A technical drawing of a mechanical part, possibly a bracket or a support, with various holes and a central grid-like structure. The drawing is rendered in a light gray line-art style.

Question – “how do you follow a run-away success that ticks all the clients’ boxes?”

Answer – “you draw some more boxes.”

seren.\*

- simpler
- softer
- bigger
- smarter





As shared work-spaces become increasingly common, office environments need to be more versatile than ever before & our seating more easily adaptable to multiple users. But in most offices it's easy to see that lots of people don't really adjust their chair properly.

This makes it even more important that our seating is able to keep us healthy and supported without a complex set up that people haven't the time or the inclination to go through.

## Research tells us up to 80% of people don't adjust their chairs properly.

We recognise these as design problems, not people problems, so rather than focusing on more complex adjustments and even more training, we're always working to deliver smarter products that are easier to use.

*What makes Seren so simple to use?*

The answer for us is to provide the greatest amount of adaptability we can but in such a way that the chair is more intuitive to use than ever.

We have removed the need for some of the usual adjustments by making the chair to do the work for you. The weight balancing mechanism automatically delivers the right amount of resistance when you recline in the chair, so you can get on with what you are doing without even thinking about it.

... it's really that simple!

The controls that are there are sensibly placed and clearly labelled; those that move the seat, are on the seat, it's really that simple!





*Where does the comfort come from?*

It sounds like a pretty obvious thing to say but a great office chair needs to be able to deliver quite a lot – it has to look attractive, deliver great support and offer terrific value for money. First and foremost though, its most important role is to be fantastically comfortable to sit on.


Comfort is often a difficult thing to define and is also very personal. A great back shape is crucial of course but it could be argued that comfort is determined as much by our brains as it is by our bodies, in the same way that good food seems to taste even better if it looks great on the plate. We've designed Seren with a completely upholstered back for exactly this reason. The softness and tactile quality you get from fabric goes way beyond what is delivered by a plastic back in terms of re-inforcing the brain's perception of comfort.

“Designing a product  
is designing a relationship”

Steve Rogers

The appearance of the back yoke helps re-inforce the feeling of support; it's a very human characteristic to feel better if you know someone's 'got your back'. If something looks comfortable & supportive and the sitting experience backs this up too, the chair can really say that it has done its job.





“comfort is  
determined as much by  
our brains  
as it is by our bodies”



*How can an entry level chair deliver 'best practice' environmental performance ?*

We don't believe in green design, we just believe in good design. We've reached a time now when we all need to be much more aware, not just of the level of our consumption, but also of what "stuff" our things are actually made of & where it comes from. So we always strive to get the utmost value out of the very least amount of material. If you start with the thought "what could this be in its next life?" you design things in a very different way.

Our aim is always to use smart design to allow us (or someone else) to be able to eventually recover the materials invested in our products; to promote closed loop cycles of use and ultimately, to do away with the notion of landfill altogether. This means our design team employing a number of eco-design strategies within the development of a chair like Seren, looking at materials, assembly and energy issues and working closely with our supply chain to reduce product miles along the way.

“What could this product be in its next life?”



“... every design decision we make is guided by our environmental concerns, because at Orangebox, we understand that the final cost of the product is not just what appears on the invoice.”

Orangebox Design Team.

# seren.

By simplifying the chair's design & assembly, we are able to offer additional packaging solutions which can reduce environmental impact and delivery costs. A partially assembled chair can be shipped using half the volume of a typical chair box.

Around 38% of each chair's component parts are sourced within 10 miles of our factory in South Wales and over 90% are sourced within mainland Europe.

Our policy of local sourcing wherever possible helps us minimise "product miles" and allows us to be a responsive and agile supplier.

Orangebox delivery vehicles are equipped with sophisticated scheduling & route planning software and we actively measure & optimise vehicle utilisation to maximise fuel economy.

