

Finora

Sales Guide



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Design and Specifications

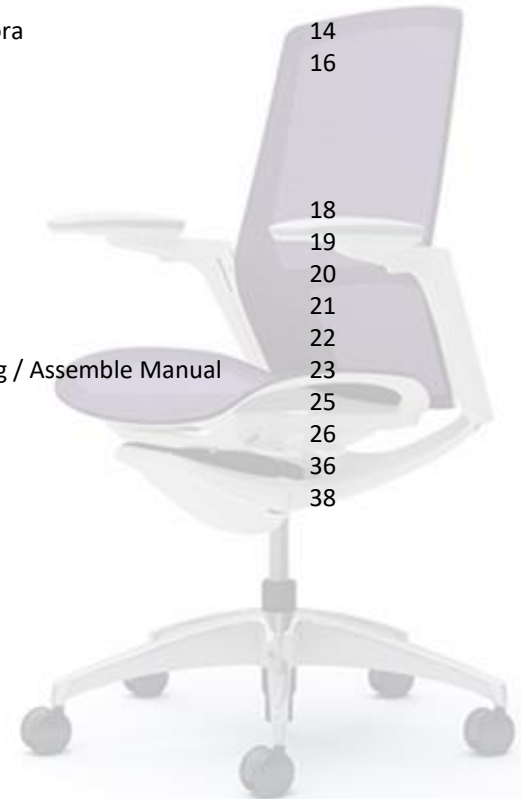
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Product Overview



PRODUCT OVERVIEW

okamura

Origin

Finora was designed to encapsulate beauty with streamlined thinness and lightness.



Finora Chairs Sales Guide

Design Story

As work styles become diversified, workplaces are becoming freer and more casual. In addition, the traditional concept of fixed seating is disappearing and the functions required of swivel chairs for office use are changing as more and more companies adopt ABW (Activity Based Working). In recent years, chairs with extremely limited adjustment functions and enhanced design have appeared on the market, but many of them cannot be said to be comfortable when actually used at work. For this reason, Finora reconsidered what the next generation of office swivel chairs compatible with ABW should be, and aimed to achieve (1) high operability so that anyone can adjust them easily and intuitively, (2) future-forward styling that harmonizes with the latest office environments, and (3) customizability that adapts to casual spaces.

Finora's design concept is: 1) Precious: the pursuit of a sense of luxury, function and comfort with attention to detail 2) Pure: a beautiful, lean form 3) Personal: an ability to customize with a high level of individuality 4) Powerful: an expression of lightness while ensuring world-standard strength and durability. Each of these four keywords has universal value, and by realizing all of them, we can achieve both function and design suitable for the office of the future. New to Okamura is the "decoration panel" attached to the lower part of the backrest, which is available in three different finishes to enhance the sense of luxury. The custom panel can be paired with seats of different patterns and textures, allowing the user to enjoy customizing with originality.

The most distinctive feature in the styling is the beautiful arms extending from the backrest, which can move in four directions (height, back and forth, left and right, and rotation). By attaching the highly functional arms to the backrest instead of the under the seat, a light image has been achieved and the space under the elbows has been left free for more freedom when seated. To improve seating comfort, three different cushion densities are used for the cushion seat type, and for the seat mesh type, cushion material is inserted under the mesh at the front edge of the seat to reduce pressure on the back of the thighs. All operation levers are integrated under the seat, allowing adjustment from a natural posture while sitting. Instead of being fitted with the conventional dial type adjustment, the reclining tension can be adjusted instantly and easily using the Quick Slide lever. For the mesh, we have developed a new construction method that makes the elastic yarn less noticeable giving the mesh an improved transparency and tactile feel. Additionally, by embedding a resin bumper between the mesh and the frame, the mesh will not tear even if it collides with a desk.

Collaboration with Global Design Firm

The industrial design department of ITALDESIGN, a global design firm renowned for its stunning supercars. Finora marks our 6th collaboration with ITALDESIGN with other collaborations including flagship chairs Contessa and Sabrina. Nicola Guelfo, the chief designer of Finora wanted to combine all functions and styling into one sleek form. The flexible backrest of Finora flows down under the seat of the chair, creating a light, unified form. The mechanism and levers for adjustments such as seat height, reclining tension, and seat depth are all placed neatly under the seat. Beautiful from every angle, this chair draws its design inspiration from the automobile industry. Another unique design feature is the custom panel on the backrest frame. The panels are available in silver, black or white, all with a sleek gloss finish to smartly contrast with the matte backrest frame. The panels not only add an additional aspect of visual interest, but they increase the customizability of the chair too, so you can truly make it your own. This unique feature, which evokes images of sports cars, is something only ITALDESIGN could create.



PRODUCT OVERVIEW

OKAMURA

Design History with ITALDESIGN



Contessa

— 2002 —



Baron

— 2004 —



Luce

— 2010 —



Sabrina

— 2012 —



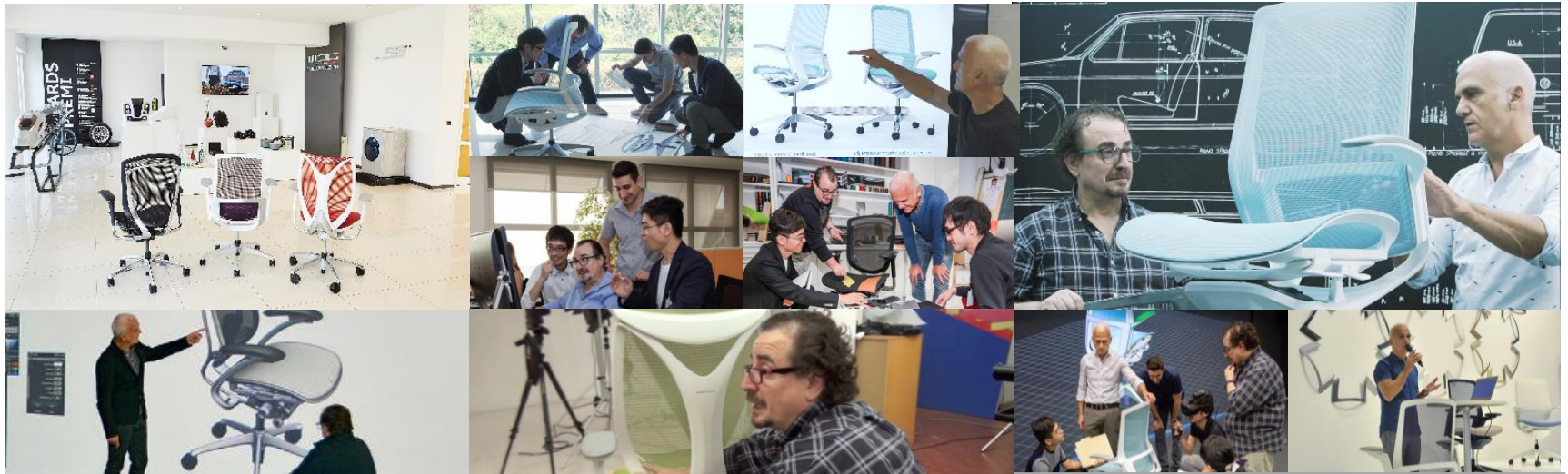
Contessa II
seconda

— 2016 —



Finora

— 2018 —>



Finora Chairs Sales Guide

PRODUCT OVERVIEW

okamura

ITALDSIGN

The Industrial Design Division of Italdesign, headquartered in Moncalieri, Torino – Italy, was established in 1981 and today is one of the most renowned and leading organizations in the industrial and transportation design fields on a worldwide level. Acclaimed for its proclivity in all-round functional design, Italdesign's projects range from automobiles to pieces of furniture, from tires to watches and home appliances.

