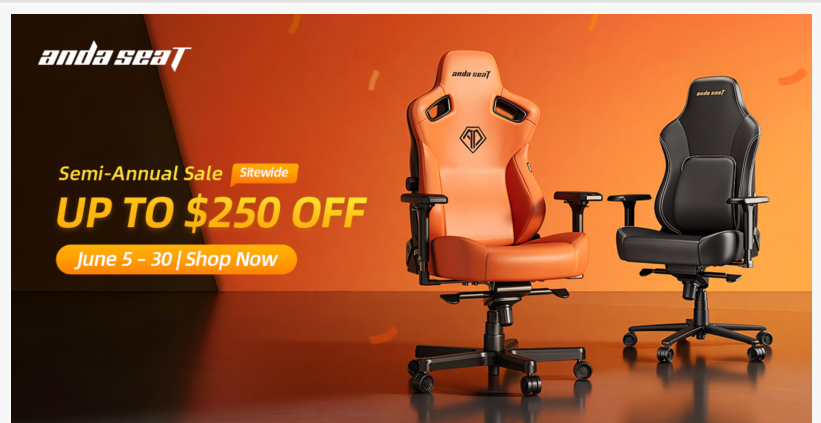


AndaSeat Connects Phantom 4 and Kaiser 3 to a Growing Workstation Question: Which Chair Logic Fits Which User

AndaSeat Frames Phantom 4 and Kaiser 3 Around a Changing Consumer Expectation: Ergonomic Chairs Should Fit Different People Differently

SPOKANE, WA, UNITED STATES, June 5, 2026 /EINPresswire.com/ -- ndaSeat has launched its Mid-Year Sale Highlights campaign, featuring sitewide savings of up to \$250 off, stackable savings with code [andaign], and a flash sale event running from June 26 through June 30. In this release, the company is placing specific focus on the pairing of the [Phantom 4](#) Series and [Kaiser 3](#), but not only as a promotional combination. The broader product story centers on a workstation issue that has become more visible in consumer buying: many users are beginning to question whether one chair profile can realistically fit every body, every sitting style, and every household setup.



2026 MidYear Sale AndaSeat Kaiser 3

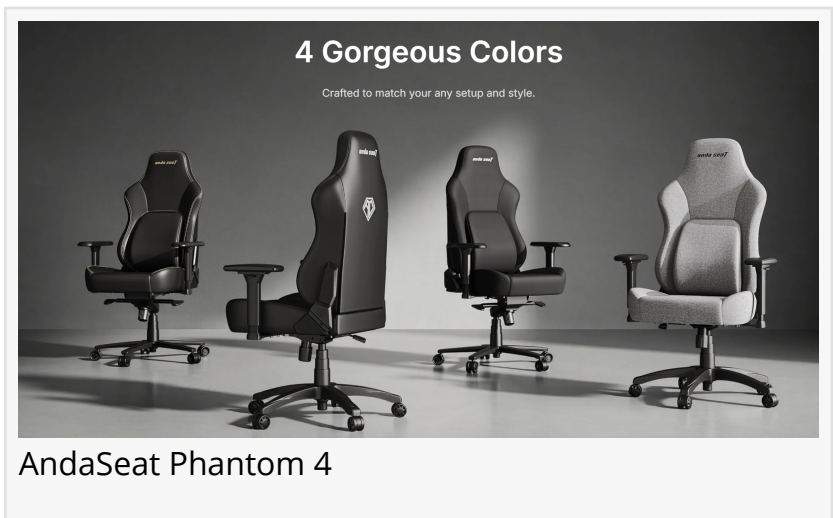


Kaiser 3 in Black AndaSeat

That concern aligns with public workstation guidance. OSHA states that a well-designed and appropriately adjusted chair is essential to a safe and productive workstation, and adds that increased adjustability improves fit, supports a variety of sitting postures, and is particularly important when a chair has multiple users. OSHA also notes that seat height should be adjustable, seat pans should support a range of seated postures, and chairs sized for larger users may be necessary in some cases.

For consumers, that means the chair conversation has become more specific. The question is no

longer only whether a chair is “ergonomic” in general terms. It is increasingly whether a chair’s support logic matches the way a particular person sits, shifts, and uses the workstation—and whether different users may require different ergonomic approaches even within the same home or setup. AndaSeat said the Phantom 4 Series and Kaiser 3 are being highlighted together in response to that broader shift.



Why “Fit Logic” Has Become a Larger Buying Question

In many chair categories, products are still discussed as if one well-equipped model should be suitable for nearly everyone. But workstation guidance suggests the opposite. OSHA notes that chairs should support the back in a variety of seated postures, that lumbar support should fit the lower back, and that seat dimensions should be appropriate for the user rather than assumed to be universal. It also notes that this becomes especially important when seating is shared among multiple users.

This matters because consumers increasingly recognize that two users may need different things from an ergonomic chair even if they use the same room or the same desk. One person may shift constantly and prefer support that responds with movement. Another may prefer a more anchored support structure, larger seat presence, or a more established fit profile. In practice, this makes chair selection less about finding one “best” chair and more about identifying which ergonomic logic suits which user.

That is the category tension AndaSeat appears to be addressing with the Phantom 4 and Kaiser 3 pairing. Rather than presenting the models as interchangeable, the company is using them to represent two different pathways into ergonomic support.

