

AndaSeat Marks the Start of 2025 Black Friday with the Kaiser 3E Series, Expanding Accessible Ergonomic Design

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SPOKANE, WA, UNITED STATES,
November 11, 2025 /

EINPresswire.com/ -- AndaSeat today announced the opening of its 2025 Black Friday sale period, introducing time-limited offers across its ergonomic seating portfolio, including the [Kaiser 3E Series](#). The event will run throughout November, featuring discounts of up to \$150 across selected products and a refund giveaway in which four participants will be reimbursed for the full value of their order. Each order placed during the sale period is automatically entered into the draw, with results to be confirmed by email notification following the event.

Beyond promotional context, this year's Black Friday period marks the first major seasonal rollout of the Kaiser 3E, a model that extends AndaSeat's design language toward accessible, essential ergonomics. It follows the trajectory of the Kaiser line — known for its mechanical reliability and balanced structure — but introduces a more simplified, cost-effective configuration while maintaining core design integrity.

A Functional Approach to Ergonomics

The Kaiser 3E was developed as a continuation of AndaSeat's commitment to data-driven comfort engineering. Drawing from research in posture health and anthropometric distribution, the design prioritizes neutral spinal alignment, sustained stability, and motion flexibility.

Naturally Got Your Back

Kaiser 3E's integrated lumbar features a subtle 4.8cm outward curve near the lower back. Padded with cold-cure foam material, it offers gentle-firm comfort you couldn't ask for more.



Kaiser 3E Layback

The chair's form adopts a low-profile aesthetic, emphasizing contour rather than ornamentation. Both the seat and backrest are modeled through cold-cure foam technology, a molding process that ensures uniform density and pressure balance across the surface. The foam's composition (60kg/m³) provides structural firmness while allowing micro-flexibility that adapts to body shifts during long use.

For AndaSeat's engineers, the Kaiser 3E's primary objective was to translate the ergonomic precision of the Kaiser 3 into a more efficient construction — reducing redundant components while retaining key performance metrics.

Integrated Lumbar Design

Unlike detachable lumbar cushions, the Kaiser 3E employs an embedded lumbar curvature designed directly into the backrest shell. The lumbar section extends 4.8 centimeters outward, following the spine's natural "S" contour. This geometry provides passive support across the lower back and sacral regions, eliminating gaps that can cause fatigue over time.

The lumbar zone is layered with cold-cure foam padding, distributing weight evenly along the lower vertebrae. The result is consistent tension that maintains posture without restricting micro-movements.



Kaiser 3E life Scene

Built For The Big

CNC-framed With 100% Steel Tubes

20mm x 2mm
Cold-formed Steel

265 lbs
Weight Capacity



Kaiser 3 E Feature

During pre-market testing, users reported decreased lower back pressure and smoother positional transitions compared to earlier modular designs. AndaSeat's ergonomic team attributes these findings to improved backrest curvature mapping and proportional adjustments between shoulder width and lumbar placement.

Structural Framework and Load Assurance

At the foundation of the Kaiser 3E lies a CNC-formed steel frame, constructed with 20mm diameter tubing and a 2mm wall thickness. The internal skeleton is designed to handle variable loads while maintaining torsional stability.

Durability validation involved three key tests:

A drop test simulating 100,000 cycles of vertical impact under a 50kg load.

A base load test, applying over 11,000 Newtons of static force.

A recline cycle test, measuring hinge resistance over repeated motion.

The results confirmed long-term structural integrity suitable for both personal and professional environments. With a certified load capacity of 120 kilograms (265 lbs), the Kaiser 3E maintains the same mechanical reliability that defines AndaSeat's higher-end series.

Seating Form and Material Balance

The seat base of the Kaiser 3E measures 50 by 51 centimeters (L) and 52 by 54 centimeters (XL), offering proportional support across body types. The 11-centimeter cushion depth provides a firm yet resilient surface, while the 5.1-centimeter raised side wings ensure stability without constriction.

The cushion's front edge uses a curved waterfall shape, reducing leg compression and improving circulation for long durations of sitting. Beneath, a high-precision Class 4 gas lift allows smooth height adjustment with minimal oscillation.

The wheelbase varies by model: an iron base for the L variant and a die-cast aluminum base for the XL version. Both include 65mm polyurethane casters, selected for quiet rolling and abrasion resistance across multiple floor types.

Recline and Tilt System

The chair integrates a multi-functional tilt mechanism, allowing users to recline up to 155 degrees. A tension control dial beneath the seat enables manual resistance adjustment, while a locking lever supports fixed positions at multiple recline points.

