



SitOnIt • Seating®

## Project Spotlight

The SitOnIt Seating team hit it out of the park with the sale of Composium flair to the Detroit Tigers, for use in their newly renovated party suites at Comerica Park.



### Comerica Park

Detroit, MI

#### INSTALL FACTS:

Sales Rep: Contract Source Group

Dealer: Interior Environments

Time Frame: January - February 2012

Product: Composium flair

If you'd like to be the next Project Spotlight, contact us today: Elissa Aljian at ealjian@exemplis.com or 714.995.4800 x373

#### ABOUT THE PROJECT

In January 2012, the Tigers wanted to make sure they completed their party suites renovation with the right seating. They were looking for a club chair that could take the punishment hard-partying sports fans would dish out, while offering an elegant, inviting look and a very comfortable seating experience. The sales team from Contract Source Group presented Composium flair with full valance, and that was what the Tigers chose. Mixed into the deal was a special COL order through a residential designer, who would provide the customer's own Tiger-orange Italian leather. We had to work fast in order to make good on our 2-, 5-, or 10-day shipping promise. And we did. We received the COL on February 15 and shipped the chairs on February 29, 2012 (10 days), for the happy ending: installation in plenty of time for opening day.

#### WHAT MADE THE DIFFERENCE?

We enjoyed brand equity from the Tigers' past experience with SitOnIt Seating. They were duly impressed by our proven delivery and high quality. Other key deciding factors were Composium's modular capabilities and field-replaceable components, given the high-abuse application. Our affordable price point was an attractive element that helped the customer stay within budget. Most important was our short sales cycle and production time frame – the Tigers needed to have the suites fully functional by opening day.

#### WHAT'S NEXT?

It's on in Detroit. Based on the good experience the Tigers had with our sales team, product, and delivery, the Detroit Pistons are looking at SitOnIt Seating for their luxury suites at the Palace of Auburn Hills.