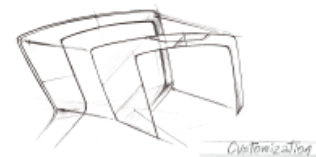
A statement of style and identity.

Introducing Finora: dreamed by Italdesign, a company that excels in mastering the complexity of automotive design, and engineered by Okamura. Precision meets soul in graceful symmetries and clean contours, creating a chair that brings the beauty of lightness with full features for any workplace.

OKAMURA

X

ITALDESIGN



PRODUCT OVERVIEW

Naming

The name of Finora is come from Italian word. The meaning in English is “Until Now”. Okamura and Italdesign has been working from 2002. Finora is a latest task seating collaboration answer among us. Finora’s name symbolizes the concept of the “uncompromised beauty of lightness”—by applying the design philosophy that is distinctive to the automotive industry, Finora provides the modern worker with a high level of functionality for the ultimate level in comfort in an office chair without sacrificing the esthetic design. Easily adaptable to a multitude of environments, Finora, including upholstery and frame color, can be customized to suit a variety of workplaces and work styles.



PRODUCT OVERVIEW

Differentiators

- Italian design and Japanese engineering

Finora, a chair easily adaptable to a multitude of environments in the modern workplace. Born from a new collaboration between Okamura and ITALDESIGN, Finora has realized a futuristic and innovative design, whilst providing the functionality and quality expected of an Okamura chair.



- The brief was to design a globally cherished chair with a sense of future

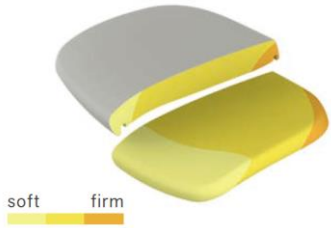


- Wide variation of spec and option
Great color and spec choice. I can choose Mesh seat, and wide variation of Customize panel.

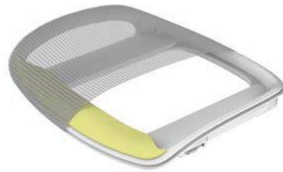


PRODUCT OVERVIEW

Innovations of Design



Multiple Density Cushion



Front Support Cushion for Mesh



Flexible Frame



Ankle Tilt Reclining



Seat Height & Depth Adjustment



Smart Adjustment

PRODUCT OVERVIEW

okamura

Finora at a Glance

Concept	Precious, Pure, Personal, Powerful	
Market Segment	Task, Conference, Meeting etc. targeted to the mid price segment	
Designer	GIUGIARO DESIGN	
Style Variations	Extra-High back (with headrest), High back, with armrest, w/o armrest	
Specification Overview	Tilt mechanism Base type Body color Back type Seat type Frame Decoration panel	Syncro-mating mechanism 5-star base / Aluminum Black, White Mesh Cushion / Multiple Density Cushion, Anti Snugging fabric Plastic / Black, White Chrome plating/Black/White
Customization Options	Armrest Headrest Coat hanger Lumbar support Caster	Without arms, 4D Adjustable (height, back and forth, left and right, and rotation) Adjustable Fixed Adjustable Hard (polyamide) for carpet; Soft (urethane) for floors
Adjustment	Up / Down 110mm(4 3/8") Up to 50mm(2") Up / Down 100mm(4")	Up / Down 60mm(2 3/8") Back recline up to 23° Front Tension control & Lock

Award



reddot winner 2020

Reddot Winner 2020

Red Dot stands for belonging to the best in design and business. Our international design competition, the “Red Dot Design Award”, is aimed at all those who would like to distinguish their business activities through design.



HiP Honoree 2020

Now in its 7th year, Interior Design's HiP Awards at NeoCon honors industry people and innovative products. This unique initiative honors commercial industry pioneers and achievement in product design.



iF Design Award 2020

Each year, iF International Forum Design GmbH organizes one of the world's most celebrated and valued design competitions: the iF DESIGN AWARD. Recognized as a symbol of design excellence around the world, the iF DESIGN AWARD welcomes over 6,000 submissions from 70 countries every year.



Interior Design Best of Year Honoree 2020

Now in its 7th year, Interior Design's HiP Awards at NeoCon honors industry people and innovative products. This unique initiative honors commercial industry pioneers and achievement in product design.



Indoor Advantage™ Gold

Certify your interior products for low VOC emissions with the most transparent indoor air quality (IAQ) standard for furniture and building materials. The Indoor Advantage and Indoor Advantage Gold standard aligns with both ANSI/BIFMA M7.1 and X7.1, and CA 01350. It is recognized by the EPA and GSA, and qualifies for many building rating systems, including LEED v4, BREEAM, WELL Building, and Living Building Challenge.

Design and Specifications





Elevate your work in
the uncompromised
beauty of lightness.

4 Key words

Personal- Wide variation

Precious- Close attention to detail in form,
function and comfort

Pure- Beautiful form, without any excess

Powerful- Strength & high performance

DESIGN AND SPECIFICATIONS

okamura

Luxury meets engineering insight.

Elevate your work in the uncompromised beauty of lightness.

An uncompromising beauty of lightness.

Every component of Finora is designed to combine style and functionality in one sleek form. The backrest sweeps in a simple curve, gracefully integrating the armrests. Adjustment mechanisms are tucked neatly under the seat.



DESIGN AND SPECIFICATIONS

okamura

Maximal impact with minimal materials.

Thin and light unite to make an understated impact. The streamlined design is confident in character and elegantly upscale.

Intelligent engineering.

Highly adjustable, to bring a new level of comfort. The flexible backrest and 4-D arms adjust to your body, creating a comfortable seating experience.



DESIGN AND SPECIFICATIONS

okamura

Stunning design. Attention to detail.

Inspired by classic automobile styling, commitment to design creates moments of delight throughout. The decorative panels are available in chrome, black, or white – all with a gloss finish to contrast with the matte mesh finish. Every detail of Finora has been considered to adapt to a multitude of office environments.

Make it yours.

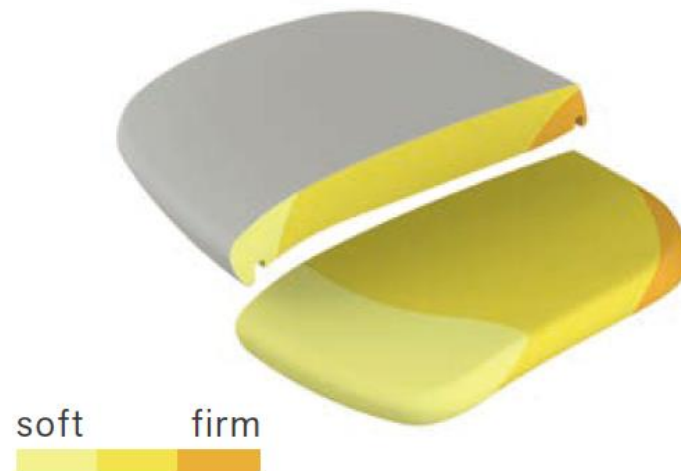
Transform the exceptional in to the personal, with finishes that bring radiance and individuality to your Finora chair. Choose from mesh or standard seat fabric, available in fourteen beautiful colors. The seat can also be upholstered with an upgrade curated selection of fabrics for a sophisticated look.



