



**UNITEDSEATS UPDATE**  
2024 number 4

# UNITEDSEATS

## Off road seating manufacturer



Check the latest Synergy video



## NEW SYNERGY 24/7 OFFICE CHAIRS

**Globally, more than 620 million workdays are lost each year due to back pain. This highlights the importance of a high-quality office chair. That's why UnitedSeats is now bringing its extensive expertise in ergonomics to the 24/7 office chair sector.**

The new Synergy range comprises the C1 mid-back, the C4 high back and C8 Pro high back. All 3 models have excellent anatomically shaped cushions and available in a half plush fabric (blue and black) with black leather outer panels, which meet CRIB 5 fire retardancy standards. The C8 Pro Synergy model complies with EN.1335 (1 & 2) and is also available

with a full black leather trim finish. All chairs are equipped with new EVO-style wide & long armrests and lumbar supports to support lower back areas. The C8 Pro and C4 are also available with optional US comfort headrests fitted with antimacassars.

The seat tilt mechanisms feature a 4° negative tilt, which is ideal for improving

comfort and alignment when working at desks or computer workstations by providing a slight forward tilt. The downward tilt angle takes the weight pressure off the users legs.

The chairs are designated for extended use activities such as control rooms, surveillance and emergency centres where maximum concentration is required.

From early 2025 customers will be able to benefit from our exciting new models.

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# UNITEDSEATS MINI DEALER DAYS 2024

**UnitedSeats welcomed representatives of Thomas Scott, TEK Seating, Seat Systems, Reki, Avoline, ITR Agri, SITTAB and Müller GmbH to a mini dealer day event held over two days.**

On the first day, we collected the visitors from the hotel in a luxury mini bus and headed into Rotterdam, where we had the great experience of the Splash Tour. This is a guided tour in Rotterdam from the water in an amphibious bus. This is a unique way to see the beautiful and historic city. The initial entry from the road into the Maas was great fun. After the tour, we enjoyed dinner and drinks at the prestigious Hotel New York.

The next day, we collected the dealers and took them to

UnitedSeats HQ in Zwijndrecht. CEO, Evert Mallie, and David Hale started off the day with the company presentation before taking the visitors on a tour of the facilities of the warehouse, assembly and showrooms to see the new products in our seating range.

Malik Lakhali then presented the new office chair range, with David continuing with the Voyager range of truck and bus driver seats. After a tasty lunch, Liam Wood presented the agricultural seating,

and Michael Hale focused on the marine seating. We finished the day with the construction presentation before one last tour of the seats in the showroom. The attendees were presented with UnitedSeats bodywarmers, a goody bag of UnitedSeats sunglasses, hats, brochures and Dutch stroopwafels for their journey home.

As always, the team at the UnitedSeats HQ was excellent in their hospitality and preparation allowing the dealers to enjoy the days to the fullest. For most of the dealers, it was their first visit to our HQ and they left with a positive impression of the company.



“ We thank all our dealers for their time and for making the effort to come and spend time with the UnitedSeats team. We look forward to welcoming them again in the future. ”



# RANCHER PRO HITS THE FRONT PAGE

**Yorkshire based dealer, Independent Agri Parts have been working tirelessly over the last years and their hard work is starting to bear fruit. Covering everything agricultural, whether it's pig farming, contracting, selling through their expansive parts store, or restoring classic tractors, they have received well deserved recognition for their efforts in September's edition of Classic Tractor Magazine.**

Yorkshire dairy Farmer, Ben Thornber, entrusted the Durkin Family to restore his dream tractor, a 1988 Case IKH 1056XL. Over 9 months, Steve and Paul Durkin worked hard to restore this tractor back to its former glory and they have done such an excellent job, it has been published on the front page and is the feature article.

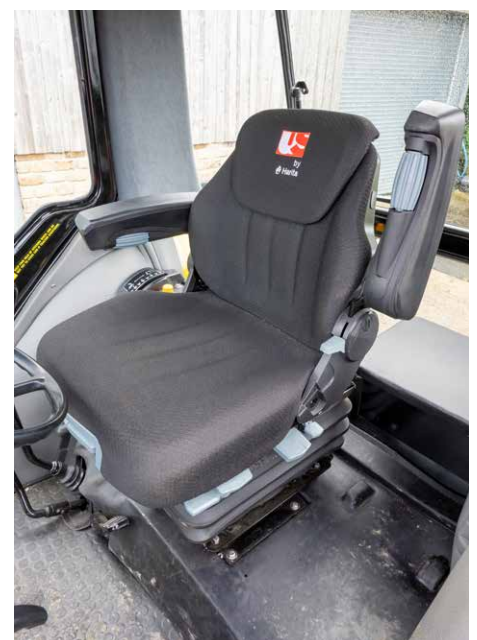
Being a UnitedSeats dealer, Steve recommended the Rancher Pro seat. With Ben wanting all the creature comforts of a new air seat in the newly refurbished cabin, the Rancher Pro with the 5 stage adjustable damper, seat depth and tilt cushion, deluxe armrests and turntable fitted the bill perfectly

without compromising the classic look. David Laley, a renowned photo journalist for Classic Tractor Magazine captured some fantastic photos of the Rancher Pro and Case 1056XL tractor on Bens family farm in Ripponden, West Yorkshire.

