

SEATS
AHEAD

chair
express

furniko

SCREEN
DIVISION





furniko

SCREEN
DIVISION

44 Hulbert Rd, Cnr Rosettenville Rd, New Centre, Johannesburg
 PO Box 39799, Booyens, 2016
 Tel: +27 11 434 0444,
 www.seatsahead.co.za, www.chairexpress.co.za, www.screendiv.co.za

Managing Director:	David Howes	dave@seatsahead.co.za
General Manager:	Lindi Gaspar	lindi@chairexpress.co.za
Financial Manager:	Michelle Husi	michelle@seatsahead.co.za
Human Resources Manager:	Carron Wing	carron@seatsahead.co.za
Admin Manager:	Rosa de Carvalho	rosa@chairexpress.co.za
Credit Controller:	Chounise Rossouw	chounise@seatsahead.co.za
Sales & General Enquiries:	Shantelle Foye	shantelle@seatsahead.co.za
Sales and Customer Relations:	Kay-Leigh De Quintal	kay-leigh@chairexpress.co.za
Sales Representative:	Nicolette Nel	nicolette@chairexpress.co.za
Sales Representative:	Candice Tatchell	candice@chairexpress.co.za
Despatch Manager:	Johannes Ramodike	johannes@seatsahead.co.za
Health & Safety Officer :	Johannes Ramodike	johannes@seatsahead.co.za

Seats Ahead:

Production Manager:	Heather Allan	heather@seatsahead.co.za
Orders Clerk:	Danielle Tobin	orders@seatsahead.co.za
Fax Orders: 086 246 1440		

Chair Express:

Orders Clerk:	Theresa Mphuti	theresa@chairexpress.co.za
Fax Orders: 086 246 4641		

Furniko:

Production Manager:	Benedictor Mathode	benedictor@seatsahead.co.za
Orders Clerk:	Danielle Tobin	orders@seatsahead.co.za
Fax Orders: 086 246 1440		

Screen Division:

Production Manager:	Roché Gaspar	roche@screendiv.co.za
---------------------	--------------	-----------------------



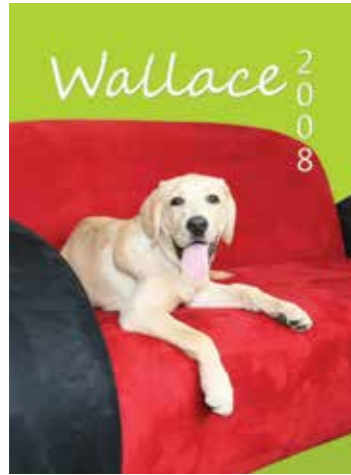
Front row from left : Roche, Rosa, Heather, Michelle, Dave, Lindi, Carron, Johannes
 Middle row from left: Kay-Leigh, Anne, Bennedictor, Chounise, Candice, Puseletso, Shirley, Annah, Danielle
 Back row from left : Yuter, Theresa, Nicolette, Shantelle, Albert, Brenda

Seats Ahead (Pty) Ltd was started in 1994. We specialise in the manufacture of a wide range of office chairs. The company is now housed in a 10 000m² factory. After 20 years, the company boasts a significant share of the total market in South Africa and neighbouring countries. With our stable customer base we are still growing in turnover and market share. The company is driven by a combination of competitive pricing, quality products and service. Our wide customer base is supported by dedicated and experienced staff, a strong trading history and a reliable network of local and international suppliers. Over time other areas to expand the business have been identified in the market and new divisions within the business have been opened and developed.

Furniko was then started in March 2003. This allowed the company to offer soft seating to compliment the Seats Ahead ranges. Reception seating and sofas could be sourced by customers from the same factory which was also able to supply a product that would stand up to the vigorous environment of the commercial workplace.

To provide an all-round service Chair Express was opened mid 2003 and only imports finished product - specialising in office chairs, sofas, contract and hospitality furniture. China is our main source of goods but product is also imported from Italy, Portugal, Turkey and Taiwan. Chair Express has a large stock holding and is a preferred supplier in the market with an excellent ability to fill orders at short notice. As with all the divisions all product is responsibly supplied, designed and manufactured for commercial use.