DESIGN AND SPECIFICATIONS

Multiple Density Cushion

Our seat cushion is manufactured by casting urethane foam of three different degrees of firmness together, to create a single cushion. Providing softer support at the front and denser cushioning at the back.



DESIGN AND SPECIFICATIONS

okamura

Front Support Cushion for Mesh

The mesh seat is fitted with soft urethane foam at the front of the seat, reducing pressure on the thighs for improved circulation.



DESIGN AND SPECIFICATIONS

okamura

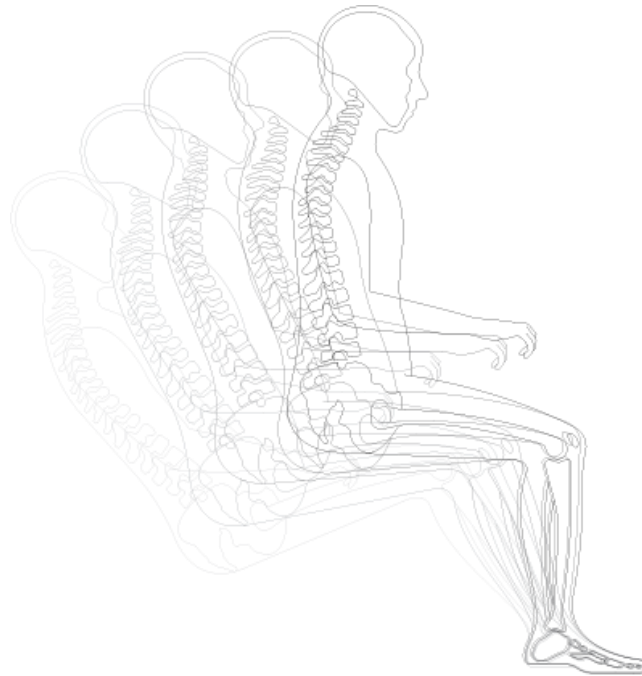
Flexible Frame

The streamlined backrest flexes with your body for incredible comfort.



Ankle Tilt Reclining

Using the ankle as a pivot point, a tilt mechanism moves in sync with the seat for added support – stimulating healthy variation in posture and relaxation, with uninterrupted comfort.



Seat Height Adjustment

Simply adjust seat height, in a range of 110mm (4 3/8"), with an under-seat finger-operated lever on the right.



Seat Depth Adjustment

Also adjust the seat depth simply, in a range of 50mm (2"), with a light-touch lever under the seat on the left.



Smart Adjustment

Seat adjustment controls are consolidated into a simple cluster under the seat. Controls are easily operated from a natural seated position. Reclining tension is adjustable by sliding the lever under the seat on the right.



DESIGN AND SPECIFICATIONS

Specifications (Types)

Seat Types



Upholstered



Mesh

Armrest Types



Adjustable Arms

Fixed Arms

Without Arms

Back Types



Mid Back

High Back

High Back with headrest

DESIGN AND SPECIFICATIONS

Specifications (Colors)

Body Decoration Panel Colors



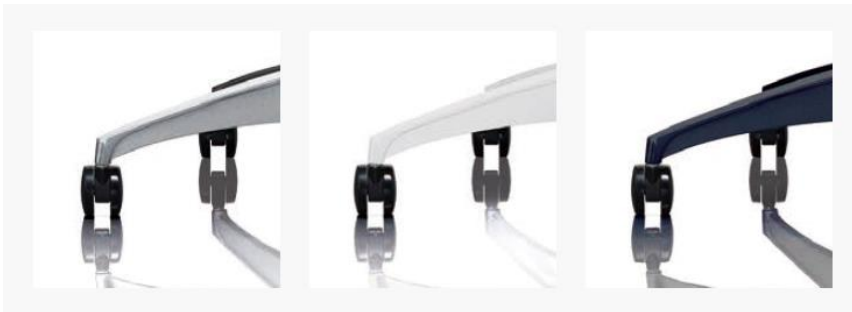
White Body
x
Chrome Plating Panel

White Body
x
White Panel

Black Body
x
Chrome Plating Panel

Black Body
x
Black Panel

Base Colors



Polished

White

Black

DESIGN AND SPECIFICATIONS

Specifications (Colors)



Specifications (Options)

Seat Types



Adjustable Headrest

Lumbar Support

Adjustable Hanger

How to tell the Story



HOW TO TELL THE STORY

okamura

Key message

- Luxury meets engineering insight.
- An uncompromising beauty of lightness
- Maximal impact with minimal materials
- Intelligent engineering
- Stunning design. Attention to detail
- Make it yours
- Now you see it, now you don't



Full Story

Finora is Okamura's latest high-end task seating, imagined by ITALDESIGN and engineered by Okamura. Precision meets the soul in graceful symmetries and clean contours. This combination creates a chair that brings the beauty of lightness with full features for advanced workplaces. Every component of Finora is designed to combine style and functionality in one sleek form. The backrest sweeps into a simple curve with integrated armrests. Ergonomic adjustments provide full control to the chair, yet tucked neatly at the side of the seat. As a proper high-end task seating, Finora is equipped with various functions from seat depth adjustment, adjustable lumbar support, and 4D Armrests. Finora provides a wide range of options, is intuitive, and easy to use. Finora is offered in a black or white body, with or without polished details, and offered either upholstered or in a wide range of mesh colors (14). Headrest and Jacket Hanger, both adjustable to fit your needs, are available as options. Finora is your stylish, ergonomic, and comfortable solution.

Streamlined Lightness, High Customization

Changes in the social environment and the advancement of technology have influenced how we work in the modern office. A typical office scene used to be full of assigned desks for work either at a computer or with pens and paper in hand. Nowadays, we are seeing more and more companies move away from this traditional style of work, adapting to a free-address offices where people are free to move around throughout the day- tablet, laptop or smartphone to hand. But changes haven't just been occurring in how we work, office interiors have also been changing in their design, look and feel, too. New materials and finishes have been introduced and diversified the aesthetics of the workplaces. Office spaces used to have the tendency to feel dull or sterile, but today, many offices are anything but boring. To keep in line with increasingly design-conscious office spaces, office chairs had to adapt as well.

Short Story

Finora is Okamura's latest high-end task seating, imagined by ITALDESIGN and engineered by Okamura. Precision meets the soul in graceful symmetries and clean contours. This combination creates a chair that brings the beauty of lightness with full features for advanced workplaces. Finora is your stylish, ergonomic, and comfortable solution.

