

AndaSeat Advances Ergonomic Innovation as Chairman Receives Regional Entrepreneurial Recognition

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SPOKANE, WA, UNITED STATES, September 23, 2025 / EINPresswire.com/ -- Lin Zhou, Chairman of AndaSeat, has been awarded the title of Outstanding Young Entrepreneur of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) 2025 at the sixth edition of the awards program. The recognition highlights Zhou's influence as a next-generation business leader in the region and underscores AndaSeat's rise as a global brand originating from China's GBA.

The ceremony was attended by key regional leaders and industry representatives. Hong Kong Special Administrative Region Chief Executive John Lee delivered remarks emphasizing the importance of entrepreneurship for regional growth.

The award was presented by Jonathan Choi, Standing Committee Member of the Chinese People's Political Consultative Conference (CPPCC) and Chairman of the GBA Entrepreneurs Union, together with Erick Tsang, Secretary for Constitutional and Mainland Affairs of the Hong Kong SAR Government.

Zhou's recognition reflects both his individual achievements and AndaSeat's trajectory as a company that has grown from a domestic manufacturer into one of the most internationally



AndaSeat GBA Award



recognized ergonomic chair brands.

A Business Journey Rooted in Innovation

AndaSeat was founded in 2007, originally focused on the design and production of professional racing seats for international motorsport events. This expertise in seat structure, durability, and ergonomic safety provided the technical foundation for future product lines. In 2008, the company launched its own research and development and manufacturing facility, which remains at the core of its vertically integrated operations today.

In 2016, AndaSeat officially launched its brand of gaming chairs, making it one of the earliest Chinese companies to bring specialized ergonomic seating to the global esports and gaming market. Over the past decade, the company has steadily expanded its reach across North America, Europe, and Southeast Asia, consistently ranking as the top Chinese brand in overseas gaming chair market share.

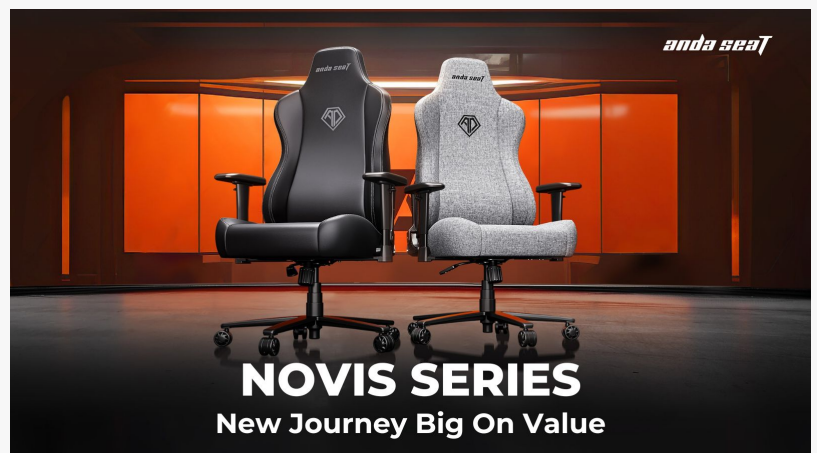
Headquartered in Guangzhou, AndaSeat operates a 50,000㎡ modern self-owned factory staffed by more than 500 employees. This facility integrates independent design, engineering R&D, manufacturing, and sales, allowing the company to retain full control over its supply chain and quality standards.

AndaSeat's Global Presence

Today, AndaSeat exports products to over 30 countries and regions worldwide. It has established distribution and marketing networks in major gaming and lifestyle markets, supported by partnerships with more than 40 international esports teams and sponsorships of over 100 esports tournaments.



Kaiser 4 Series Upgrade



Novis Series

The company has also collaborated with globally recognized entertainment and sports IPs, reinforcing its visibility among younger consumers and esports communities. AndaSeat's official partnerships have spanned events such as the Peacekeeper Elite League (PEL), PUBG Champions League (PCL), the China Volleyball Super League, and football clubs such as Guangzhou R&F.

AndaSeat is also the only Chinese gaming chair brand to consistently appear at major global technology and gaming expos such as CES, E3, and EGLX, underscoring its credibility in both professional and consumer markets.

Industry Recognition and Awards

AndaSeat's commitment to design and ergonomics has earned widespread recognition. The company has been the recipient of several major design and industry honors, including:

Gold Prize at the MUSE Design Awards (2025)

Regular inclusion in "Best Gaming Chair" rankings from IT168, Baidu, and international tech media such as IGN, PC Gamer, and Windows Central

"Industry Benchmark Brand" designation by the China Furniture Manufacturing Conference

Ergonomic Product Certification for health-oriented engineering

"Most Trusted Consumer Brand of the Year" at JD Gaming Festival 2022

These acknowledgments highlight AndaSeat's consistent focus on functional innovation, ergonomic research, and consumer trust, positioning it as a benchmark for Chinese brands operating in global lifestyle and technology markets.

