

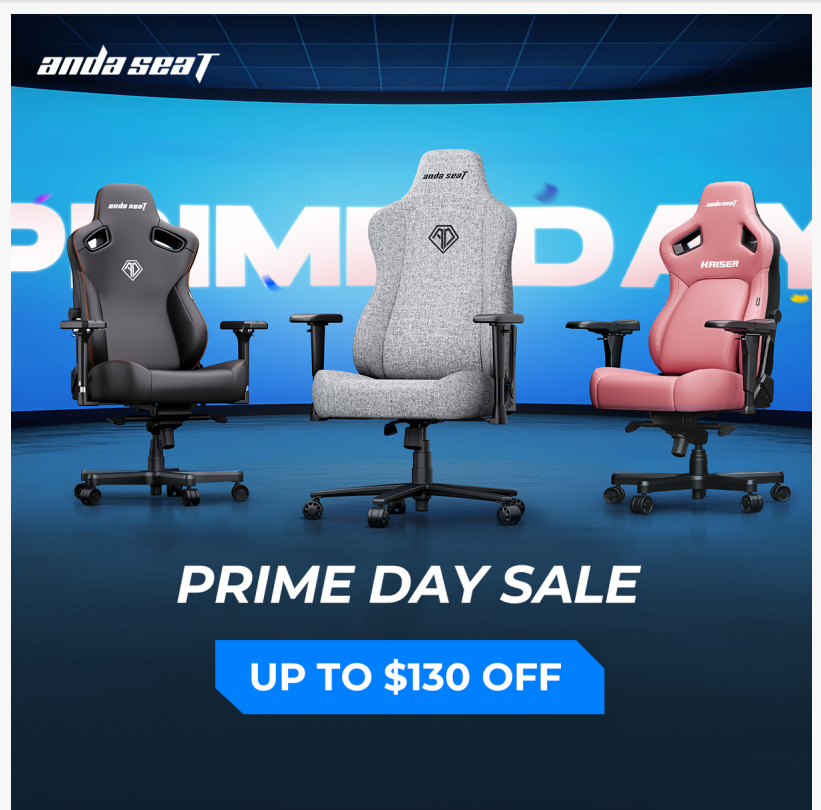
AndaSeat Aligns July Seating Access Window with Seasonal Shifts in Work and Environment Planning

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SPOKANE, WA, UNITED STATES, July 7, 2025 /EINPresswire.com/ -- AndaSeat, a manufacturer of ergonomic seating systems for hybrid work, gaming, and institutional settings, has announced the formal opening of a scheduled product access window from July 7 through July 22, 2025. The event represents a continuation of the brand's structured mid-calendar activation model, offering increased product availability and configuration flexibility across its flagship and entry-level seating lines.

AndaSeat's July access period is part of an annual cadence that aligns with North American and Asia-Pacific summer cycles, during which users across educational, remote work, and transitional living contexts reevaluate their physical environments. The timing reflects increased mobility between study and work locations, accelerated housing turnover, and the onset of extended screen-time periods among student and professional populations.

Unlike reactive sales-driven initiatives, AndaSeat's configuration windows are framed around usage data, regional demand cycles, and long-term user feedback patterns. The company utilizes these time-specific openings to monitor logistics responsiveness, product customization preferences, and feature adoption rates. The July 2025 window will emphasize accessibility of the [Kaiser 3 Series](#), [Kaiser 4 Series](#) (including its upgraded 6D Armrest variant), and the [Novis Series](#), a chair designed for compact environments and integrated lumbar dynamics.



