



## Mirra: Questions and Answers

### **Why has Herman Miller introduced Mirra™?**

The workplace has changed dramatically since Herman Miller unveiled Ergon®, the first ergonomic work chair, more than 25 years ago. Mirra's introduction is designed to bring real innovation and a higher level of value, comfort and performance to the long-neglected, mid-price work chair market.

### **How is Mirra innovative?**

Mirra addresses comfort in an entirely new manner through its self-contouring capabilities in the seat and in the TriFlex™ back. It delivers a high level of performance, yet requires minimum effort by the user. Additionally, its tilt performance follows the user's key pivot points at the ankle, knee and hip, while providing a balanced ride and outstanding support in any position.

The Mirra chair also utilizes Herman Miller's proprietary PostureFit™ technology, through a passive, integrated back design. PostureFit is proven to provide superior low back support and comfort. Also, the chair's FlexFront™ feature allows users to easily and intuitively control the seat's depth by curling the front edge of the seat up or downward, providing a 2" range of adjustment.

### **What was the design challenge in creating Mirra?**

The initial design brief called for a work chair that set a new standard in the mid-price category – a new “Best in Class.” The chair also had to be earth-friendly in its design and materials, adhering to Herman Miller's Design for the Environment (DfE) guidelines. Through the talents of Studio 7.5 Berlin and their unfettered ambitions, the challenge was met and surpassed, creating in Mirra a chair that compares favorably with any competitive seating in the marketplace today.

### **Why does Mirra deserve to be compared favorably to all competitors?**

Mirra achieves this distinction through its exceptional ergonomic performance, its lasting, all-day comfort—thanks to a unique combination of passive and active adjustments—its next-generation visuals, and its sensitivity to the environment. Last but not least, Mirra is the industry's first advanced office seating designed specifically for the mid-price category in many, many years.

### **Who designed Mirra?**

Credit for Mirra's performance and appearance goes to the designers at Studio 7.5 Berlin. Working without titles or hierarchy, these five individuals consider themselves the heirs of the Eames design legacy, and draw inspiration from nature for their designs. Interacting much like a musical ensemble, each contributed his or her unique perspective to help create a product that represents their collective imagination and talent.



### **Are the shapes in Mirra's back functional, or just part of the chair's design?**

The geometric shapes in the chair's back are precisely calibrated to create flex zones that adjust to the sitter's height and shape automatically and provide proper back support. Their added aesthetic appeal is a welcomed bonus.

### **Is Mirra competing with Aeron in the work chair market?**

Not at all. Mirra is meant to complement, not compete with, Aeron. Mirra sustains and builds on many of the breakthrough elements that vaulted Aeron to critical acclaim, commercial success, and recognition as the dominant industry design. We believe it's essential to offer our customers a wide array of seating solutions in a range of price categories, and Mirra supports this strategy.

Aeron established a new, global work chair standard, and still delivers the highest level of comfort and performance at any price. Mirra offers performance and comfort that compares favorably with any competitive chair in the industry, at a remarkable price point. Both assertions have been borne out in Herman Miller's lab and market testing. In situations where cost may be a key consideration, Mirra will be an attractive alternative for anyone demanding natural performance, flexible fit, aesthetic appeal, and earth-friendly materials. Together, Herman Miller is confident that Mirra and Aeron offer the most compelling performance and value in the industry.

### **What proprietary elements are incorporated into Mirra?**

Mirra leverages the intellectual property of Herman Miller. This includes our knowledge of anthropometrics and postural support. However, Mirra clearly stands on its own merits. It showcases both the best of our current technology as well as our forward direction, in an entirely new package.

Because Herman Miller has a long tradition of working with independent designers, every new product we introduce truly is one of a kind. By example, every component in the chair is unique to Mirra.

### **How does Mirra qualify as an earth-friendly chair?**

Like all of our new designs, Mirra was scrutinized from top to bottom to make sure its material chemistry, recyclability, ease of disassembly, and packaging are environmentally friendly. Additionally, the chair has been evaluated according to our own Design for the Environment (DfE) protocol, developed in conjunction with McDonough Braungart Design Chemistry. This process resulted in a design that is PVC-free, has a high level of recycled content, and is highly recyclable.

**What is Mirra's fit range?**

Mirra's flexible-fit design accommodates people from the 5th percentile woman to the 95th percentile man. This represents 95 percent of the world's population. This degree of adaptability is made possible by Mirra's self-contouring mesh seat and back, which delivers a custom fit and eliminates pressure points.

**What's the story behind the chair's name?**

The name Mirra is derived from the chair's ability to "mirror" a sitter's natural body movement.

**How big is the market for Mirra?**

Very big. Mirra will primarily compete in the mid-market, which accounts for more than 50 percent of all work chairs sold. This particular segment has seen the least amount of innovation in recent years, and its offerings have become dated. Mirra is expected to make a significant impact. Mirra also has the potential to compete successfully against competitors' chairs in other market segments.

**What are Mirra's applications?**

Mirra is a cross-performing work chair suitable for everything from general office to dedicated task work. It supports its user in comfort in all working postures, from tilting forward to fully reclined.

**Why the use of several active adjustments, while some competing designs are eliminating adjustments?**

Some recent chair introductions have eliminated most, or all, active adjustments. Herman Miller believes that intuitive operation of the chair is important, but user comfort is most important. Mirra delivers a high level of performance and comfort, yet requires minimum effort by the user. Active adjustments enable users to fine-tune their sitting experience for the greatest comfort.

**Does the world really need another work chair?**

For most of us, our work chair is the most personal piece of office furniture we will ever use or own. How that chair fits and feels is a personal matter – it's all about individual long-term comfort and support. A good work chair is like a trusted companion.

Herman Miller – with the help of the talented design team at Studio 7.5 Berlin – has produced a chair with its own built-in intelligence, responsive and easily adjustable, extremely comfortable, stylish, and perfected by German engineering. It comes in a variety of colors that can be mixed and matched to fit different work environments.

We know people will enjoy the time they spend with Mirra.