



## Bolo Executive Chair Training Guide

*Your guide to understanding and presenting Bolo with confidence.*



[BDIUSA.COM](http://BDIUSA.COM)

# Introduction

This sleek executive office chair cradles you in supple, durable semi-aniline leather or performance fabric while its tough steel frame has your back. A host of customizable features ensures you're always comfortable and in control.

Bolo offers an elegant blend of ergonomic support, user-friendly features, and sculptural style.



*Bolo combines luxurious comfort  
and modern design.*



# Bolo 3531

The seat and interior shell are upholstered in semi-aniline leather for a supple, natural touch. The outer shell is finished in color-matched polyurethane, enhancing durability and long-term color retention. The Bolo 3531 is available in 3 finish options.

## SEMI-ANILINE LEATHER

|          |                     |
|----------|---------------------|
| Model    | 3531                |
| Standard | 45.5H x 72 x 89 in  |
| Metric   | 116H x 183 x 225 cm |



BLACK



OCEAN



SADDLE

# Bolo 3532

Performance fabric delivers breathable softness with exceptional resistance to stains, fading, and daily wear. It's a practical choice for busy spaces that still want a softer look and feel.

## PERFORMANCE FABRIC

|          |                     |
|----------|---------------------|
| Model    | 3532                |
| Standard | 45.5H x 72 x 89 in  |
| Metric   | 116H x 183 x 225 cm |



OATMEAL

# KEY FEATURES



# FEATURES



Interior covering and headrest are durable semi-aniline leather or high-performance fabric. Outer surfaces are supple yet abrasion-ad stain-resistant. Coverings are joined with elegant double-stitching at chair edges.



Seat cushion features aircraft-grade memory foam for long-lasting resilience, support and comfort.



Robust design includes a backrest engineered with a sturdy, one-piece steel frame, providing unwavering support for seated users.

# FEATURES



An integral headrest adjusts to 7 different height positions, adding ample comfort and support for users of varying stature.



Synchro-tilt mechanism allows backrest to recline at a different rate than seat so that user's legs remain at a more natural level when reclining. Tilt-lock adjusts via wheel controller, locking the backrest at four reclining positions.



Reclining tension is adjusted via simple twist of the control wheel, allowing user to comfortably refine tension from lowest to highest setting, or anywhere in between.



# Tips for Selling the Bolo Chair

## 1. Highlight Versatility

- Position BOLO as a fit for both home offices and executive suites. Two material options provide flexibility in style, feel, and price.

## 2. Demonstrate Comfort

- Encourage customers to sit in the chair. Adjust the seat height, tilt tension, and headrest positions to show off the ergonomic functionality.

## 3. Tell a Visual Story

- Draw attention to BOLO's sculptural silhouette and premium detailing—this is more than a task chair, it's a design statement.

## 4. Address Material Differences

- Offer guidance between the leather and fabric options. Both are durable and refined—fabric brings a softer, more casual look; leather is classic and commanding.

## 5. Build Value

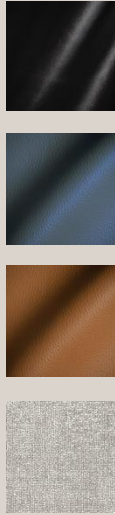
- Point out BOLO's adjustability, construction, and finish options. It delivers executive-level comfort and performance at a compelling price point.





# Next Steps

1. Familiarize yourself with the chair's finish options and key features
2. Use the storytelling tips to connect with customers
3. Encourage customers to experience the chair in-store to fully appreciate its quality and details
4. View Bolo at [bdiusa.com/bolo](https://bdiusa.com/bolo)



## WARRANTY

### Residential Use

Three (3) years from date of purchase.

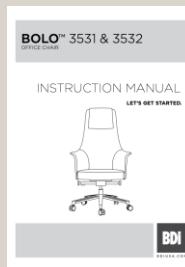
### Commercial Use

One (1) year from date of purchase.

See BDI's [full warranty](#) for details.

## RESOURCES

Images and other resources available in [BDI Retailer Resources](#)





BOLO EXECUTIVE CHAIR | [BDIUSA.COM/BOLO](https://www.bdiusa.com/BOLO)

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