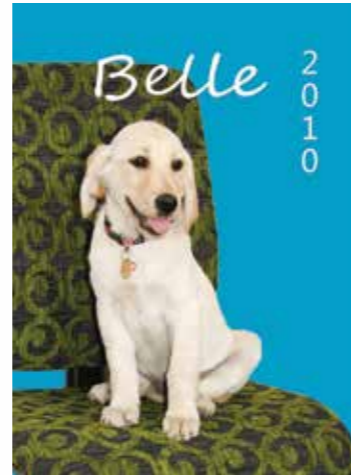
In 2016 we diversified our range to include Screen Division. We saw an opportunity in the market to offer our customers office partitioning with the same quality, service and competitive pricing that our customers are accustomed to. With extruded aluminium components of the highest quality, we have already gained the confidence of a number of significant customers. This has resulted in a wide variety of installations, from call centres to high end office space. With our ever increasing order book, together with quality and professionalism being the norm, we are confident that Screen Division's market share will rapidly expand.



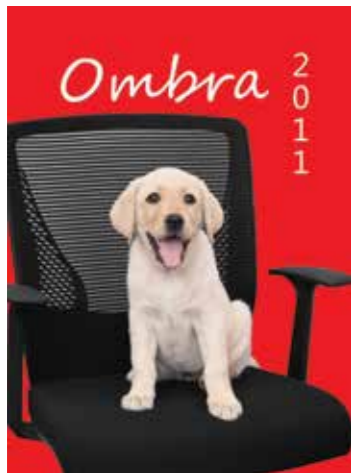
Wallace:
Yellow male Labrador, born on 27 June 2008. Qualified as a Guide Dog in March 2010, Owner resides in Western Cape.



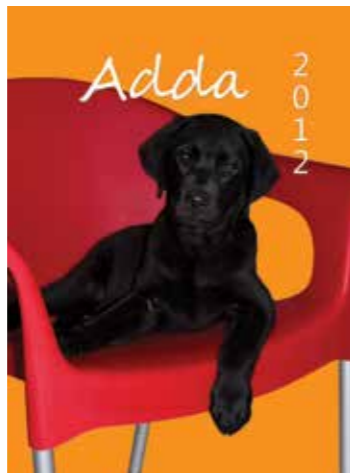
Juniper:
Black Female Labrador, born 29 May 2009. Qualified as Guide Dog in November 2010, Guide Dog owner resides in North West



Belle:
Yellow Female Labrador cross Retriever, born 23 June 2010. Qualified as an Autism Support Dog in November 2012, Owner resides in Kwa Zulu Natal



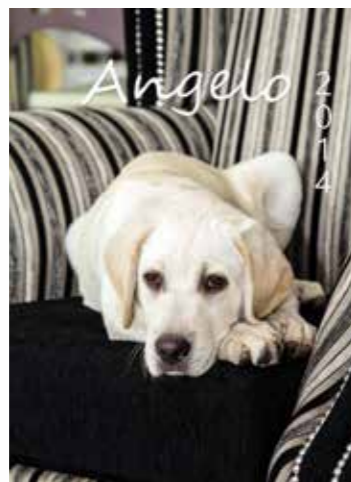
Ombra:
Yellow Female Labrador cross Retriever, born 26 July 2011. Qualified as a Social Dog in July 2012, Owner resides in Pretoria



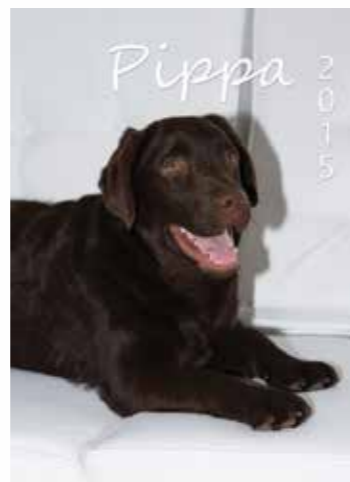
Adda:
Black female Labrador cross Retriever, was born on 5 August 2012. Qualified as a Guide Dog in September 2014, Owner resides in Limpopo.