It was also nice to learn that Independent Agri Parts collaborated with another one of our UK dealers, Tractor Parts, who are a CASE IKH

specialist based in Earl Shilton, Leicestershire. Dave and team sourced parts for the restoration and it is great that they were involved in the project.

A big well done to Steve, Jay, Sarah Paul and Debbie for their great work, to David who produced a great article and everyone else involved in the project. We hope Ben enjoys his pride and joy Case 1056XL tractor in comfort for years to come.





## INSTALLATIONS OF OUR SLOVAKIAN DEALER

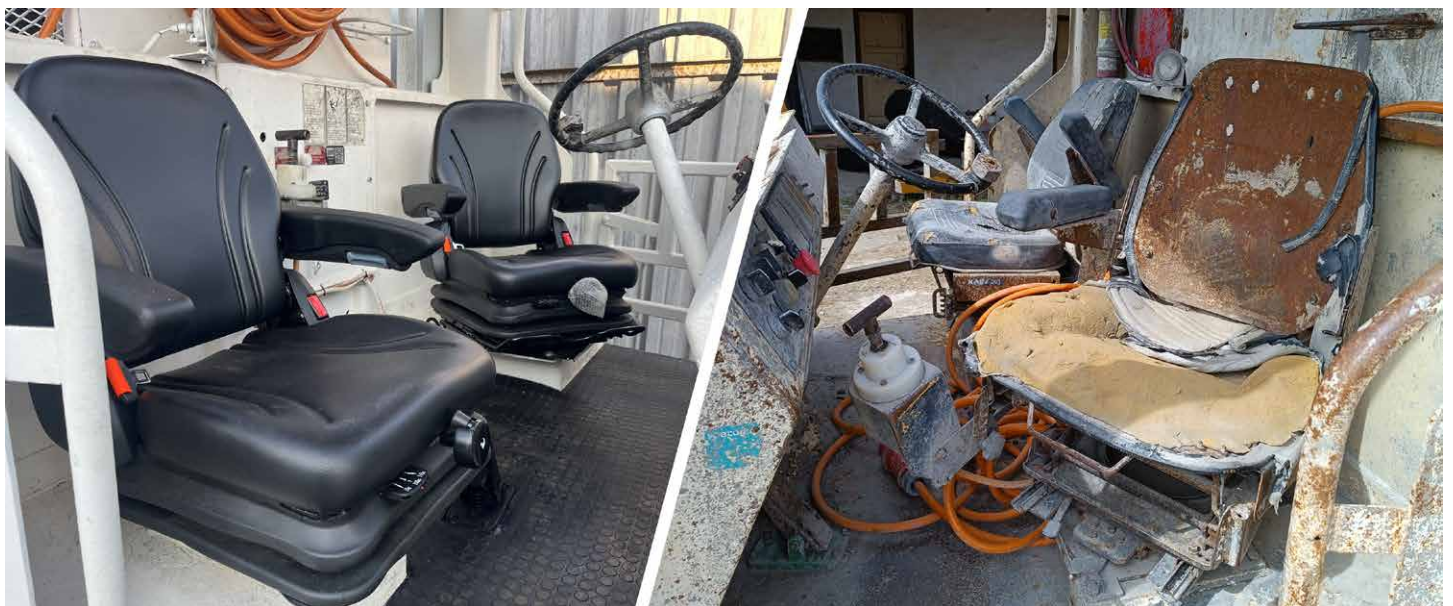
**Our Slovakian dealer, VLV Servis is a construction vehicle specialist, repairing, servicing and also selling heavy construction vehicles from manufacturers, such as Volvo. Richard has been doing some excellent work supplying US seats as aftermarket replacements.**

They recently shared some great examples on their LinkedIn page of our MG35 fitted with our deluxe turntable to a Normet mining tunnel lift vehicle, replacing the original KAB

301 seats. Traditionally they are used in underground mining to safely lift the operators to load explosives and carry heavy equipment. They also installed our LGV120/C7 Pro seat

to a Volvo wheel loader, which was in much need of a replacement seat to refresh the cabin. It is a direct replacement of the well used original Grammer Actimo seat.

Thanks to Richard and the team for being excellent partners of the UnitedSeats brand.





# TIDEMAN FITS CS85/C1 IN HDPE WORKBOATS

Dutch boat manufacturer, Tideman Boats, have been working with Sales Manager, Hennie Olsthoorn, where he has fulfilled their requirement for passenger seats for the HDPE (high-density polyethylene) workboats.

They have fitted two of their HDPE boats with 28 of our CS85/C1 as passenger seats complete in PVC trim. With its 90 mm suspension travel and 3 level height adjustment, the mechanical suspension absorbs the shocks and waves for the passengers making for a smooth ride, reducing fatigue and physical complaints.

The versatile CS85/C1 is very popular in the marine market with several UnitedSeats dealers successfully

supplying them as a passenger seat for all different types of boats in Peru, Singapore or via our dealers in the UK.

We look forward to working with Tideman Boats on their future projects.



At UnitedSeats we are dedicated to providing a quality service from the initial quotation to final product delivery. Our commitment to service, knowledge and product availability has made us the preferred source for your seating needs.

