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SPOKANE, WA, UNITED STATES, June 16, 2025 /EINPresswire.com/ -- Timed Chair Campaign Runs from June 16 to June 30, Emphasizing Core Ergonomic Offerings and Expanded Series Access

AndaSeat, a global leader in ergonomically engineered seating, has announced its annual Mid-Year Event, set to run from June 16 through June 30, 2025. This scheduled product access initiative spans AndaSeat's core and special-edition seating lines, allowing consumers broader exposure to select models within the brand's portfolio during a concentrated seasonal window.

The Mid-Year Event has become a regular fixture in AndaSeat's operating calendar, aligning with the close of the second fiscal quarter. Unlike traditional promotional campaigns, the focus of the Mid-Year Event is to synchronize inventory availability, user demand, and ergonomic education. The event serves to consolidate interest across multiple seating categories, including the Kaiser Series, X-Air Series, NRG Series, and [Novis Series](#), each developed to address specific user environments such as professional workstations, hybrid home setups, and competitive gaming platforms.

AndaSeat CEO Lin Zhou emphasized that the Mid-Year Event is as much about functional alignment as it is about product exposure. "We use this point in the year to revisit how our chairs



AndaSeat MIDYEAR SALE 2025



AndaSeat MIDYEAR SALE 2025 NOVIS SERIES

are being used across environments," Zhou said. "This isn't just a business cycle milestone—it's a user insights checkpoint."

The 2025 lineup for the June event includes both long-established models and newer platform entries. Notably, the event window includes access to both the original and upgraded configurations of the [Kaiser 4](#) Series, including the recently launched Kaiser 4 Upgraded (6D Armrest). Also

included are entries from AndaSeat's X-Air Series, designed for airflow optimization, and the Novis Series, which focuses on lumbar responsiveness in minimal space conditions.

Special editions such as the Kaiser 4 Fly Quest Edition, Kaiser 4 NIP Edition, and Kaiser 4 NRG Edition are also expected to be available during this timeframe. These models, which reflect collaborative design aesthetics, were developed to extend ergonomic standards into stylized use cases without sacrificing mechanical consistency or user support principles. Their inclusion in the mid-year window is intended to reinforce AndaSeat's position at the intersection of function and identity.

Additional models available during this period include the [Kaiser 3](#), Kaiser 3 Pro, and Kaiser 4 Original Version, representing ongoing iterations of AndaSeat's foundational ergonomic concepts.

Internally, AndaSeat teams use the mid-year event period to monitor stock velocity, packaging logistics, and customer feedback across regions. Operational improvements stemming from prior mid-year cycles have included adjustments to modular part availability, refinements in seatbase material integration, and updates to the digital configuration guides used by first-time buyers.

Zhou reiterated that AndaSeat's product event scheduling is structured not around urgency but around user access and lifecycle pacing. "We're conscious of how and when people make decisions about their environment," Zhou noted. "The mid-year point is one where people reassess their space. Our responsibility is to make sure the tools are present when that thinking occurs."

As with previous years, the 2025 Mid-Year Event will be hosted on AndaSeat's official platform and supported by regional distribution channels. The company has confirmed that sitewide configurations will remain consistent with ongoing quality certifications, including adherence to established ergonomic baselines, height and weight compatibility ranges, and durability



thresholds.

Although numeric discounting is present during the June window, AndaSeat has deliberately limited public commentary on comparative pricing. Instead, communications during this period will emphasize model availability, configuration matching, and clarity in product specifications.

This year's June initiative also coincides with AndaSeat's global content push for modular ergonomics—a theme the company continues to explore through its Kaiser and Novis Series innovations. The company anticipates that increased activity during the mid-year window will generate new user insights, which will inform post-Q2 development priorities.

For more information on available configurations, technical documentation, or product compatibility during the Mid-Year Event, users are encouraged to consult AndaSeat's website or contact its support channels.

About AndaSeat

AndaSeat is a global provider of high-performance ergonomic seating, serving customers across home, professional, and entertainment environments. Originally an OEM supplier for automotive seating, AndaSeat has grown into a direct-to-consumer brand known for its focus on engineering integrity, modular systems, and product longevity. The Kaiser Series, Novis Series, X-Air Series, and NRG Series reflect the brand's commitment to adaptive, data-informed design.

To learn more about AndaSeat or to explore seating options during the Mid-Year Event, visit andaseat.com.

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