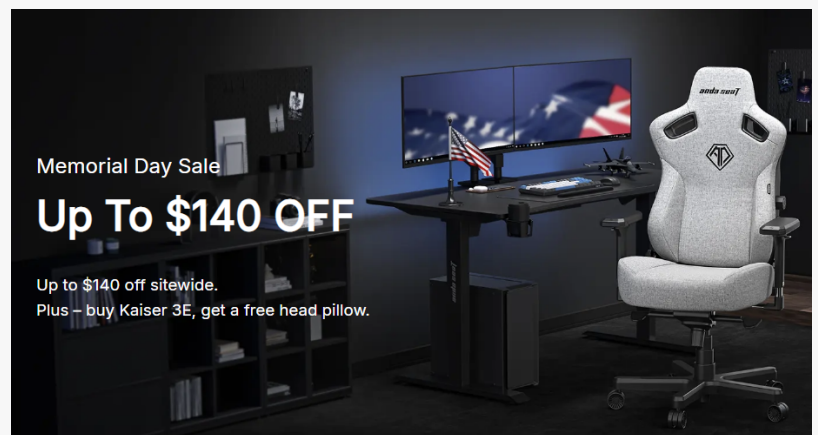


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SPOKANE, WA, UNITED STATES, May 24, 2026 /EINPresswire.com/ -- AndaSeat has launched its Memorial Day Sale, featuring sitewide savings of up to \$140 off and a limited-time promotion in which customers who purchase the [Kaiser 3E](#) receive a free head pillow. While the campaign provides the seasonal retail backdrop, this release places the focus on a broader product question that has become more visible in consumer seating decisions: should ergonomic support come mainly from add-on accessories, or should it be built into the chair itself from the start.

That question has become more relevant as buyers grow more familiar with the difference between visible ergonomic features and structural ones. In many chair categories, support is often communicated through pillows, pads, and detachable accessories. But public workstation guidance suggests that the chair itself remains the primary support tool. OSHA's computer workstation guidance states that the chair should provide support for the back and allow the user's back to rest against



2026 Memorial Day Sale AndaSeat

Limited-Time OFFER

Buy Kaiser 3E, Get Head Pillow FREE
(Note: Add both to cart manually)



2026 Memorial Day Sale AndaSeat Kaiser 3e

the backrest, while the UK Health and Safety Executive's display screen equipment guidance says lower-back support should fit the user's back and its inward curve.

For consumers, that has changed the way seating is being judged. The issue is no longer only whether a chair includes a lumbar pillow or head cushion. It is increasingly whether the chair itself provides enough built-in shaping and support to remain usable even before accessories are added or adjusted. AndaSeat said the Kaiser 3E was developed in response to that concern.

Why Structural Support Has Become a Larger Consumer Issue

In many home and hybrid desk setups, users have become used to chairs marketed through removable accessories. Head pillows and lumbar pillows remain familiar features, but they do not always address a more basic question: what happens when support depends too heavily on components that can shift, be removed, or work differently from one task to the next.

That tension has become more noticeable as consumers compare chairs more closely over time rather than only at the point of purchase. A chair may appear well equipped on paper, but if its core shape does not support the back on its own, the user may still feel that the chair's ergonomic value depends too much on external adjustments. In practical terms, many buyers are now paying more attention to whether the seatback itself has a meaningful ergonomic profile.



Kaiser 3E AndaSeat Orange Setting

Built For The Big

CNC-framed With 100% Steel Tubes

20mm x 2mm
Cold-formed Steel

265 lbs
Weight Capacity



Kaiser 3E Size

This is the category tension that AndaSeat appears to be addressing with Kaiser 3E. The company said the chair was developed around the idea that the support story should begin with the structure of the chair rather than rely entirely on accessories to create it afterward.

The Consumer Pain Point Behind Kaiser 3E

One of the more familiar frustrations in everyday seating is that the body does not always remain in exactly the same relationship to a pillow-based support system. A removable lumbar cushion may sit correctly in one position, but feel less helpful when the user shifts, relaxes, or changes posture through the day. For some users, the chair can begin to feel like a basic shell that depends on extra pieces to create its ergonomic identity.

Public guidance helps explain why this matters. OSHA's chair guidance emphasizes that the user's back should be able to rest against the backrest, and HSE guidance says lower-back support should fit the back's inward curve. These are not accessory-only ideas. They point to the importance of the core chair structure itself.

AndaSeat said the Kaiser 3E was designed with that issue in mind. Instead of building the support story only around detachable components, the company positions the chair around an integrated lumbar design, curved backrest shaping, and a seat-back system intended to work together before additional accessories are even considered.

How AndaSeat Frames Kaiser 3E

According to AndaSeat, the Kaiser 3E is an ergonomic chair developed for work, home, and gaming environments. The company positions it around what it describes as a more naturally supportive seating structure, with the chair's lumbar region shaped directly into the backrest rather than treated only as an external add-on.