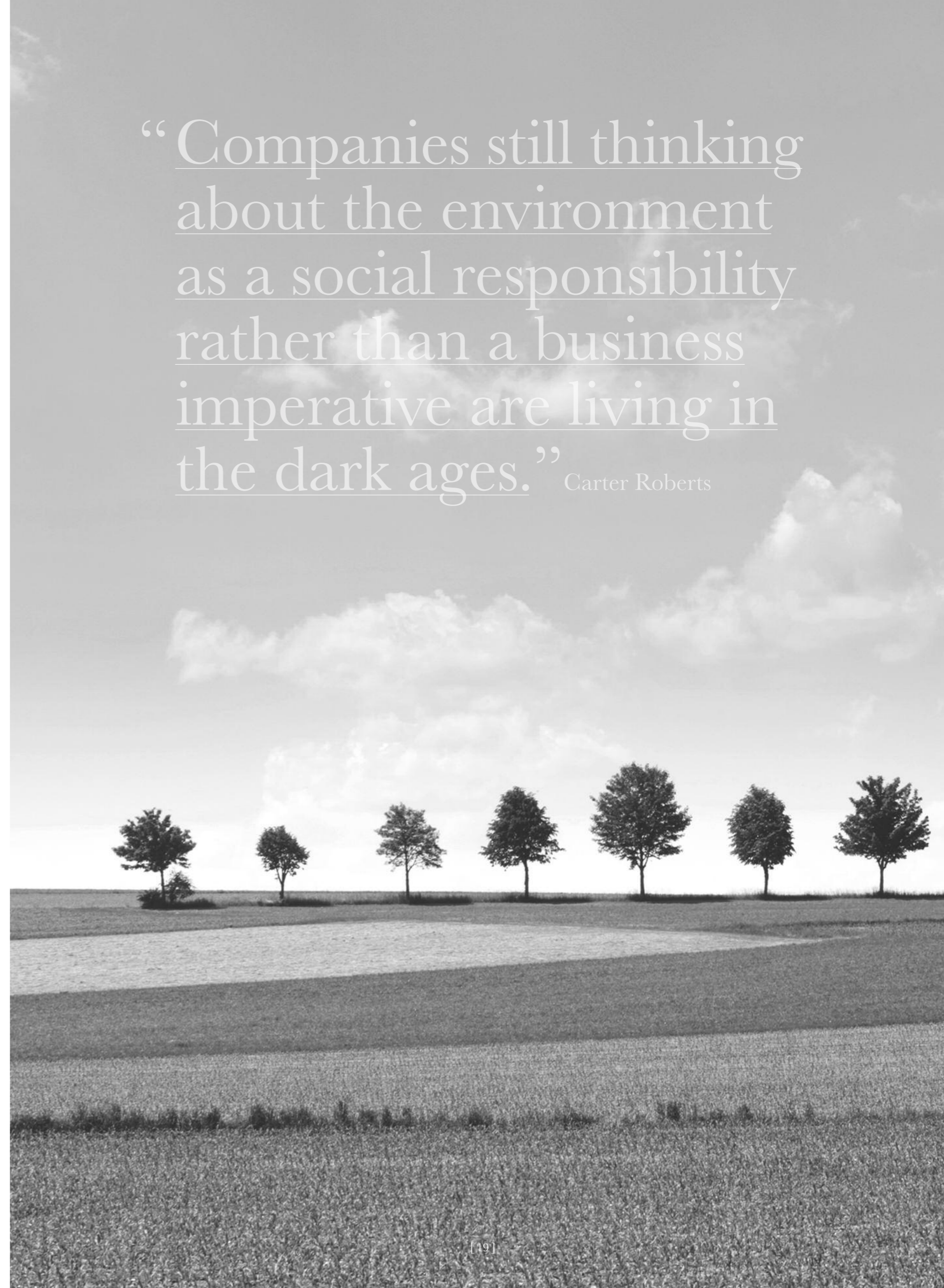
All our trailers have interiors adapted to suit the transportation of furniture with features such as double deck flooring to help maximise load capacity.

Our aim is to do all we can to promote closed loop cycles of use for all the materials we use. Design for disassembly, material identifiers on all larger parts and a comprehensive recycling service are all steps we have taken to help us get the most from the resources invested in our products.

- simpler
- softer
- bigger
- smarter



“Companies still thinking about the environment as a social responsibility rather than a business imperative are living in the dark ages.” Carter Roberts



# seren.★

User weight range: 50kg to 150kg

## Standard Product Information

Headrest (when specified): Black plastic finish only. Height and depth adjustable. Upholstery cover material matched to the back cushion.

Back cushion: Combustion Modified High Resilience (CMHR) moulded foam. Capped on two part cover for all fabrics, leather & vinyl.

Back Yoke: Black or White plastic finish options – provides 60mm of height adjustment.

Arms: Colour matched to back yoke. Black TPU, soft touch arm pad – provides 100mm of height adjustment.

Seat: Black seat pan - provides 75mm of seat depth adjustment. Integrated seat height & seat depth controls.

Seat cushion: Combustion Modified High Resilience (CMHR) moulded foam. Seamless cover for fabric upholstery & panelled cover for leather or vinyl.

Meeting chair frame: Powder coated tubular steel. Black as standard with RAL9006 available at no extra cost.

Counter chairs: Equipped with black extra height gas lift and foot-ring as standard.