Razz:
Female Golden Retriever, born 12 July 2013. Withdrawn due to "Traffic shyness" in February 2015, returned to Puppy Raiser



Angelo:
Yellow Male Labrador cross Retriever, born 14 June 2014. Qualified as a Guide Dog in February 2016, Guide Dog Owner resides in Eastern Cape



Pippa:
Chocolate Female Labrador cross Retriever, born 09 April 2015 - Donation. Qualified as a Brood Bitch currently at Onderstepoort for her first insemination

Hello Everyone,

My name is Holly and I was born on the 2nd July 2016. Here I am photographed below with Pippa. My mother is Erin a pure yellow Lab and my father is Laughlin, also a pure Lab. I have never met my Father as his DNA was sent from America. I have three brothers and one sister, I am the smallest of them all but even if I say so myself I am definitely the cutest. My modesty does not allow me to tell you how clever I am. I am also unique as I have black spot under my chin. Until I went to Jan and Jean, I was exceptionally well looked after in a special puppy block at S.A. Guide Dogs for the Blind. We started learning as soon as our eyes were open, with lots of experiences and interactions with the human race. When I was 7 weeks old, I was introduced to my new "boss" Jan and mom Jean, where I will stay until I am a year old. I was not too sure what this was all about but was keen and curious to find out about the next chapter of my life, and I have become the centre of attraction, I just love it! I must say my first experience with my new

leader was not that pleasant. I had to travel in a car for quite a long time. This was not enjoyable and quite nerve wracking. When I got to my new abode I again became quite sad because I did not see any of my brothers or my sister. Fortunately there was another Lab named Raela who looked just like my mom and she was real nice and let me cuddle up to her, we instantly became great friends. I was also introduced to a large German Shepherd and although she looked quite overpowering became more like a granny to me. My next great experience was being introduced to my "crate". This was an awesome experience as this has become my happy place where I can chill out and sleep in peace. At night I would make a slight noise when I needed to go to the toilet. I was immediately taken outside and learned that the command "Busy Busy" meant go to the toilet. I even got a nice treat for doing this. In the last few weeks I have been very busy learning all sorts of new things. When I "sit" I hear a clicking sound indicating the required behaviour. This is then followed by a lovely

treat. The same goes for all new behaviours, such as Down, Stand and High five etc. I have really got my "Boss" taped. I can get him to give me a lovely treat by just showing him how clever I am. All I have to do is offer a behaviour he wants and Hey Presto, I hear the click telling me I am right, followed by what I want, a lovely treat. This is easy for me because I learn quite quickly. I still get to see my brothers and sister once a week where we have great fun and learning new things at S.A. Guide Dogs for the Blind. I am very happy in my new home and just love learning all these exciting experiences. I will be here until I am a year old when I hope to go to "University" back at S.A. Guide Dogs to further my advanced studies where I intend to graduate as a Guide Dog for the Blind. When I came to Seats Ahead to have my picture taken, it was exciting. I was allowed to climb onto chairs and couches, this is a big No No and so I have to remember that it is not allowed at home. All the people there said I was too cute and so clever.



GUIDE-DOGS ASSOCIATION
South Africa



**GUIDE-DOGS
ASSOCIATION**
South Africa

In Support of

Economy



Maxi



Operators



Visitors

Concorde Range

Mustang Range



High Back



Visitors

Managerial

Mirage Range



High Back



Visitors



High Back

Stallion Range



Visitors



High Back



Visitors

Judges Range



High Back



Visitors

King Cobra Range

Heavy Duty
Takes up to 180kg



High Back**



Visitors

President Range



Marvel Range

High Back

- Synchro Mechanism with 4 Position Lock
- Nylon Mesh Back with horizontal Polypropylene Strips
- Decorative Chrome Back Covering
- Adjustable Arms and Headrest
- Moulded Foam Seat upholstered with Black Fabric
- Black Nylon Spider Base with Nylon Twin Castors



Visitors

- Nylon Mesh Back with horizontal Polypropylene Strips
- Decorative Chrome Back Covering
- Moulded Foam Seat upholstered with Black Fabric
- Black Powder Coated Frame



Falcon Range

When seated correctly in your office chair:

- Your feet should be flat on the floor.
- You should be able to easily slide your fingers underneath your legs towards the front of the seat – Ensuring you are not cutting off circulation. If there is more space between the seat and your legs, you must adjust your seat upward.
- You should allow about 8cm between your inner knee and the front of the seat.
- Your hips should be slightly higher than your knees.
- You should sit as far back in your seat as possible so that your back and thighs are completely supported.
- You should have a good lumbar support to maintain the proper curve in the small of your back.
- You should sit close to your desk
- Your elbows should be resting close to your body
- Your shoulders should be relaxed

The Falcon has the following features that assist with the above.