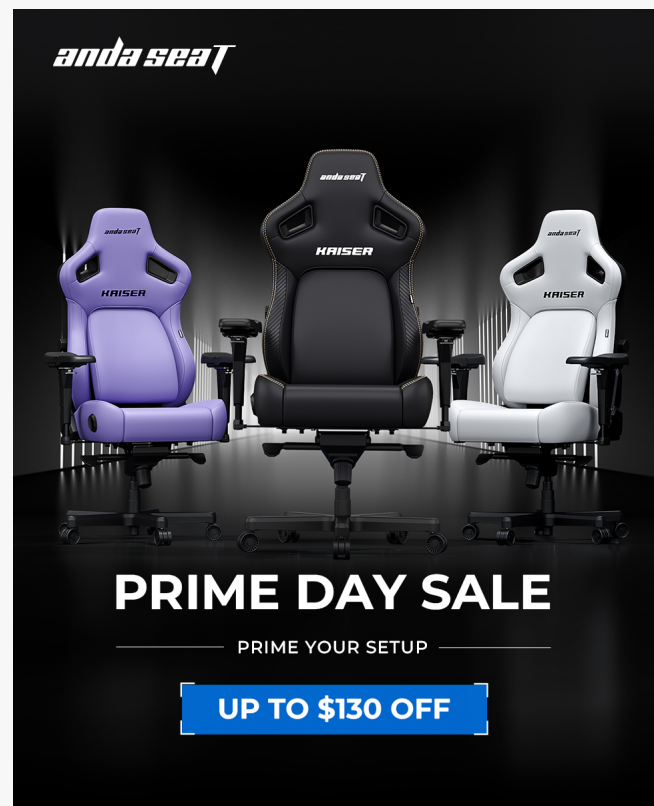
2025 PrimeDay AndaSeat

AndaSeat CEO Lin Zhou stated that these scheduled access events are a response to evolving workspace expectations. "We're seeing new rhythms in how people organize their environments," Zhou said. "Our role is not simply to respond but to create planning structures that match those user-led adjustments."

The July 2025 access window includes structured markdowns applied automatically to eligible products across the AndaSeat portfolio. This includes both standard and performance-focused units, spanning from entry-point platforms to collaborative special editions. Newly subscribed users during the window may also receive an additional configuration incentive, according to confirmed company practices.

While the Kaiser 3 and Kaiser 4 Series remain central to AndaSeat's product map due to their emphasis on adaptability and frame support, the Novis Series will continue to occupy a distinct position in the portfolio. Initially introduced to address spatial constraints and the rise of multi-use domestic workstations, Novis chairs emphasize lumbar response, low-footprint engineering, and ease of relocation—elements that have gained traction among users managing shared home setups or multipurpose study areas.

The Phantom 3 and X-Air Series are also included in the July window. These products serve as alternative ergonomic platforms for users who prioritize specific airflow characteristics or chassis mobility.



2025 PrimeDay AndaSeat Kaiser 4



2025 PrimeDay AndaSeat Novis

AndaSeat's internal operations team has aligned inventory planning and digital configuration support with the July schedule, aiming to minimize ordering friction and maintain region-specific availability across primary distribution zones. The company will use this activation period to refine forecasting models, leveraging updated demand profiles derived from the first half of 2025.

From an institutional perspective, AndaSeat continues to analyze usage data across educational and semi-formal work environments. The July timeframe is viewed as a key decision-making period among school systems, remote workers, and content creators preparing for the second-half calendar cycle. Products such as the Kaiser 4 Series Upgraded (6D Armrest) have shown adoption among these groups due to their mechanical range and posture reinforcement, especially in scenarios involving long-session screen exposure.

AndaSeat's broader approach to product availability cycles integrates elements of sustainability and modularity. Chairs available during the July 2025 window maintain compatibility with the company's component-swapping and long-term use strategies. This includes cross-series part standardization and adjustable features designed to extend the lifecycle of each product.

With hybrid living conditions now considered an established norm in many global regions, AndaSeat's July initiative seeks to position ergonomics as a core variable in mid-year environmental reconfiguration. Rather than highlighting temporary consumption drivers, the brand continues to emphasize structural consistency and data-informed timing as the basis for its access frameworks.

As Zhou noted, "A planned, time-specific structure allows our internal teams and our users to prepare. It's less about short-term uptake and more about encouraging thoughtful, informed adaptation across space and time."

The July 7–22 access window will be hosted on AndaSeat's primary digital platform and supported by its regional logistics network. The company confirmed that standard configuration options, including seat size, upholstery format, and posture control features, will remain



available within the eligible inventory for the duration of the window.

The company will also conduct usage pattern assessments during this period, focusing on configuration flow, session duration correlations, and ergonomic adjustment rates by region. This data will inform AndaSeat's Q3 roadmap, with particular attention given to modular deployment and entry-point onboarding across new user groups.

AndaSeat will release no numerical discount language in public-facing communications but has confirmed that automatic pricing alignment will be visible across its catalog during the window. This ensures consistency with platform-wide ergonomic standards while reinforcing the company's stance on informative rather than promotional interaction with its user base.

For users seeking information on model compatibility, spatial fit, or configuration logic, AndaSeat recommends consultation of its updated user guidance system during the active window period.

About AndaSeat

AndaSeat is a global provider of ergonomic seating systems, serving users across gaming, professional, and institutional environments. Originally formed as an OEM manufacturer for automotive components, AndaSeat has evolved into a modular design leader with an emphasis on structure-based support, environmental adaptability, and long-cycle usability. Its portfolio includes the Kaiser, Novis, Phantom, and X-Air Series, each engineered for specific ergonomic demands and contextual requirements.

Caroline Chen

AndaSeat

+86 139 2232 2347

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