AndaSeat states that the Kaiser 3E includes a 4.8 cm outward lumbar curve near the lower back, paired with cold-cure foam padding intended to create what the company describes as gentle-firm support. The product also features curved backrest wings, which AndaSeat says are designed to provide side-to-side support that helps discourage slouching and maintain a more balanced seated posture.

In the company's framing, these features are part of a single structural logic. The lumbar area is meant to reduce lower-back suspension, the backrest wings are intended to keep the torso better contained within the chair's shape, and the upper support zone can be extended through the addition of a magnetic head pillow. Rather than treating each part separately, AndaSeat presents Kaiser 3E as a chair where support is layered from lower back to neck.

Why the Integrated Lumbar Story Matters

The emphasis on integrated lumbar support gives the Kaiser 3E a specific product identity in a market where many chairs still rely heavily on adjustable or detachable padding to define comfort. AndaSeat's design claim is that the chair should already "naturally" support the back before accessories are added.

That matters because it changes the role of the pillow. In this product logic, the pillow is no longer the core of the chair's support system. It becomes an enhancement or fine-tuning element rather than the sole ergonomic solution. This is also why the Memorial Day promotion can be framed coherently: the free head pillow complements the chair's structure, but the chair is not presented as incomplete without it.

That distinction helps make the Kaiser 3E story more than a simple holiday promotion. It places the chair within a larger consumer discussion about whether ergonomic design should begin with the architecture of the seat itself.

Cold-Cure Foam and Support Continuity

AndaSeat also ties the Kaiser 3E story closely to its use of cold-cure foam. According to the company, the seat uses 60 kg/m³ density foam with an 11 cm thickness, and the material is intended to provide springy support that returns to shape after use rather than sagging over time.

In the context of the integrated-support story, this matters because structure is not only about shape. It is also about whether the support system continues to behave consistently through repeated daily use. If the seat loses resilience too quickly, the lumbar profile and backrest geometry may matter less in practice because the body's relationship to the chair changes as the cushion deforms.

By combining an integrated lumbar curve with higher-density foam, AndaSeat is framing Kaiser 3E as a chair whose support logic is meant to come from both geometry and material consistency.

Built for the Core Structure, Not Only the Surface

The broader structural message extends to the chair's frame. AndaSeat states that the Kaiser 3E uses CNC-framed 100% steel tubes, including 20 mm x 2 mm cold-formed steel tubing, and supports up to 120 kg (265 lbs) in both L and XL sizes.

This gives the product another angle within the same story. If a chair is being positioned around built-in support rather than surface-level add-ons, the underlying frame becomes more relevant. The chair's ergonomic idea depends not only on the visible backrest and foam, but on whether the overall structure remains stable enough to preserve that support relationship over time.

In editorial terms, this helps distinguish the Kaiser 3E release from a more typical “comfort” pitch. The product is not being framed simply as soft or padded. It is being framed as structurally intentional.

Why the Memorial Day Timing Fits

Although Memorial Day campaigns are often discussed in retail terms, the timing also aligns with a broader consumer habit of reassessing large daily-use items heading into summer. It is a point in the year when many households revisit desk setups, replace frequently used furniture, or pay closer attention to products that feel increasingly inadequate in long daily routines.

Within that context, Kaiser 3E is being presented not simply as a discounted chair, but as a product designed around a more specific consumer question: whether a chair can provide natural support through its own shape before relying on added cushions and accessories.

The promotion itself reinforces that logic. By including a free head pillow with Kaiser 3E, AndaSeat is able to highlight how the chair’s support system is layered, while still keeping the main product story centered on the built-in lumbar and backrest structure.

A Chair Designed to Start With the Chair Itself

What distinguishes the Kaiser 3E narrative from a conventional holiday sales message is the specificity of the pain point it addresses. This is not mainly a story about broad ergonomic claims or about the lowest possible price. It is a story about where support begins.

AndaSeat said the Kaiser 3E was developed with that principle in mind. In the company’s framing, a chair should first offer meaningful support through its own integrated structure, and only then use accessories to extend or personalize the experience. That is the design context in which Kaiser 3E is being highlighted during the Memorial Day Sale.

About the Memorial Day Sale

AndaSeat’s Memorial Day Sale includes sitewide savings of up to \$140 off. The campaign also includes a limited-time Kaiser 3E offer in which customers receive a free head pillow with purchase. In this release, however, the company’s focus remains on Kaiser 3E’s built-in support design rather than on promotional language alone.

About AndaSeat

Founded in 2007, AndaSeat develops ergonomic furniture products for gaming, work, and home environments. Its product portfolio includes ergonomic chairs, desks, and related workspace products designed for hybrid users, home setups, and gaming spaces.

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