One Phrase

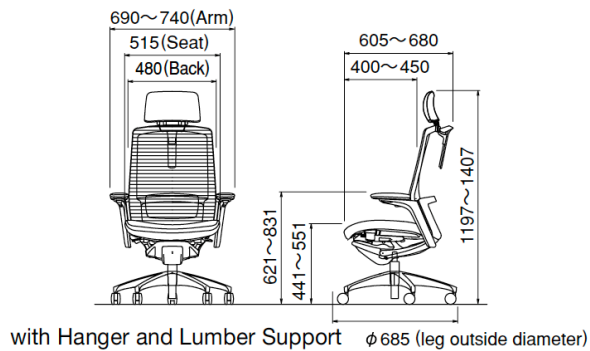
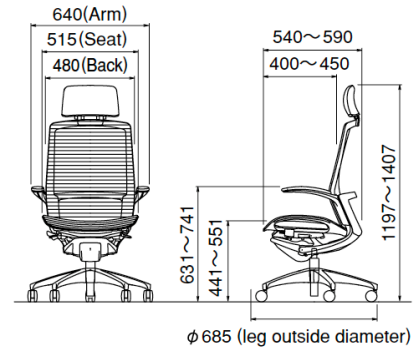
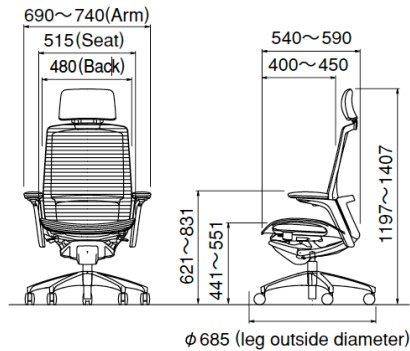
Finora, a chair easily adaptable to a multitude of environments in the modern workplace. Born from a new collaboration between Okamura and ITALDESIGN, Finora has realized a futuristic and innovative design, whilst providing the functionality and quality expected of an Okamura chair.

Reference Information

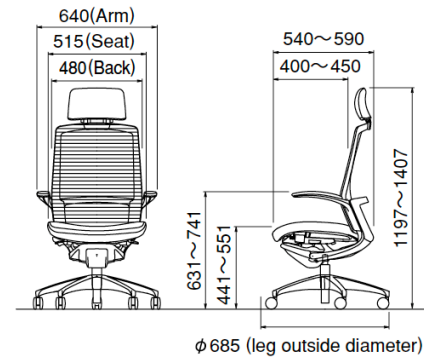


REFERENCE INFORMATION

Dimensions (High Back with Headrest)



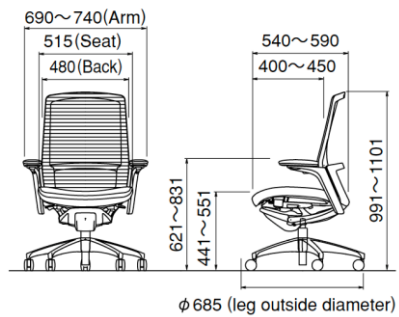
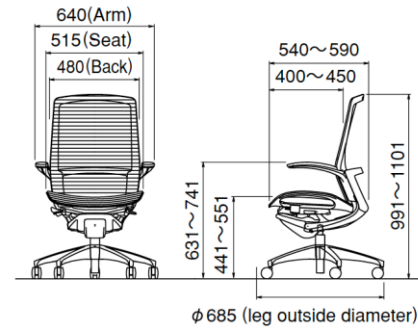
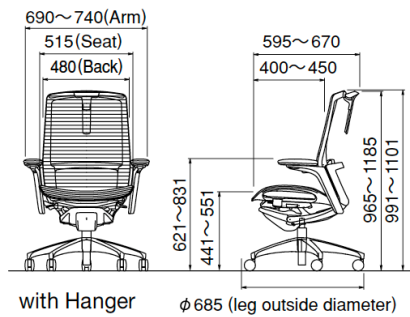
Adjustable Armrest



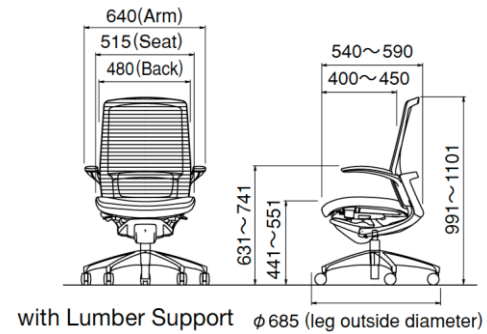
Fixed Armrest

REFERENCE INFORMATION

Dimensions (High Back)



