

# AndaSeat Expands Ergonomic Access with the Launch of Kaiser 3E, Offering Structured Support Inspired by the Kaiser 3

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SPOKANE, WA, UNITED STATES, October 3, 2025 /EINPresswire.com/ -- AndaSeat today officially announced the launch of its new Kaiser 3E, a streamlined ergonomic chair that builds on the engineering foundation of the Kaiser 3. Designed to make structured comfort more accessible, the Kaiser 3E retains the brand's core ergonomic principles while simplifying certain adjustable features for broader usability across work, study, and recreational environments.



Kaiser 3E Scene

This release marks a strategic addition to AndaSeat's seating portfolio, reflecting the company's ongoing efforts to expand ergonomic innovation across price points and user needs. By aligning with modern hybrid lifestyles, the Kaiser 3E complements the Kaiser 3 flagship as part of AndaSeat's mission to advance ergonomic access without compromise.

## Redefining Ergonomic Accessibility: The Vision Behind Kaiser 3E

The Kaiser 3E represents a deliberate response to shifting patterns in work and study environments, where users increasingly seek durable, health-focused seating solutions that balance performance with value. While the Kaiser 3 has been widely recognized for its extensive customization and high-performance specifications, the Kaiser 3E translates those principles into a more straightforward design — offering key ergonomic benefits in a form optimized for daily use.

Lin Zhou, CEO of AndaSeat, noted that the introduction of the Kaiser 3E “reflects the company’s ongoing commitment to human-centered engineering. As ergonomic awareness grows worldwide, users are looking for options that fit both their needs and their spaces. The Kaiser 3E was designed to bring lasting support, functional design, and quality construction into a more accessible format.”

Design Continuity: Shared Engineering DNA

Both the Kaiser 3 and Kaiser 3E are grounded in AndaSeat’s proprietary cold-cure foam technology, steel structural framework, and user-centric ergonomics. Each model is developed through extensive R&D processes, incorporating field data from gamers, office professionals, and students to inform pressure distribution, posture alignment, and long-term durability.

The Kaiser 3 is positioned as a fully featured flagship, integrating multi-directional lumbar support, interchangeable magnetic components, and a high level of customization. The Kaiser 3E, in contrast, streamlines this approach — preserving the essentials of ergonomic engineering while simplifying operation for users seeking reliable, straightforward support.

Together, the two models illustrate a cohesive design philosophy: to ensure every user, regardless of preference or budget, can experience structurally sound comfort aligned with health-focused seating principles.



Kaiser 3E life Scene

| KAISER 3E VS. KAISER 3<br>FEATURE COMPARISON |                                                      |                                                     |
|----------------------------------------------|------------------------------------------------------|-----------------------------------------------------|
| Category                                     | Kaiser 3E                                            | Kaiser 3                                            |
| Price                                        | From \$349                                           | From 429                                            |
| Positioning                                  | Essential Edition — streamlined, value-focused       | Flagship Model — full-featured, premium comfort     |
| Target Users                                 | Budget-conscious users, students, home offices       | Pro gamers, heavy users, customization seekers      |
| Frame                                        | 100% Steel, 20mm x 2mm CNC-engineered tubes          | High-strength Metal Frame                           |
| Weight Capacity                              | 120kg (265 lbs)                                      | L: 118kg (260 lbs) / XL: 177kg (390 lbs)            |
| Base                                         | L: Iron / XL: Aluminum                               | Full Aluminum Reinforced                            |
| Durability Tests                             | Drop Test: 50kg x 100,000 cycles; Base Load: 11,132N | SGS Certified, Multi-condition Durability Tests     |
| Seat Cushion                                 | Cold-cure foam, 60kg/m³ density, 11cm thick          | Ergonomic cold-cure foam, pressure-relief molded    |
| Lumbar Support                               | Integrated fixed support, 4.8cm raised               | 4-way adjustable lumbar (Up/Down 76mm, In/Out 30mm) |
| Head Pillow                                  | Magnetic memory foam (no straps)                     | Magnetic head pillow with cooling gel layer         |
| Armrests                                     | 4D adjustable (Up/Down, F/B, L/R, Rotation)          | 4D adjustable + MagSwap interchangeable covers      |
| Recline & Rocking                            | 155° recline + 15° rocking                           | 155° recline + multi-position lock + 15° rocking    |
| Height Adjustment                            | 5cm range (fits 155–210cm)                           | 6.5cm range (L: 150–188cm / XL: 180–203cm)          |
| Seat Dimensions                              | L: 50x51cm / XL: 52x54cm                             | Similar ergonomic shaping, wider for XL             |
| Upholstery Options                           | PVC Leather / Linen Fabric                           | DuraXtra™ Leather / 3D Breathable Linen             |
| Color Options                                | 6 total (PVC: 6 / Linen: 2)                          | 9 total (7 Leather / 2 Linen)                       |
| Assembly                                     | Simplified with magnetic side covers                 | Magnetic tool-free components                       |
| Casters                                      | 65mm PU-coated                                       | PU-coated, noise-free, floor-safe                   |
| Height                                       | 155–210cm                                            | L: 150–188cm / XL: 180–203cm                        |
| Certifications                               | SGS Class 4 Gas Lift                                 | SGS Class 4 Gas Lift                                |
| Design Focus                                 | Simplicity, value, essential comfort                 | Advanced ergonomics, premium adjustability          |
| Customization                                | Limited                                              | High (color swap armrests, gel pillow, etc.)        |