- Synchro Mechanism with 5 position lock and Tension Adjuster
- Gas height adjuster
- Adjustable Lumbar Support
- Adjustable Backrest Up and Down
- Adjustable Seat Back and Forth
- Adjustable Arm Rest
- Adjustable Headrest
- Waterfall Seat
- Firm High Density Foam
- Mesh Back Rest



The One Range

- Grey frame and base
- Removable seat fabric
- Non woven mesh back
- 2 Way adjustable headrest
- 3 Way adjustable arm rest
- Adjustable lumbar support
- Self adjusting synchro mechanism
- Spider base





Operators



Twist Range

Visitors

Mild steel powder coated silver



Arms and legs: 1.2mm Steel tube, chromed
 Cross beam: 2mm Steel square tube, powder coated silver
 Seat and back: Cold rolled steel 1.3mm, powder coated silver

	Width	Depth	Height
2 Seater	1206mm	670mm	785mm
2 Seater with table	1750mm	670mm	785mm
3 Seater	1750mm	670mm	785mm
4 Seater	2320mm	670mm	785mm
5 Seater	2890mm	670mm	785mm



Operators



Visitors

Visitors with Castors

Razz Range

Queue Stands



Stainless steel stand with a Black belt

Black stand with black belt

Banquet



- Black
- Burgundy
- Blue



Operators



Visitors



Hawk Range



Marlin

Side

Arm Chair

- White
- Black
- Slate Grey
- Blue
- Watermelon
- Stone
- Pistachio

Rio



Amber



Amber Coffee Table
1320mm x 680mm x 445mm H

Amber Side Table
680mm x 680mm x 500mm H



Rio



Lola



Cuba



Cairo

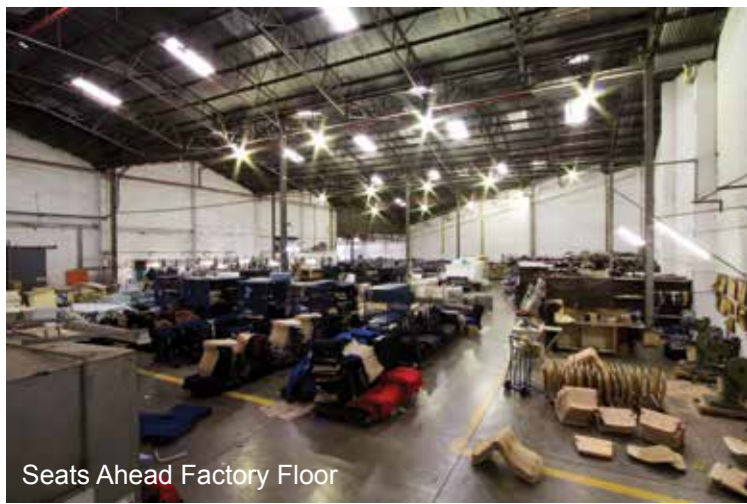


chair express



**GUIDE-DOGS
ASSOCIATION**
South Africa

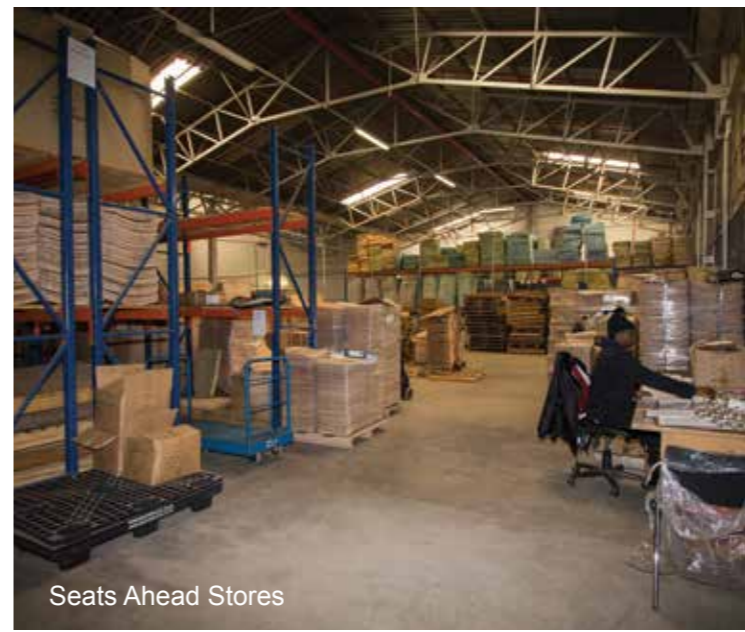
In Support of



Seats Ahead Factory Floor



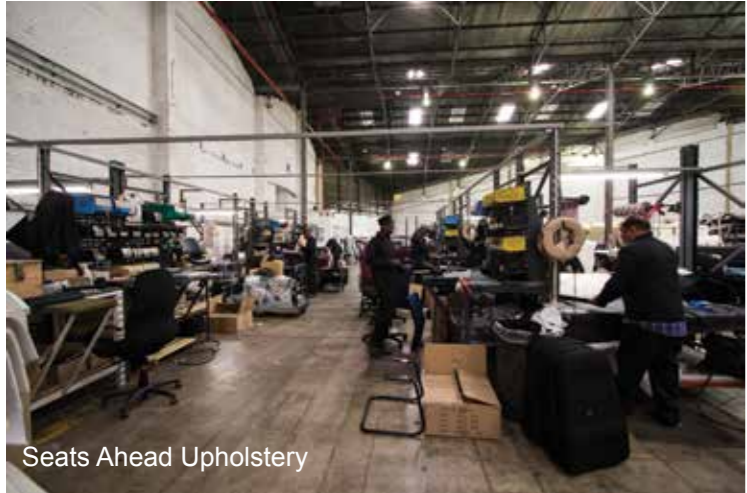
Seats Ahead Seamstresses



Seats Ahead Stores



Metal Workshop



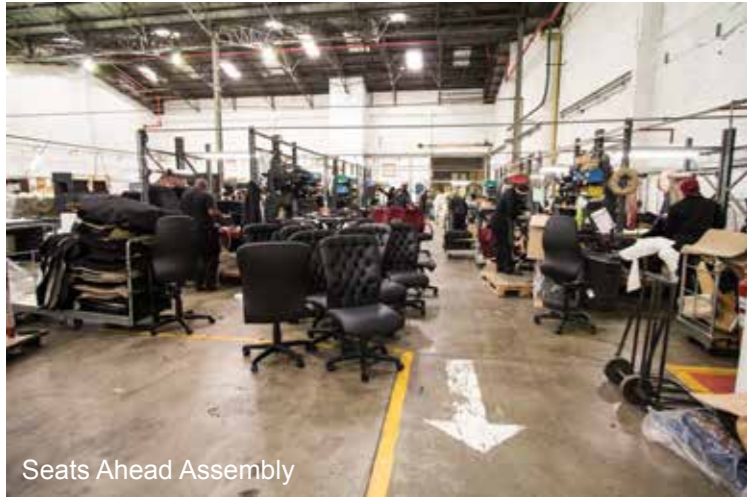
Seats Ahead Upholstery



Furniko Upholstery



Furniko Wood Workshop



Seats Ahead Assembly



Chair express Assembly



Screen Division Workshop



Chair Express Warehouse



44 Hulbert Rd, Cnr Rosettenville Rd, New Centre, Johannesburg
PO Box 39799, Booyens, 2016
Tel: 011 434 0444, Fax 086 630 6728
www.chairexpress.co.za, www.seatsahead.co.za

Scan Here for Google Maps

— 9th Edition —