## Optional Upcharges

Two tone option 1  
Seat in fabric choice 1. Back in fabric choice 2. Seat cover is one piece - no panels. *The retail price for the highest fabric group selected applies.*

Two tone option 2  
Seat upper & back inner panels in fabric choice 1. Back rear & seat side panels in fabric choice 2. *Fabric choice 1 and fabric choice 2 must be different colours from the same fabric range.*

Luxury seat upholstery: quilted layer in fabric back & seat covers.

Mechanism with travel limiter/back lock: 3 position travel limiter with back lock in the upright position.

Polished Aluminium Base: with 65mm black castor & brushed steel gas lift.

65mm hard black castor.

Castors/Glides: Black, 50mm hard tyre, free-wheel castors on task chairs & black, fixed glides on counter-height chairs.

Base: 26 inch black nylon with removable collar to aid recycling.

Gas lift: Black, powder coated steel barrel on task chairs with black extra-height lift & foot-ring fitted to counter-height chairs.

Mechanism: Synchronous & weight balancing action with up to 20deg of recline. Non locking to encourage movement throughout the day.

Multi adjustable arm with soft touch rotating arm-pads: 70mm height adj. with black or polished aluminium arm supports.

Width adjustment on arms: available on both standard & multi-adjustable arms.

Standard glides: on task chairs with either nylon or aluminium base options.

Coat hanger: Black, white or chrome (task chairs only).

Coccyx Cut-out: task chairs only.

Integral inflatable lumbar support: task chairs only.

Visitor frame: Chrome.

Glides on cantilever: recommended on hard wood floors.





SEREN-HB  
Task chair  
W660mm | D660mm | H985mm



SEREN-HBA  
Task chair with arms  
W660mm | D660mm | H985mm



SEREN-C  
Cantilever meeting chair  
W490mm | D580mm | H890mm



SEREN-CA  
Cantilever meeting chair with arms  
W640mm | D580mm | H890mm



SEREN-HBH  
Task chair with head-rest  
W660mm | D660mm | H1165mm



SEREN-HBHA  
Task chair with head-rest and arms  
W660mm | D660mm | H1165mm



SEREN-HBC  
Counter height chair  
W660mm | D660mm | H1225mm



SEREN-HBCA  
Counter height chair with arms  
W660mm | D660mm | H1225mm



Back yoke (black)



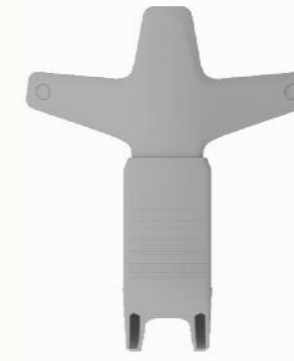
Height adjustable arm (black)



Multi-adjustable arm (black) with arm support (black)



Multi-adjustable arm (black) with arm support (polished)



Back yoke (white)



Height adjustable arm (white)



Multi-adjustable arm (white) with arm support (black)



Multi-adjustable arm (white) with arm support (polished)



Black nylon base with 50mm castor



Black nylon base with 65mm castor



Polished aluminium base with 65mm castor

Chair range designed to conform to the following British, European & American Standards.

BS EN 1335 - 1 : 2000  
*Office Furniture – Office work chair: Parts 1, 2 & 3*

BS 5459 - 2 : 2000 & A2 2008  
*Specification for Performance Requirements and Tests for Office Furniture.*

ANSI / BIFMA X5.1 - 2011  
*American National Standard for Office Furniture.*

BIFMA G1 - 2011  
*Ergonomics Guideline for Visual Display Terminal Furniture used in Office Spaces.*

BS EN ISO 9241-5:1999  
*Ergonomic requirements for office work with Visual Display Terminals (VDTs). Workstation layout.*

BS EN 13761 : 2000  
*Office Furniture. Visitors chairs.*



seren.★

orangebox

**Orangebox Showrooms.**

33-39 Bowling Green Lane, London EC1R 0BJ  
T. +44(0)20 7837 9922  
F. +44(0)20 7837 4441  
email. [showroom@orangebox.com](mailto:showroom@orangebox.com)

Bates Mill, Colne Road, Huddersfield HD1 3AG  
T. +44(0)1484 536 400  
F. +44(0)1484 536 410

**Head office & Manufacturing.**

Penallta Industrial Estate, Hengoed,  
Mid Glamorgan CF82 7SU

**Orangebox Middle East**

Fairmont Tower, Sheikh Zayed Rd  
PO Box 4404, Dubai, United Arab Emirates  
T: +971 4 3042512  
F: +971 4 3042513

[www.orangebox.com](http://www.orangebox.com)