ABOUT A CHAIR
4 FOR 3 B2C
HAY

ABOUT A CHAIR

HAY's long-term collaboration with Hee Welling has resulted in a number of design icons. One of their most notable projects is the internationally renowned About a Chair series – a united family of chairs with different frame-, shell- and upholstery options, connected by one simple, strong idea. In recognition of this significant collection, HAY is offering a special 4 for 3 promotion on selected chair models, focusing on some of the best-selling designs that offer a timeless, classic expression.

These models include the AAC22/23 variants with curved shell and four-legged wooden base that ensure elegance with optimal stability, and the more formal AAC26/27 variants with a durable four-legged bent steel tube that offers a contemporary and minimalistic expression. The different models come in various colours, base finishes, cushion and upholstery options, which have been selected by HAY for their versatility and enduring aesthetics.

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TERMS OF SALE

B2B

The below terms apply to the About A Chair campaign orders
placed from mid-May until the end of June 2019.
Mix between AAC 22, AAC 23, AAC 26 and AAC 27
in all colours and standard textiles/ leather.
Order a minimum of 8 pcs. with a minimum of 2 models.

We will give you an extra 12,5 % discount on the net buying price.

B2C

The campaign period runs from 2nd September until 20th October.

We offer the full standard textile collection and all shell and base colours and finishes for AAC 22, AAC 23, AAC 26 and AAC 27 during the campaign period.

When you offer your customers 4 chairs for the price of 3,
we will give you an extra 12.5% off your net buying price.

DELIVERY

Exhibition models – according to general lead time
Stock delivery – from end of August 2019

PHOTO MATERIAL

All photo material, including both commercial lifestyle- and packshot images for the campaign will be exclusively based around the selected models (AAC 22, AAC 23, AAC 26 and AAC 27). All in-sale material will contain these selected models, and once the campaign is running in the stores in September and October, all relevant content, photo material, social media posts, etc. will also feature these models.

MARKETING MATERIAL

The campaign will be supported by the following marketing material, which will be available to download directly from our Image Bank.

/ Lifestyle photos and packshots of the campaign chairs will be available from late May.

/ Content/text files will be available from May.

/ Files for 4 for 3 campaign signs will be available from late May.

/ Photos with text for Instagram will be available from September.

/ Social Media support, including @haydesign/Instagram, will be introduced from September.

/ Focus on the campaign in the Hay B2C Newsletter from September.

/ A new digital About A Chair catalogue will be available in late May.

Divina Melange 120 / soaped oak

AAC 22

Concrete grey / matt lacquered oak

Dusty green / matt laquered oak

Dusty green / matt lacquered oak

White / matt lacquered oak

Dusty blue / matt lacquered oak

CREAM WHITE / MATT LACQUERED OAK
902055
Price 219

WHITE / MATT LACQUERED OAK
222601
Price 219

BLACK / BLACK STAINED OAK
222202
Price 219

DUSTY GREEN / MATT LACQUERED OAK
902751
Price 219

KHAKI / MATT LACQUERED OAK
902535
Price 219

CONCRETE GREY / MATT LACQUERED OAK
903399
Price 219

Recommended sales prices GBP incl. VAT

AAC 23
Remix 873 / matt lacquered oak

Divina Melange 120 / matt lacquered oak

Ice Marine / matt lacquered oak

REMIX 873 / MATT LACQUERED OAK
364347 130 1912
Price 365

REMIX 123 / MATT LACQUERED OAK
364347 130 1905
Price 365

LINARA 415 / MATT LACQUERED OAK
223501 625 2696
Price 365

STEELCUT TRIO 446 / MATT LACQUERED OAK
364347 110 1886
Price 379

HALLINGDAL 130 / MATT LACQUERED OAK
364347 120 1603
Price 415

NOUGAT SILK LEATHER SILK0258
/ MATT LACQUERED OAK
364347 610 5703
Price 635

Recommended sales prices GBP incl. VAT

Divina Melange 120 / soaped oak

Steelcut Trio 806 / matt lacquered oak

AAC 26

Dusty blue / black

Dusty blue / black

Concrete / black

White / white

DUSTY GREEN / BLACK
905559
Price 199

KHAKI / BLACK
905373
Price 199

CONRETE GREY / BLACK
906117
Price 199

BLACK / BLACK
226013
Price 199

WHITE / WHITE
226031
Price 199

BRICK / BLACK
906675
Price 199

Recommended sales prices GBP incl. VAT

AAC 27

Remix 612 / black

Nougat Silk leather / chrome

Rime 231 / black

NEW

OLAVI BY HAY 16 / BLACK
365013 629 2785
Price 355

REMIX 123 / BLACK
365013 130 1905
Price 335

REMIX 612 / BLACK
227051 130 1936
Price 335

COGNAC SILK LEATHER SIL0250 / BLACK
365013 610 5710
Price 609

NOUGAT SILK LEATHER SIL0258 / CHROME
365015 610 5703
Price 609

NOUGAT SILK LEATHER SIL0258 / BLACK
365013 610 5703
Price 609

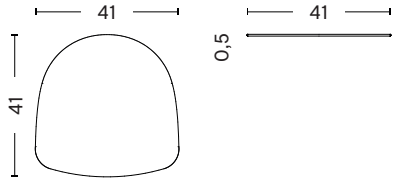
Recommended sales prices GBP incl. VAT

AAC SEAT PADS
4 FOR 3

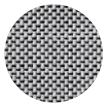
– AAC SEAT PAD –

Designed to add extra comfort to the About a Chair series, the collection of padded seat cushions has been developed to fit all models within the AAC series and feature a non-slip backing to keep them securely in place. The AAC Seat Pads are part of the AAC 4 for 3 campaign, with the same terms of sale applying.

DIMENSIONS

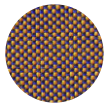


TEXTILES AND LEATHER

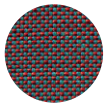


SURFACE BY HAY
LIGHT GREY 120
366421 927 9415

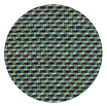
SURFACE BY HAY
DARK GREY 190
366421 927 9417



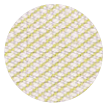
SURFACE BY HAY
BRONZE 480
366421 927 9422



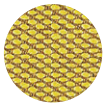
SURFACE BY HAY
CHERRY RED 680
366421 927 9426



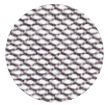
SURFACE BY HAY
APPLE GREEN 950
366421 927 9430



STEELCUT TRIO
SAND 236
366421 110 1877



STEELCUT TRIO
GOLDEN YELLOW 453
366421 110 1337



STEELCUT TRIO
CHESS 616
366421 110 1893

STEELCUT TRIO
RACING GREEN 996
366421 110 1299

LEATHER
BLACK PIGMENTED
366421 999 1001

PRICE 39

Recommended sales prices GBP incl. VAT

The About A Chair / 4 for 3 campaign will be supported via HAY's Social Media, including @haydesign/Instagram, from September 2019 when the campaign will be running in stores. Content, photos and other marketing material will be available from late May 2019.

Please use below link to download marketing material.

Imagebank

HAY