong collaboration is a family of chairs that works so well for so many.



Designer: Jeff Weber

Jeff Weber and his product development studio, Studio Weber + Associates, have a long history focused on solving human based problems from an empathetic point of view. The output from this practice is product that embodies an intrinsically humanistic quality.



Learn With **Us**.



Collaborate With **Us**.

## All. Together. Now.

Looking for a dynamic, attractive, comfortable chair that can be used in any environment? Leave it to **Us**. With four freestanding base models and three fixed seating base models, it's the first family of chairs designed to work for anyone, anywhere. Furthermore, **Us** adapts just as well to your body as it does to your space. The innovative **Us** chair incorporates an inherent flex back design that allows you to sit comfortably longer. Discover an entire family of chairs that supports a wide variety of applications, including task chairs, stackers, side chairs, and even fixed lecture seating.

When looking for the ultimate in flexibility, comfort and continuity, call on **Us**.



## Inspiration Comes in Many Colors.

It should excite. Inspire. Stimulate. That's what a palette in a learning environment should help achieve. To accomplish this lofty goal, American Seating collaborated with world-famous colorist Laura Guido-Clark to create 14 new and inspiring seating shell color options and four new paint finishes. The lively range of colors chosen for **Us** are the result of extensive research on the relationship between color and learning environments. Say goodbye to the drab taupes and browns and say hello to Juicy Orange and Fresh Cut Lawn.



Laura Guido-Clark

### Neutral Plastics



### Color Plastics



### Arm Pad



Cool Cement

### Paint Finishes



JX Silver Lining

JP Cherry Cobbler

JH Dark Slate

OH Black

Principal Laura Guido-Clark of LG-C Design based in Berkeley, Calif., is an expert in the skin of consumer products – their colors, materials and finishes. Laura has worked with many notable clients in industries as diverse as automotive, furniture and electronics.

The **Us** chair contributes to LEED points in the MR 2 and MR 4 categories.

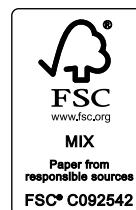
## Our Mission

Since 1886, American Seating has set the standard for product design, durability and comfort. Today, we remain committed to exceeding the expectations of our customers. Our achievements serve as the platform for new and innovative products that continue to be the benchmark of our industry.



401 American Seating Center, Grand Rapids, MI 49504-4499  
Phone 616-732-6600 800-748-0268 FAX 616-732-6401  
americanseating.com

Patent pending. Us is a trademark and American Seating is a registered trademark of American Seating Company  
Form No. A-US4PB-12 ©2012 American Seating Company Litho in USA



American Seating is committed to lessening our impact on the planet through responsible stewardship of our environment.