

AndaSeat Introduces Kaiser 3E Focus as Younger Consumers Drive Demand for More Informed Online Furniture Purchases

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SPOKANE, WA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- AndaSeat has opened its 2026 Back-to-School Campaign, running from August 5 through August 30 and including reductions of up to \$180 across selected products. The company is placing particular focus on the [Kaiser 3E](#) Series and a purchasing problem that becomes more significant when furniture is ordered online: determining whether a chair will physically fit the user before it arrives.

Online retail continues to place greater responsibility on product dimensions and fit information. The National Retail Federation's 2025 Retail Returns Landscape estimated that 19.3% of online sales would be returned during the year. Consumers between ages 18 and 30 reported an average of 7.7 online-purchase returns during the preceding 12 months, more than any other age group included in the research. Retailers identified increasing online sales and reducing return rates as two of their leading priorities for 2026.

The NRF findings cover retail broadly and do not identify office chairs as a separate category. They nevertheless highlight a wider digital-commerce problem: products selected without an opportunity to inspect, sit in or physically compare them depend heavily on accurate pre-purchase information.

For chairs, color and overall appearance are easy to show online. Fit is more difficult. A product image does not immediately reveal whether the seat is wide or deep enough, whether the user can reach the backrest without pressure behind the knees, or whether the armrests can align



2026 BacktoSchool AndaSeat Kaiser 3E

with the intended desk.

AndaSeat is positioning the Kaiser 3E around clearer size-specific information rather than treating one chair shell as suitable for every buyer.

Chair Fit Is Difficult to Judge From Appearance Alone

A chair can appear proportionate in a studio photograph while feeling substantially different when used by people with different torso, leg and hip dimensions.

The Canadian Centre for Occupational Health and Safety states that one chair does not fit everyone and that body dimensions need to be considered during chair selection. Its May 2026 furniture-purchasing guidance recommends choosing furniture with an adjustment range capable of fitting prospective users and notes that very tall or short users may require different chair configurations.

OSHA similarly advises that chair width and depth should accommodate the individual user. Its workstation guidance recommends sufficient thigh support without contact between the front of the seat and the back of the knees. It also notes that larger users may require wider seat pans, while shorter and taller users can require different seat-depth relationships with the backrest.

These recommendations do not establish one universal chair size. They explain why buyers need more than an overall product height or maximum weight figure.

The relationship among seat depth, seat width, lumbar position, armrest height and desk height determines whether the chair's available support surfaces can be used as intended.

Two Seat Sizes Replace the One-Shell Assumption

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



K3e banner

The Kaiser 3E Series is offered in L and XL configurations.

The L seat measures approximately 50 cm deep by 51 cm wide, while the XL seat measures approximately 52 cm deep by 54 cm wide. Both use an 11 cm-thick cold-cure foam structure with a stated density of 60 kg/m³.

The difference between the two sizes is not limited to exterior scale.

A deeper and wider seat can provide more usable surface for a taller or broader user. A more compact seat may allow another user to reach the backrest without leaving an excessive gap behind the lower back or creating pressure near the knees.

Kaiser 3E also uses different wheelbase materials according to the selected size. The L version uses an iron wheelbase, while the XL version uses aluminum. Both versions are specified to support users up to 120 kg and use 65 mm polyurethane-coated casters.

Two sizes do not guarantee an exact fit for every buyer. Individual leg-to-torso proportions can vary considerably among people of similar height. The two configurations provide a more useful starting decision than a single chair body offered to the entire stated user range.

Integrated Lumbar Support Establishes a Consistent Contact Point

The Kaiser 3E backrest includes an integrated lumbar contour extending approximately 4.8 cm outward near the lower-back area.

The structure is padded with cold-cure foam and forms part of the backrest rather than depending entirely on a detachable lumbar cushion.

For an online buyer, this distinction is relevant because an integrated lumbar structure and a loose pillow behave differently.

A detachable cushion can be moved or removed, but its position may also change as the user shifts. An integrated contour provides a consistent backrest shape whenever the user sits against the chair.

The 4.8 cm measurement does not establish that the contour will suit every spinal shape or personal preference. It gives consumers a disclosed reference for how pronounced the built-in lower-back area is before purchase.

The magnetic memory-foam head pillow is available separately and can be repositioned without conventional straps. It provides an optional upper support point, while the integrated lumbar contour remains part of the chair's permanent structure.

Seat Shape Adds Information Beyond Foam Density

Foam density is only one part of seat fit.