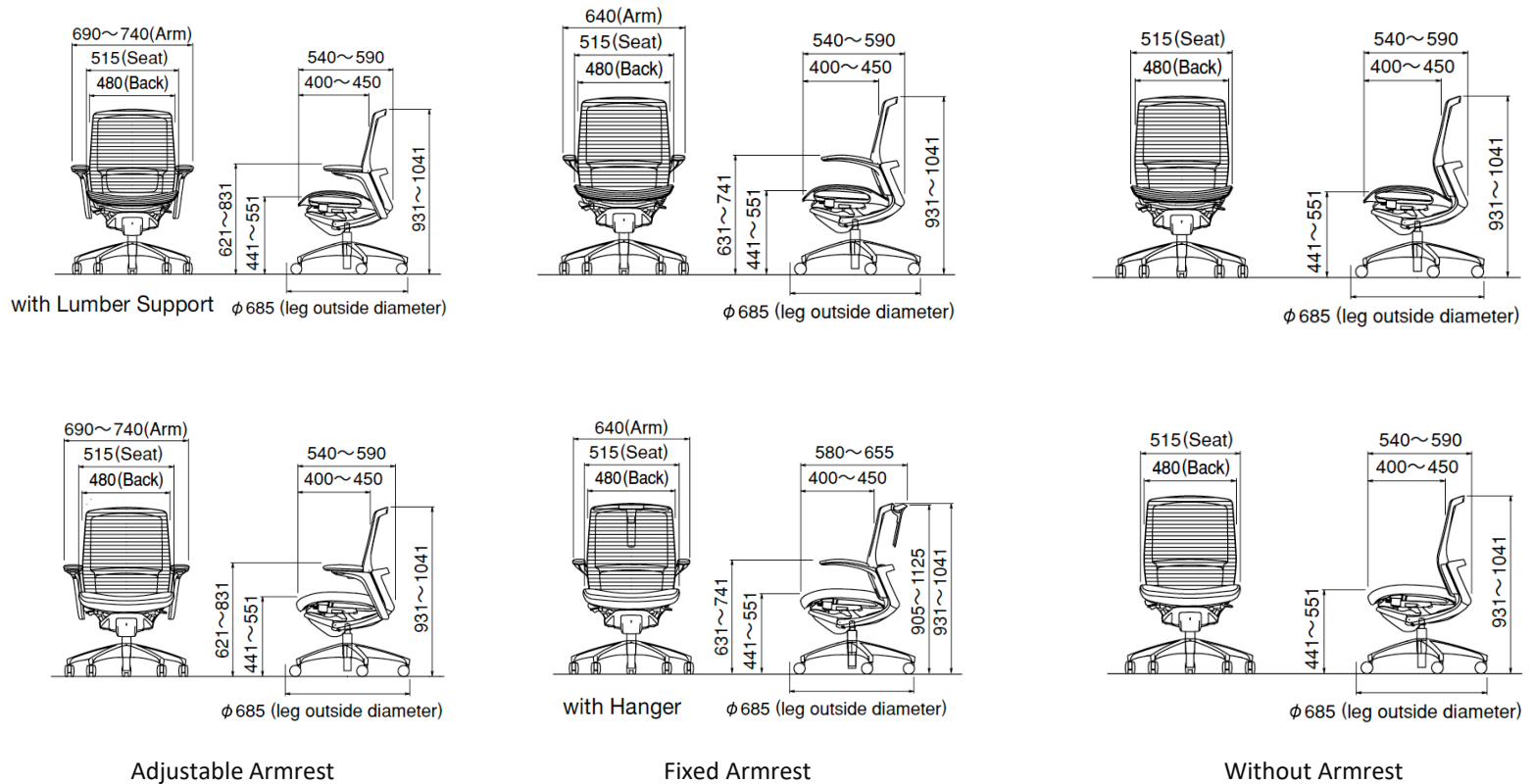
Adjustable Armrest



Fixed Armrest

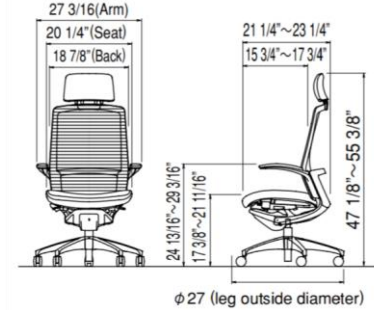
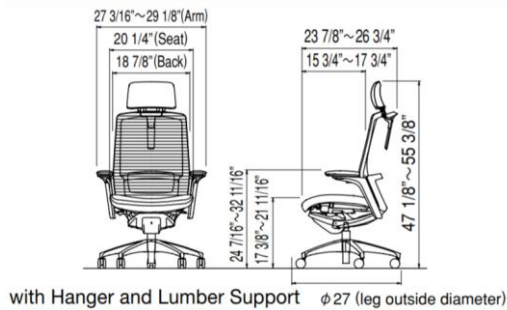
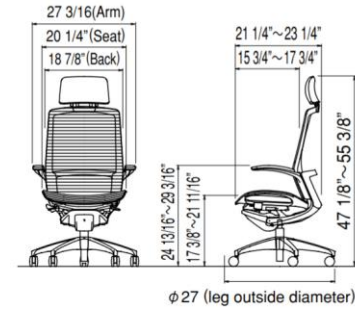
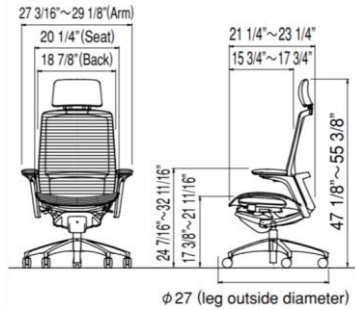
REFERENCE INFORMATION

Dimensions (Middle Back)



REFERENCE INFORMATION

Dimensions (High Back with Headrest) (inch)

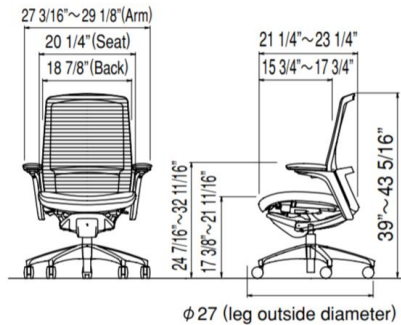
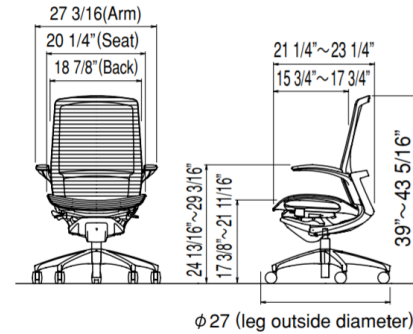
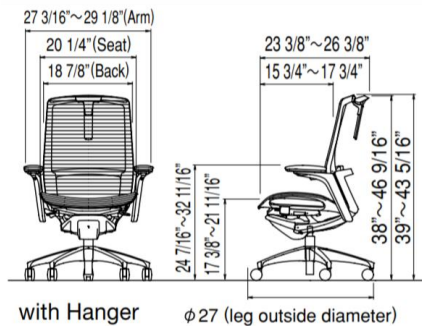


Adjustable Armrest

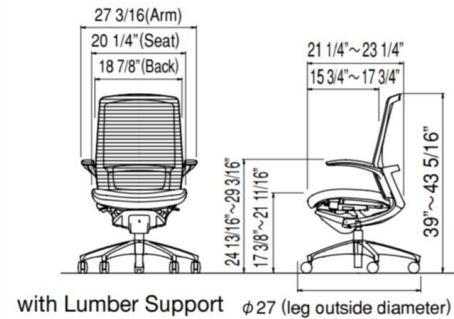
Fixed Armrest

REFERENCE INFORMATION

Dimensions (High Back) (inch)



Adjustable Armrest

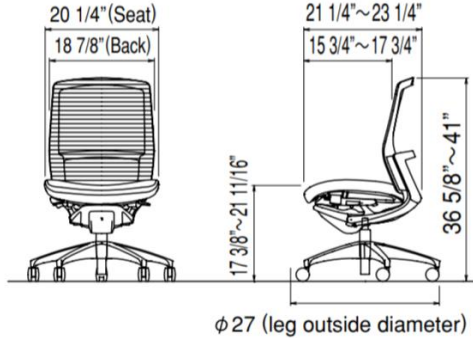
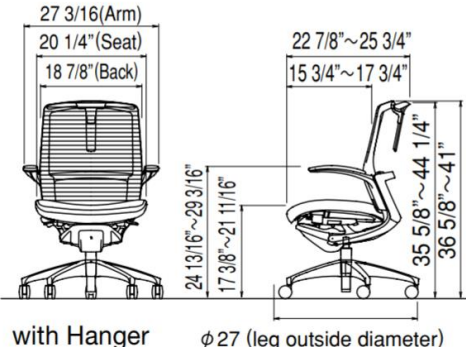
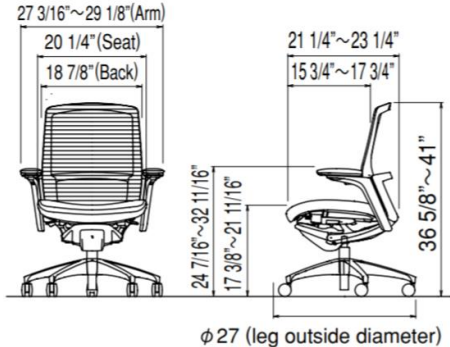
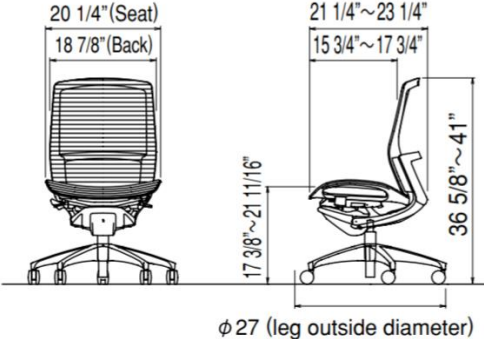
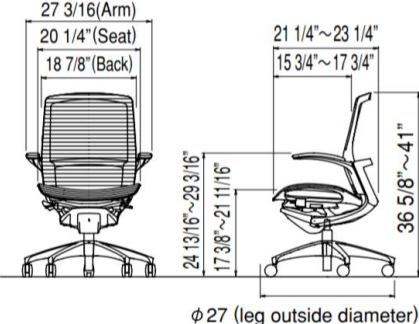
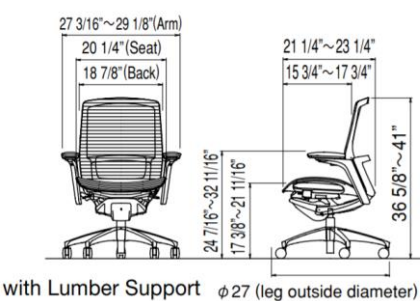


Fixed Armrest

REFERENCE INFORMATION



Dimensions (Middle Back) (inch)