Leadership Recognition: Lin Zhou's Role

The Outstanding Young Entrepreneur Award recognizes leaders under 45 who demonstrate significant contributions to innovation, industry advancement, and cross-regional collaboration.

Lin Zhou's recognition reflects AndaSeat's steady global growth and innovation-driven strategy. Under his leadership, the company has built a reputation not only for product quality but also for championing independent design and engineering at a time when many consumer brands rely heavily on outsourcing.

In his acceptance remarks, Zhou emphasized the importance of entrepreneurship in bridging local innovation with international demand.

“This award is both a recognition of AndaSeat’s progress and a responsibility to continue building with innovation and discipline. The Greater Bay Area provides a strong platform for companies like ours to combine manufacturing strength, design research, and global collaboration. Our mission remains focused on developing ergonomic solutions that improve health and productivity for a new generation of users.”

— Lin Zhou, Chairman, AndaSeat

Product Innovation at the Core: Novis Series

AndaSeat’s next stage of growth is defined by its new generation of ergonomic seating solutions. Among them, the Novis Series represents a response to emerging health and lifestyle concerns, particularly among younger users who spend extended periods seated for study, work, and entertainment.

The Novis Series is designed with a focus on lumbar health and posture management. Research has indicated increasing prevalence of lower back pain and posture-related discomfort among people under 30, driven by digital lifestyles and prolonged screen use. In response, Novis incorporates advanced structural design that adapts dynamically to user movement, aiming to reduce stress on the lumbar spine.

Key engineering highlights of Novis include:

Integrated lumbar support with live-responsive adjustments

Breathable materials optimized for long-use comfort in both gaming and office environments

Structural innovations that distribute body pressure evenly to reduce fatigue

The Novis Series has been recognized for its minimalist design language, aligning with modern workspace aesthetics while maintaining functional depth. The chair has been adopted by both gaming enthusiasts and professionals in creative industries, demonstrating cross-scenario versatility.

Flagship Engineering: [Kaiser 4](#) Series

In parallel, AndaSeat has introduced the Kaiser 4 Series, its latest flagship product, which represents the company’s most technically advanced chair to date. Building on the Kaiser family of products, which has long been a core part of the brand’s global success, the Kaiser 4 focuses on precision ergonomics and adaptive engineering.

Key features of the Kaiser 4 include:

6D Armrests: A first-of-its-kind system offering 180° armpad rotation, 360° arm rotation, and a

wide range of tilt and lateral movement synchronized to human motion.

Gas-Spring Powered Lumbar: A pop-out lumbar support system that adapts to user posture in real time, secured by an industrial-grade aluminum and iron structure.

Premium Eco-Leather: Certified materials resistant to stains, UV fading, and abrasion, produced using water-based processes without harmful chemicals.

Magnetic Head Pillow: A strap-free memory foam neck support system with cooling technology, easily repositionable across a 20cm vertical range.

Engineered Seat Base: Cold-cure foam designed with CAD modeling to optimize density, pressure distribution, and resilience over long-term use.

Structural Performance: Adjustable backrest recline, rocking mode, and height adaptability for users between 150cm–210cm, supported by an aluminum wheelbase and SGS-certified Class 4 gas lift.

The Kaiser 4 has already been showcased at international expos, where it attracted strong consumer interest for its combination of functional engineering and aesthetic adaptability across multiple lifestyle environments.

A Company Positioned for the Future

AndaSeat's story reflects the broader growth of the Greater Bay Area as a hub for innovation-driven manufacturing. By combining independent R&D with vertically integrated production, AndaSeat maintains strong product control while pursuing international expansion.

The company's next strategic focus includes:

Continuing to expand ergonomic seating solutions into hybrid work and learning spaces

Leveraging esports and gaming partnerships to strengthen brand visibility among younger demographics

Building long-term sustainability by adopting eco-friendly materials and processes in manufacturing

Enhancing global distribution networks to improve accessibility in North America, Europe, and Asia-Pacific

Lin Zhou's recognition as an Outstanding Young Entrepreneur reflects both his personal

leadership and AndaSeat's role as a representative of the GBA's entrepreneurial spirit.

From its origins in motorsport seating to its present status as a globally recognized ergonomic brand, AndaSeat demonstrates how Chinese enterprises can innovate, scale, and compete globally while maintaining technical independence and design integrity.

As new products such as the Novis and Kaiser 4 series gain international attention, AndaSeat is positioned to continue shaping ergonomic standards for a generation that blends gaming, work, and lifestyle demands in everyday seating.

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