The Kaiser 3E seat includes side sections raised by approximately 5.1 cm and a slightly elevated front profile. AndaSeat describes the side contours as lateral support surfaces and the front shape as a way to limit forward sliding when the backrest is reclined.

These contours mean that buyers should consider the usable area inside the seat shape, not only the chair's total exterior width.

A user who prefers a more centered sitting position may value the defined side structure. A person who frequently changes leg position may place greater importance on selecting the larger seat.

The 60 kg/m³ cold-cure foam provides a measurable material specification, but the final sitting experience also depends on seat dimensions, contour, user weight and individual preference.

The product is therefore presented with both material and dimensional information rather than reducing the seat description to general claims such as soft, premium or supportive.

Adjustment Helps Coordinate the Chair With the Desk

Selecting the appropriate chair size does not complete the workstation setup.

The Kaiser 3E includes 4D armrests with 7 cm of vertical movement, 3 cm of forward-and-back adjustment, 2 cm of lateral movement and 36 degrees of inward-and-outward rotation. The selected positions lock in place after adjustment.

These controls allow the forearm-support position to be changed according to desk height, keyboard placement, mouse position and shoulder width.

The chair also provides up to 155 degrees of backrest recline and a 15-degree rocking mode with adjustable tension. These movements allow the backrest relationship to change between more upright desk work and more reclined reading or entertainment use.

Adjustment cannot compensate for every size mismatch. A seat that is fundamentally too deep, narrow or large may remain unsuitable even when its height and armrests move.

The combination of L and XL configurations with adjustable contact points gives buyers two separate decisions: first selecting the more appropriate chair structure, and then configuring that structure around the desk and task.

Structural Testing Addresses a Different Form of Online Uncertainty

Fit is not the only product characteristic that is difficult to inspect online. Internal structure is also largely hidden by foam and upholstery.

Kaiser 3E uses CNC-formed internal tubes made from 20 mm × 2 mm cold-formed steel. AndaSeat reports that its product testing included dropping a 50 kg load onto the seat center for 100,000 cycles and applying 11,132 N of force to the chair base for one minute. These are company-reported tests and should not be interpreted as independent predictions of a specific product lifespan.

The chair also uses an SGS Class 4 gas lift and magnetic side covers around the backrest connection area.

These specifications provide information about components that are not visible in ordinary product photography. They do not eliminate the need for correct assembly, routine inspection or compliance with the stated user limits.

CCOHS recommends considering maintenance when purchasing chairs and identifies loose fasteners, lift-cylinder problems and debris in casters as common wear issues. It also advises allowing intended users to test furniture when possible.

Where physical testing is not available before an online purchase, disclosed dimensions, construction details and adjustment ranges become more important.

Upholstery Choice Remains Separate From Physical Fit

Kaiser 3E is available in PVC leather and linen fabric configurations.

The PVC surface is intended for buyers who prioritize routine cleaning and a more structured appearance. The linen alternative provides a woven textile surface and a softer visual treatment.

The upholstery choice does not change the listed L and XL seat dimensions, cold-cure foam density, integrated lumbar depth or central steel-frame architecture.

This separation helps buyers distinguish between two different decisions:

Material choice concerns surface texture, appearance and maintenance.

Size choice concerns the physical relationship between the chair and the user.

Treating those decisions separately is particularly important online, where color and upholstery can receive more visual attention than dimensions.

Back-to-School Furniture Information Must Work Before Delivery

AndaSeat's Back-to-School Campaign runs from August 5 through August 30, 2026. Selected products are included in sitewide reductions of up to \$180, subject to region, inventory and applicable campaign terms.

Within the campaign, Kaiser 3E is being presented around a broader online-purchasing principle: a chair should be evaluated through disclosed dimensions and structure, not only through appearance or a single recommended-height range.

NRF's returns research shows that online returns remain a significant issue and that younger consumers are particularly active participants in the return process.

A detailed product page cannot guarantee that every buyer will select the correct chair. It can reduce uncertainty by explaining the available sizes, seat measurements, lumbar shape, adjustment range, structural materials and stated load limits before the package reaches the customer.

For Kaiser 3E, that information forms the central back-to-school story: the chair is offered not as one universal fit, but as two defined seating configurations supported by measurable specifications.

About AndaSeat

Founded in 2007, AndaSeat develops ergonomic furniture and workspace products for gaming, professional, educational and home environments. Its portfolio includes ergonomic chairs, standing desks, monitor arms and related workstation accessories.

Caroline Chen

AndaSeat

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