Adjustable Armrest

Fixed Armrest

Without Armrest

REFERENCE INFORMATION

Materials

Materials					
		Part		Materials	Surface finishing
Structural parts	Backrest	Frame		Die-cast aluminum >ADC<	Polyester coating
		Backrestframe		Polyamide resin >PA<	—
		Decoration panel		Polycarbonate resin >PC<	—
	Seat	Mesh type	Mesh frame	Polyamide resin >PA<	—
		Upholstered type	Inner shell	Polypropylene resin >PP<	—
		Common to all models	Seat frame	Polyamide resin >PA<	—
	Support base	Body		Metal (aluminum) >ADC<	Polyester coating
		Cover		ABS resin	—
	Arm	Adjustable arm	Armrest body	Polypropylene resin >PP<	—
			Mechanical section	Metal (steel)	—
			Pad	Thermoplastic polyurethane resin >TPU<	—
		Fixed arm	Body	Metal (aluminum) >ADC<	Polyester coating
			Pad	Thermoplastic polyurethane resin >TPU<	—
		Armless	Side cap	Polypropylene resin >PP<	—
	Leg	5-leg type	Polished type	Metal (aluminum) >ADC<	Mirror finishing
			Coated type	Metal (aluminum) >ADC<	Polyester coating
		Hanger		Polyamide resin >PA<	—
	Option	Lumbar support	Movable portion	Polyamide resin >PA<	—
			Body	Olefin-based resin	—
		Headrest	Body	Polypropylene resin >PP<	—
Attaching portion			Polyamide resin >PA<	—	
Covering material	Mesh		Polyester	—	
	Cloth		Polyester	—	
Cushion material	Seat		Urethane foam	—	
	Headrest		Urethane foam	—	

>XX< indicates the materials of the parts. This information is useful for recycling.

Please understand that product specifications might change without prior notification due to improvements made to the product.

REFERENCE INFORMATION

Packing Information

Model	Weight	M3	Carton size			Q'ty
			L(mm)	D(mm)	H(mm)	
High back(w/o armrest)	23kg	0.37	700	700	760	1
Armrest	2.9kg	0.027	420	320	200	1
Headrest	1.8kg	0.019	400	270	180	1
Lumbar Support	0.11kg	0.026	440	300	200	5
Coat hanger	0.1kg	0.02	310	400	170	5

Lead Time

4-5 weeks for production

Shipping

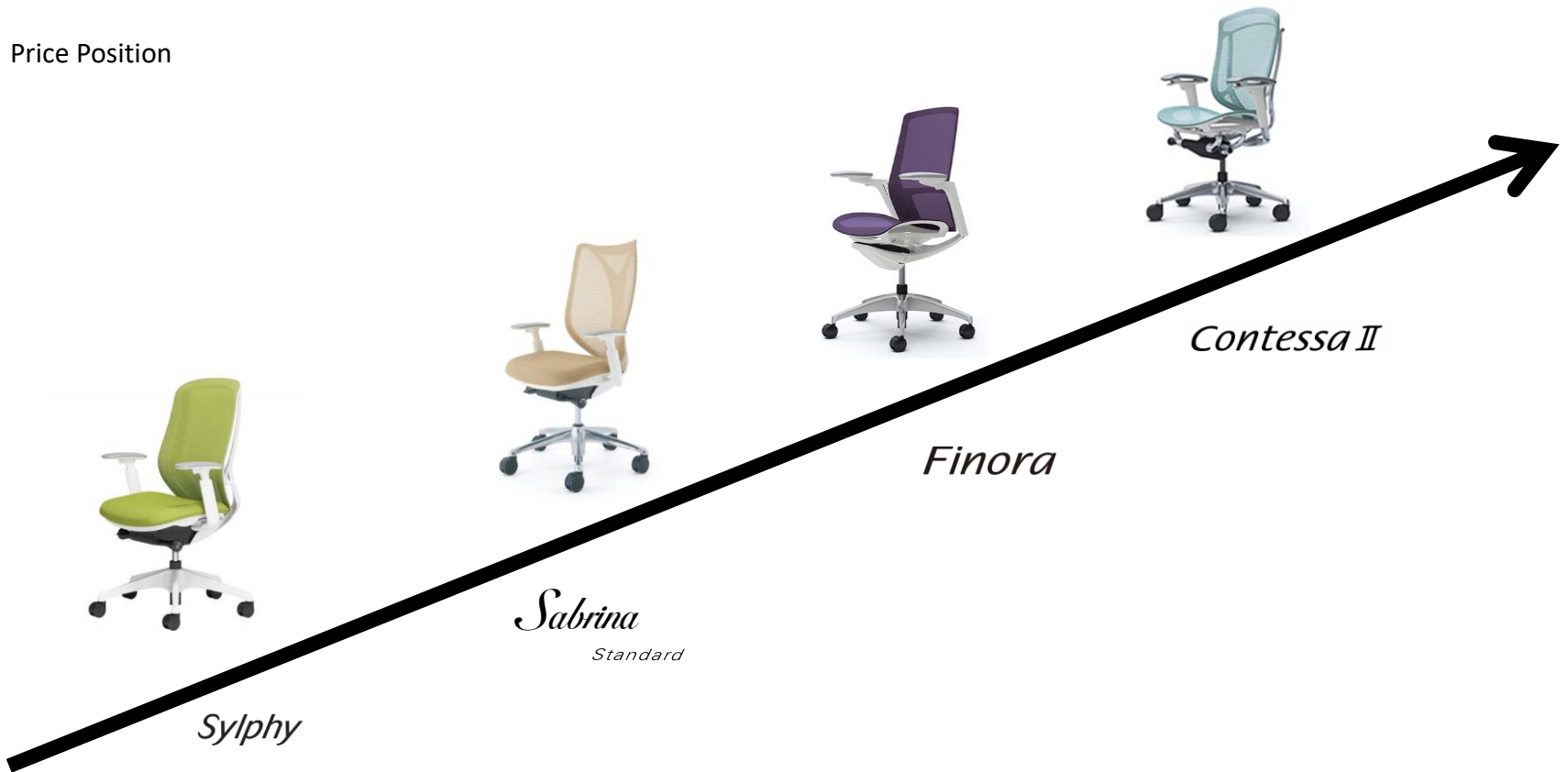
Shipped by 3-knock down packing
40ft / 153 sets + 153 sets of armrest
20ft / 72 sets + 72 sets of armrest

Assemble Manual

Accompany with product. In the carton box

REFERENCE INFORMATION

Price Position



Environment

Safe and environmentally friendly products

Okamura's environmental priorities in product design and assessment ensure the delivery of safe, eco-conscious products that give consumers peace of mind.

A harmony of design, ecology, and economy

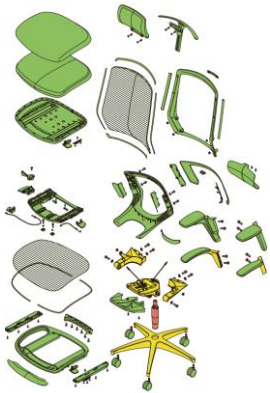
Okamura reduces raw material inputs during manufacture by analyzing finite elements with CAE and adopting other leading-edge methods. We harmonize design, ecology, and economy.

Keeping clean air

The furniture is a critical part of any office space. This is another factor that motivates Okamura to protect the air quality of offices by positively using raw materials and paints free of volatile organic compounds (VOCs).