Kaiser 3 VS Kaiser 3E

## Structural Framework and Core Materials

### Cold-Cure Foam Precision

Both the Kaiser 3 and Kaiser 3E employ cold-cure foam — a material known for its stable elasticity and consistent density over extended use. The foam's 60kg/m<sup>3</sup> composition delivers resilient cushioning that maintains form under repetitive pressure.

Kaiser 3E: 11cm seat thickness with softly curved front edge and raised side wings for improved posture stabilization.

Kaiser 3: Similar core density with additional sculpted contours, designed to enhance hip and thigh support during long sessions.

The foam's molecular structure allows for gradual compression and immediate recovery, reducing fatigue and maintaining seating integrity after prolonged use. This shared construction ensures that both models deliver long-term comfort suitable for professional and educational environments.

### Steel-Integrated Internal Frame

The Kaiser 3E is engineered with 100% steel internal tubing (20mm × 2mm), providing robust load-bearing capacity and torsional stability. This structure has been validated through endurance tests, including a 50kg drop test across 100,000 cycles and base load resistance exceeding 11,000N (approximately 1,136kg).

Similarly, the Kaiser 3 employs a steel core frame reinforced with precision welding and load-balancing joints, allowing the chair to support up to 390 lbs (177kg) in its XL configuration.

This shared emphasis on structural engineering underscores AndaSeat's adherence to industrial-grade durability across its seating portfolio.

### Ergonomic Support Systems

#### Integrated Lumbar Support: Two Approaches to Spinal Alignment

Kaiser 3: Features a 4-way adjustable lumbar system — 76mm vertical range and 30mm depth adjustment — allowing users to fine-tune spinal support to match posture shifts throughout the day.

Kaiser 3E: Introduces a fixed 4.8cm outward lumbar curve, integrated directly into the backrest



Kaiser 3 in Black AndaSeat

to deliver consistent, anatomically aligned support without manual calibration.

Both designs prioritize lumbar engagement at the L3–L5 vertebrae, a region frequently linked to posture-related fatigue. The Kaiser 3's adjustability suits users requiring high customization, while the Kaiser 3E's sculpted curvature offers simplicity for those preferring immediate, stable alignment.

### Seat Base and Pressure Distribution

The Kaiser 3E utilizes a wide seat base with softly elevated side wings to maintain balanced posture while reducing lateral drift. Its zero-slip front contour mitigates forward sliding during recline, preserving ergonomic stability. The Kaiser 3, with slightly deeper contouring, accommodates advanced positioning preferences and increased lateral engagement.

Both models incorporate pressure-relief geometry along the seat edge to enhance blood circulation and prevent localized fatigue in extended sessions — a critical consideration in both gaming and remote work environments.

### Neck Support: Magnetic Memory Foam Pillow

Each chair is equipped with a strap-free magnetic head pillow, featuring high-density memory foam infused with a cooling gel layer. The pillow attaches magnetically along a 20cm vertical range, enabling users to align it precisely with their cervical curve.

The result is a consistent neck support mechanism that adapts naturally to seated posture changes without shifting or strap tension.

### Adjustability and Motion

#### Armrest Systems

Kaiser 3: Outfitted with 4D armrests allowing vertical, horizontal, forward-backward, and rotational adjustment. Additionally, its MagSwap™ magnetic arm pads enable aesthetic customization across multiple color options.