This flexibility facilitates changes in posture — from upright work alignment to semi-reclined rest — without disrupting lumbar or neck support. The recline system's internal springs are calibrated to preserve balance, preventing over-tilt while accommodating fluid motion.

AndaSeat's internal durability assessments show no measurable loss in mechanical precision after 50,000 recline repetitions, confirming the system's suitability for long-term daily use.

Armrest Engineering: 4D Adjustability

The Kaiser 3E features 4D armrests, a functional midpoint between traditional static rests and the advanced 6D configuration found in the Kaiser 4.

Each armrest adjusts along four axes:

Height (up to 7cm)

Forward/Backward (3cm)

Lateral Shift (2cm)

Rotation (up to 36° inward or outward)

These adjustments are guided by a ratchet-lock mechanism that maintains positional accuracy without drift. The armrest surface is coated with thermoplastic polyurethane (TPU), providing gentle friction and preventing wrist slip during extended use.

This configuration supports natural arm movement across multiple desk setups, aligning with AndaSeat's broader philosophy of motion-oriented ergonomics.

Upholstery Materials

The Kaiser 3E is available in both PVC leather and woven fabric upholstery.

PVC Leather: Selected for its smooth texture and high resistance to wear, cleaning agents, and humidity. It supports easy maintenance, making it suitable for shared workspaces and high-traffic environments.

Linen Fabric: Chosen for breathability and heat dispersion. The textile's tight weave resists pilling and maintains color integrity through extended use.

Color selections for this year's production include Ash Gray, Cloudy White, Elegant Black, Maroon, and Bentley Brown, all of which align with AndaSeat's restrained, professional palette.

Acoustic and Thermal Performance

While seating comfort remains the primary focus, AndaSeat's design engineers have also

considered the thermal and acoustic footprint of the chair.

The cold-cure foam and fabric combination allows passive air circulation, reducing heat retention during long sessions. The wheel casters are designed with internal damping layers, which minimize frictional noise when rolling across hard surfaces — a relevant factor in shared offices and recording environments.

Manufacturing Process and Quality Control

AndaSeat's self-operated 50,000-square-meter factory employs robotic injection systems for foam molding and precision welding for frame construction. Each batch of Kaiser 3E units undergoes inspection across four checkpoints: frame welding accuracy, foam density calibration, upholstery tensioning, and mechanical synchronization.

Production data is logged for traceability, linking each chair's batch number to its inspection results. This closed-loop quality system supports AndaSeat's compliance with ISO manufacturing standards while enabling continuous feedback integration.

A Broader Context: Ergonomics at Scale

The Kaiser 3E represents a deliberate effort to extend ergonomics to wider user demographics without compromising structural or design consistency. As remote and hybrid work environments continue to define post-2020 lifestyles, AndaSeat has positioned the 3E as an entry point into professional-grade ergonomics — practical for both home and shared environments.

The chair's simplification does not equate to reduction in purpose; rather, it embodies AndaSeat's interpretation of essential ergonomics — identifying which components provide tangible postural benefit and which can be minimized for efficiency.

By maintaining key attributes such as cold-cure foam, reinforced steel framing, and multi-angle reclining, the Kaiser 3E ensures continuity of comfort for individuals across professional and leisure contexts.

AndaSeat's Black Friday initiative remains one of its most consistent global engagement periods. This year, the event features discounts of up to \$150, with the Kaiser 3E Series available from \$359 USD (previously \$409 USD).

A concurrent refund giveaway offers four randomly selected customers a complete order reimbursement. Every purchase during the event period automatically qualifies for entry, with winners confirmed via email.

Though tied to seasonal promotion, AndaSeat frames the event as a product accessibility milestone, emphasizing transparency and customer engagement rather than short-term marketing incentives.

The AndaSeat Kaiser 3E Series encapsulates the company's continuing effort to democratize ergonomics — providing the structural resilience and comfort of professional seating in a form that remains accessible and adaptable.

Its appearance within the context of the 2025 Black Friday season offers both commercial and conceptual significance: a moment where affordability meets engineering continuity. By maintaining factual transparency and prioritizing design integrity, AndaSeat reinforces its position as a contributor to long-term posture health rather than a participant in short-lived market cycles.

As users increasingly seek furniture that supports 24-hour living and hybrid work lifestyles, the Kaiser 3E illustrates that ergonomics can be straightforward, reliable, and inclusive — a seat engineered not for performance claims, but for daily human experience.

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