The Consumer Pain Point Behind the Pairing

One of the more familiar frustrations in chair buying is that people often compare products by feature count alone and only later discover that the chair’s overall behavior does not match their actual sitting pattern. A user who moves frequently may find a more fixed support profile too static. Another user may prefer a more established backrest-and-seat relationship and feel less need for motion-responsive behavior. In shared households, the mismatch can be even more obvious, because the same chair may be expected to serve users with different heights, body shapes, or support preferences.

OSHA's chair guidance reinforces why this matters. It states that increased adjustability allows variability of sitting positions throughout the workday, and that seat pan size, depth, and height should be appropriate to the individual user. That suggests a broader principle relevant to current buyers: ergonomic value depends not only on how many features a chair includes, but on whether the chair's support model corresponds to the person using it.

AndaSeat said this is one reason the Phantom 4 Series and Kaiser 3 now make sense together in the company's mid-year narrative. The pairing is intended to speak to different ergonomic fit needs rather than a one-profile approach to seating.

How AndaSeat Frames Phantom 4 Series

According to AndaSeat, the Phantom 4 Series is an ergonomic chair line built around active sitting and motion-responsive support. The company centers the series on its dynamic auto-tracking lumbar system, which is designed to respond as the user shifts, leans, reclines, or changes seated posture. Phantom 4 is also described as offering 15-level depth adjustment, 4-way auto-tracking support, 55 kg/m³ cold-cure foam, recline up to 135 degrees, and two armrest systems across the series.

In the context of this release, Phantom 4 is being positioned as the more movement-oriented model. Its ergonomic idea is not simply that it has support, but that it attempts to maintain support continuity when the user does not remain in one posture. That makes it especially relevant for users whose sitting behavior is more dynamic and who want the chair to follow posture changes rather than ask them to return constantly to one preferred position.

This gives Phantom 4 a distinct place in the pairing. It is not being framed as the chair for everyone. It is being framed as the chair for users whose fit needs are more closely tied to movement and support responsiveness.

How AndaSeat Frames Kaiser 3

According to AndaSeat, the Kaiser 3 represents a different ergonomic pathway. The chair is positioned around a more established support structure, with 4-way integrated lumbar adjustment, L and XL size options, cold-cure foam, 4D armrests, 155-degree recline, and a magnetic head pillow. The company also emphasizes the model's size coverage, listing fit ranges from 150 cm to 188 cm for L and 180 cm to 203 cm for XL, along with different weight capacities across the two sizes.

In this bundle story, that matters because Kaiser 3 is being presented less as a motion-led chair and more as a size-aware, structure-led chair. Where Phantom 4 emphasizes adaptation to body movement, Kaiser 3 emphasizes an ergonomic baseline that can be selected more deliberately by size, support preference, and established chair profile.

This distinction is important in editorial terms. It allows the pairing to speak to a broader consumer insight: ergonomic chairs do not only differ by price or styling. They also differ by the kind of fit logic they assume.

Why the Pairing Works as a Choice Architecture, Not Just a Promotion

What makes the Phantom 4 + Kaiser 3 pairing notable is that it gives shape to a more mature buying conversation. This is not mainly a story about two chairs bundled for discount. It is a story about the increasing recognition that ergonomic seating is not one-dimensional.

Phantom 4 offers a motion-responsive support system for users who want a chair that adapts through shifting seated behavior. Kaiser 3 offers a more established ergonomic structure with size-specific pathways for users who may prioritize dimensional fit, integrated support, and a more traditional premium chair profile. Together, the two products create a clearer comparison language for buyers who no longer want to choose only by aesthetics or a generic “best chair” claim.

That is why the bundle can be framed as more than a sale. It helps translate a consumer pain point into a product decision: not every ergonomic user needs the same kind of ergonomic logic.

Why the Mid-Year Timing Fits

The late-June mid-year period is especially suited to this type of message because it often follows months of real use. By this point in the year, buyers may already know more about how they actually sit, whether their current chair feels too fixed or too generic, and whether multiple users in the same household need different seating profiles.

That makes the pairing especially relevant at mid-year. Instead of presenting the sale only as a traffic event, AndaSeat is using it to speak to a practical reassessment: when ergonomic buying becomes more informed, consumers may no longer ask only which chair is “better,” but which chair better fits the user.

A Chair Pairing Built Around Different Users, Not One Universal User

What distinguishes the Phantom 4 + Kaiser 3 story from a conventional campaign message is the specificity of the issue it addresses. This is not mainly a story about stacking discounts or combining product lines. It is a story about whether ergonomic seating should be selected with more attention to user differences.

AndaSeat said the pairing was developed with that principle in mind. In the company’s framing, a more useful ergonomic portfolio is not one that assumes all users want the same support profile, but one that offers different routes into comfort, posture support, and everyday

usability.

About the Mid-Year Sale Highlights

AndaSeat's Mid-Year Sale Highlights campaign includes sitewide discounts of up to \$250 off, stackable savings with code [andaign], and a flash sale event running from June 26 through June 30. This release focuses specifically on the Phantom 4 Series + Kaiser 3 pairing and its positioning around different ergonomic fit needs.

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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