Kaiser 3E: Retains the 4D movement range but omits the magnetic pad interchange system, focusing purely on mechanical adjustability for functional versatility.

Both sets of armrests use soft PU surfacing to minimize pressure on elbows and wrists, accommodating diverse postures for typing, gaming, or creative work.

### Tilt and Recline Mechanisms

The multi-functional tilt system shared across both models supports:

Recline range: up to 155°, enabling transitions from upright focus to semi-reclined relaxation.

Rocking mode: 15° dynamic tilt with adjustable resistance to facilitate micro-movements and circulation.

Height adjustment: approximately 5–6.5cm, supported by SGS Class 4 gas lift, ensuring precision and stability.

This mechanical foundation offers controlled mobility across postures, reflecting AndaSeat's consistent emphasis on movement-based ergonomics.

## Upholstery and Surface Options

### Kaiser 3

DuraXtra™ Synthetic Leather: abrasion-resistant (>5,000 cycles), water- and stain-resistant surface with soft-touch finish.

3D Breathable Linen: moisture-wicking weave suited for warm climates, combining tactile comfort with heat dissipation.

### Kaiser 3E

PVC Leather: durable, easy-clean material ideal for multipurpose or shared spaces.

Linen Fabric: lightweight and breathable, designed for prolonged use in higher temperatures.

Both options undergo environmental compliance testing and meet industry standards for wear resistance and surface stability. Color availability spans seven leather options and two linen variants, reflecting a design strategy oriented toward both functionality and visual integration within modern interiors.

## Base Construction and Mobility

The Kaiser 3E integrates:

Iron wheelbase (L size) or aluminum base (XL size)

65mm PU-coated casters for smooth, noise-minimized movement

Weight capacity up to 265 lbs (120kg)

The Kaiser 3 employs a reinforced aluminum wheelbase across all variants and supports up to 390 lbs (177kg), addressing users requiring broader dimensions or additional structural



strength.

## Assembly and Maintenance

Both models adopt magnetic side covers and modular assembly components, allowing simplified installation without complex tools. Surfaces are designed for easy maintenance, with materials resistant to staining and wear under regular use conditions.

## Responding to Modern Ergonomic Demands

The development of the Kaiser 3E reflects changing market expectations as hybrid and multi-environment work models become the norm. With an increasing number of individuals dividing time between office, home, and shared co-working spaces, seating must deliver consistent support without excessive complexity.

By offering the Kaiser 3 and Kaiser 3E side by side, AndaSeat addresses two key user segments:

Those requiring full customization and professional-grade adaptability; and

Those seeking core ergonomic support in a simplified, cost-conscious format.

This dual-path strategy ensures ergonomic design remains inclusive, aligning with the brand's commitment to health-focused innovation.

## Corporate Perspective: Engineering Beyond Trends

Founded in 2007, AndaSeat began as a developer of professional racing seats, supplying structural seating solutions for international motorsport teams. In 2016, the company transitioned its expertise into ergonomic gaming chairs, becoming one of the first Chinese brands to achieve sustained global market presence.

Today, AndaSeat operates a 50,000<sup>+</sup> self-owned factory in Guangzhou, integrating independent R&D, design, and manufacturing capabilities. Its products are distributed across 30+ countries, with established networks in North America, Europe, and Southeast Asia.

AndaSeat has collaborated with over 40 international esports teams and sponsored more than 100 tournaments, applying athlete feedback to refine ergonomic performance. The company's product line has been recognized with international design awards and positive evaluations from technology and lifestyle media outlets.

## Extending the Ergonomic Legacy

The launch of the Kaiser 3E marks a continuation of AndaSeat's mission to merge engineering

precision with accessible comfort. By maintaining the structural integrity and ergonomic intent of the Kaiser 3, while refining functionality to meet broader user needs, the Kaiser 3E positions itself as a bridge between high-end customization and everyday usability.

As ergonomic design becomes a central component of health-conscious living, AndaSeat's tiered product ecosystem — from flagship to streamlined — exemplifies how thoughtful engineering can adapt to evolving human environments.

Through the Kaiser 3E and Kaiser 3, the company reaffirms its role not only as a manufacturer but as a research-driven innovator, shaping the future of seating for diverse users worldwide.

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