Designs for easier reuse and recycling after use

Okamura designs products that can be easily broken down into homogeneous materials to facilitate the reuse of parts recovered from post-use products and material recycling. The materials used in major components are clearly identified.



■ Resins

■ Aluminum

■ Resins

Total control of every material used

Okamura collects thorough information on the materials, surface finishing methods, and other aspects of the parts used in its products, from the main components of its office equipment to individual screws. Detailed data on materials are provided upon request.

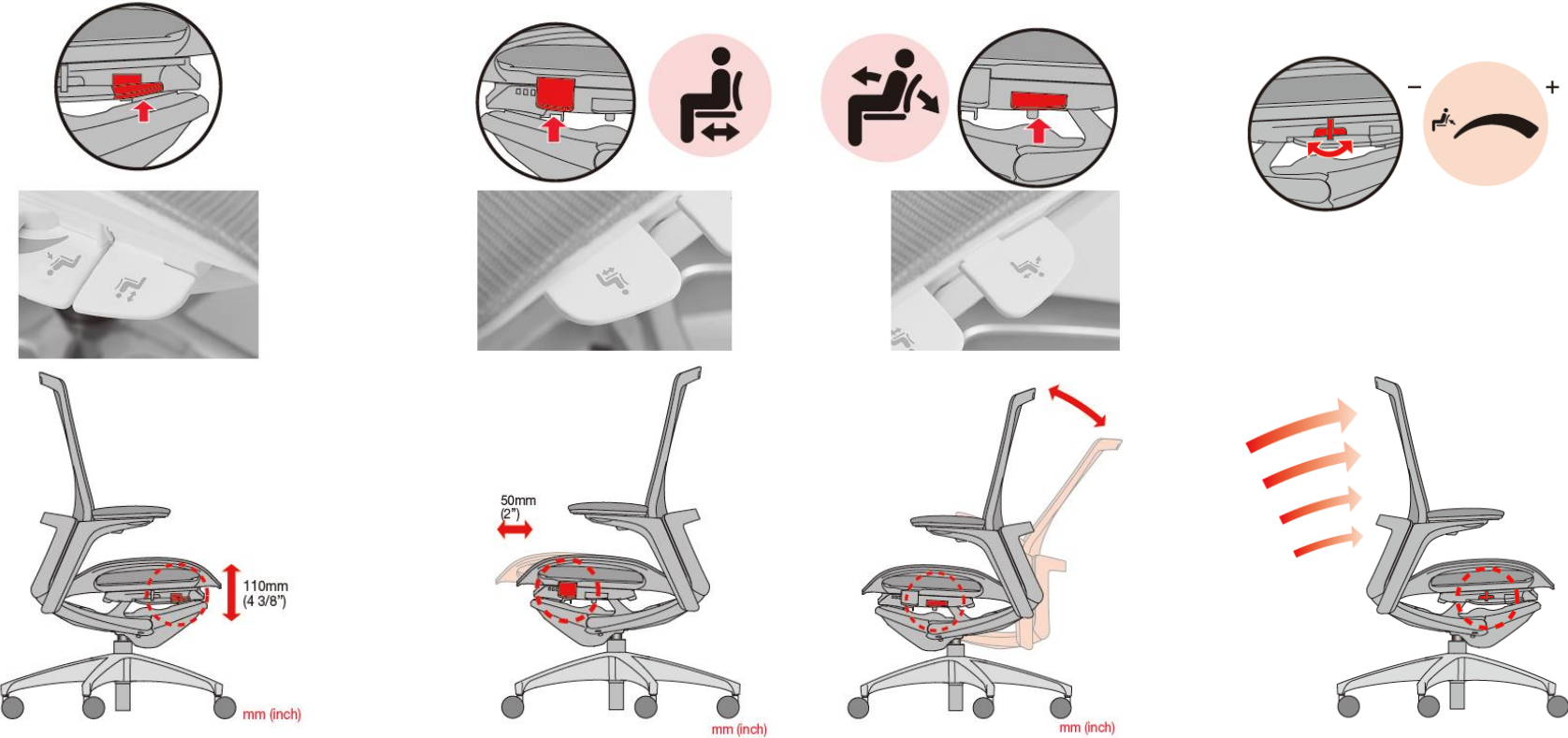
Recycled materials:

30.7%

Recyclability:

99.8%

Instruction of Use



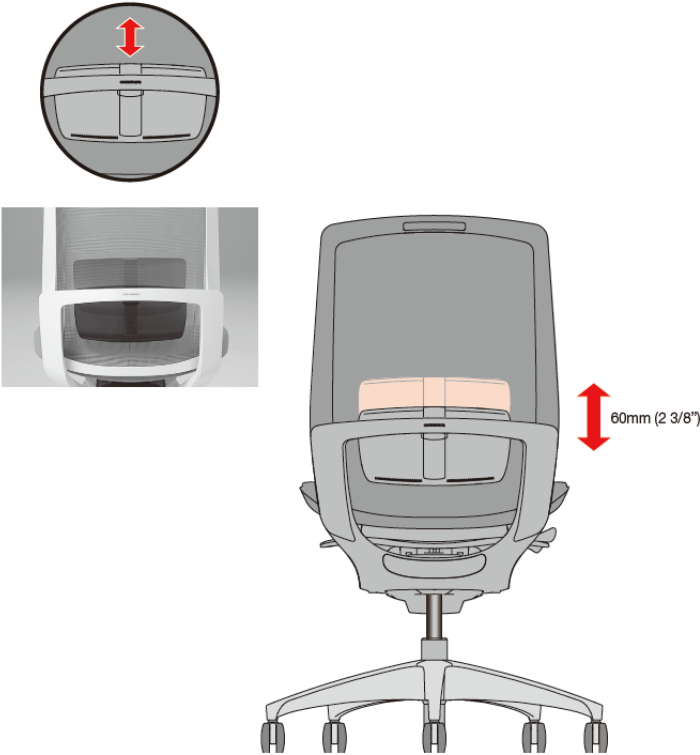
Seat Height Adjustment

Reclining Adjustment

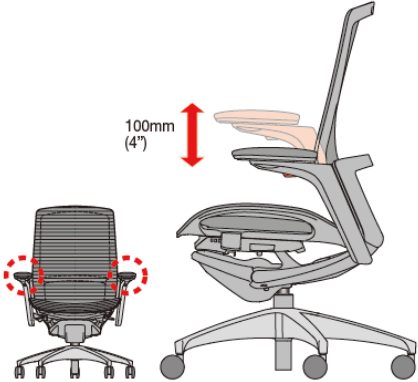
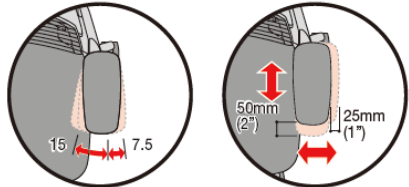
Reclining Tension Adjustment

REFERENCE INFORMATION

Instruction of Use



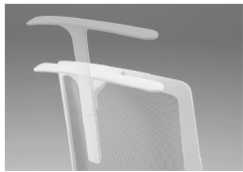
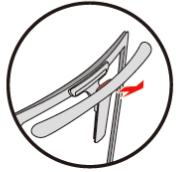
Adjusting Lumbar Support



mm (inch)

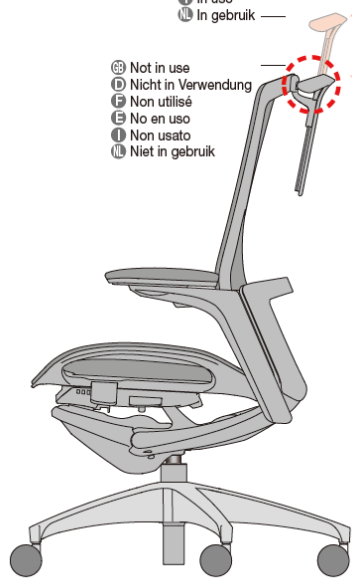
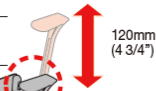
Adjustable arm height adjustment

Instruction of Use



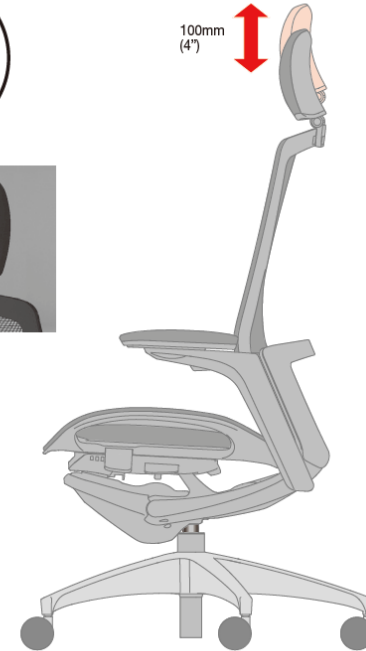
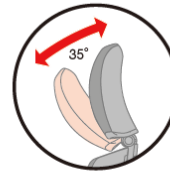
- Ⓢ In use
- Ⓡ In Verwendung
- Ⓢ Utilisé
- Ⓢ En uso
- Ⓢ In uso
- Ⓢ In gebruik

- Ⓢ Not in use
- Ⓡ Nicht in Verwendung
- Ⓢ Non utilisé
- Ⓢ No en uso
- Ⓢ Non usato
- Ⓢ Niet in gebruik



mm (inch)

Hanger height adjustment



mm (inch)

Headrest height adjustment

REFERENCE INFORMATION



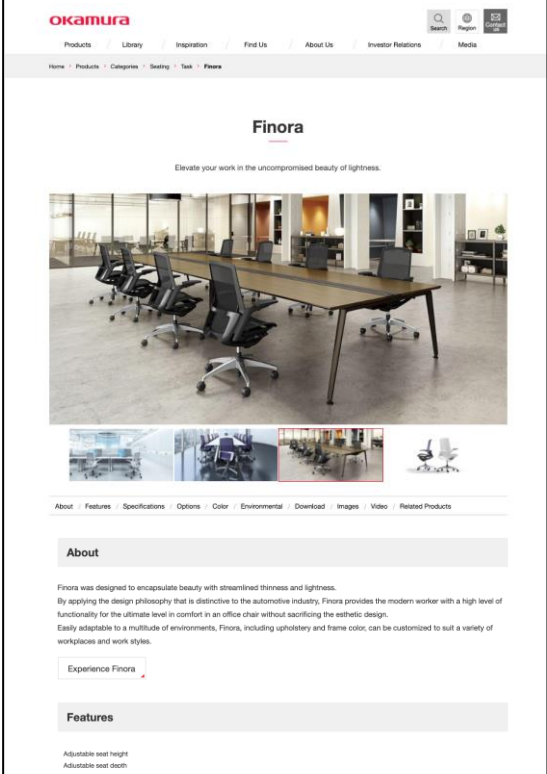
Marketing Materials



Brochure



Environmental Data Sheet



Website

Finora Chairs Sales Guide

REFERENCE INFORMATION

Durability

The spirit of Okamura lives in all products and are tested against the highest standards required in the industry.

Pursuit of Safety and Durability

We confirm the quality and safety of products by conducting repeated durability and performance tests under in-house standards higher than JIS or other industry standards. That way, customers can enjoy Okamura's products for a long time with peace of mind.

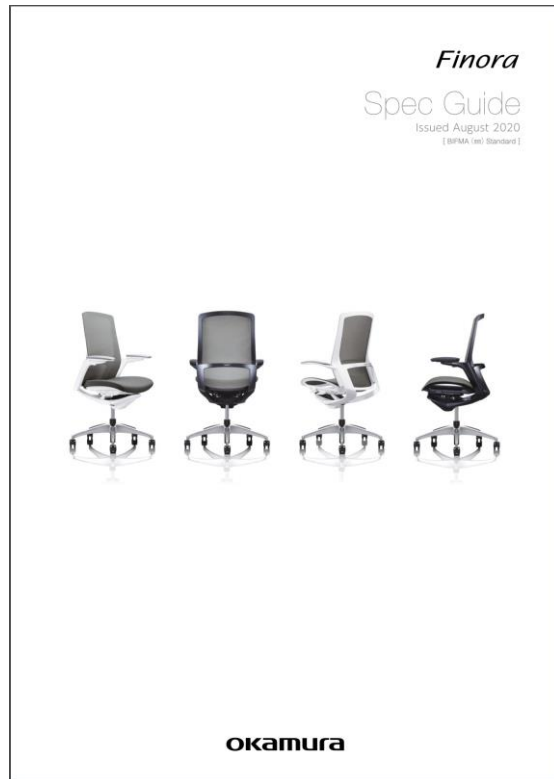
BIFMA X5.1

BIFMA sponsors the development and maintenance of furniture safety, performance, and sustainability standards that impact people's lives.

Warranty

Ten (10) years	Structural components, including frames, shells, bases, operating mechanisms
Five (5) years	Gas lift, casters
Two (2) years	Coating finish, mesh fabric & cloth, cushions and arm-pads

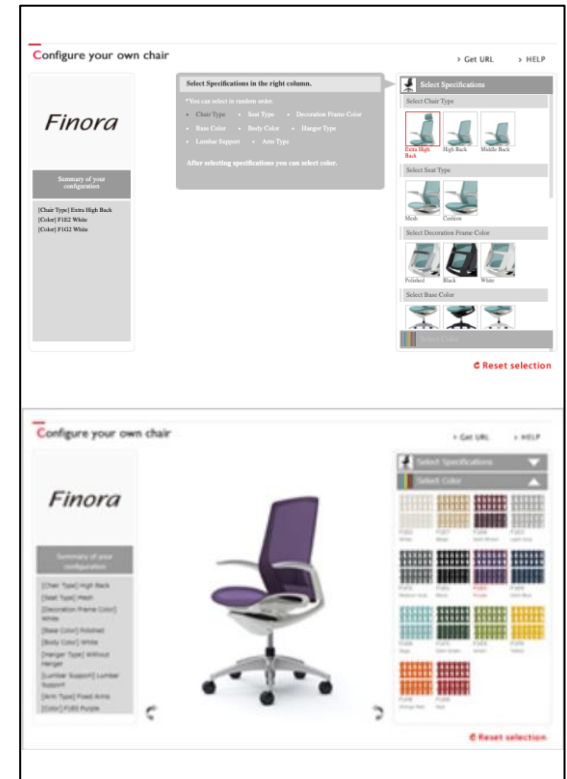
Marketing Materials



Spec Guide



Instruction of Use



Color Simulator

REFERENCE INFORMATION

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Movies

Finora collaboration



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REFERENCE INFORMATION

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Movies

Image Movie



Finora Chairs Sales Guide

Movies

Instruction movie



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Scene Images



Scene Images



Scene Images



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