

# BOF



## **Emily Clingman:**

# **Wyatt Seating: The Office Chair Manufacturer That's a Family Adventure**





From Left to Right: Ian Gendreau – Director of Marketing, Corey Smith – Business Development Manager, John Gallen – President & Owner, Nat Gallen – Vice President of Sales, Kevin Gallen – Vice President of Operations

FEATURES

## Wyatt Seating: The Office Chair Manufacturer That's a Family Adventure

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by Emily Clingman

## FEATURES

**Wyatt Seating is a relatively new player in office seating, but it has quickly gained a reputation for disrupting the market.**

Offering superior quality-to-price ratio, repping itself to dealers in most of the country, and leading with the spirit of adventure, Wyatt Seating is practically a movement.

"Once you sit in our chairs, you'll believe in our chairs," said President and Owner John Gallen. "Every time someone sits in a Wyatt chair, they are impressed, even other manufacturers."



Freeride Executive





“Wyatt Seating is a business started within a business. It grew out of Ethosource, in Morgantown, Pennsylvania.

With 15 years of experience reupholstering and recycling office chairs, the team at Wyatt had learned a lot about what makes a good chair. When deciding to create its own line of chairs, the team wanted to improve upon existing models rather than building a cheap, subpar product.

“Our standard is everybody else’s upgrade,” said Nat Gallen, Vice President of Sales. “All of our chairs come with seat sliders, which allows a comfortable fit for most people. This is something other manufacturers often charge extra for. That’s one of the ways we hit the low cost/high quality ration. We’ve built it in from the beginning.”

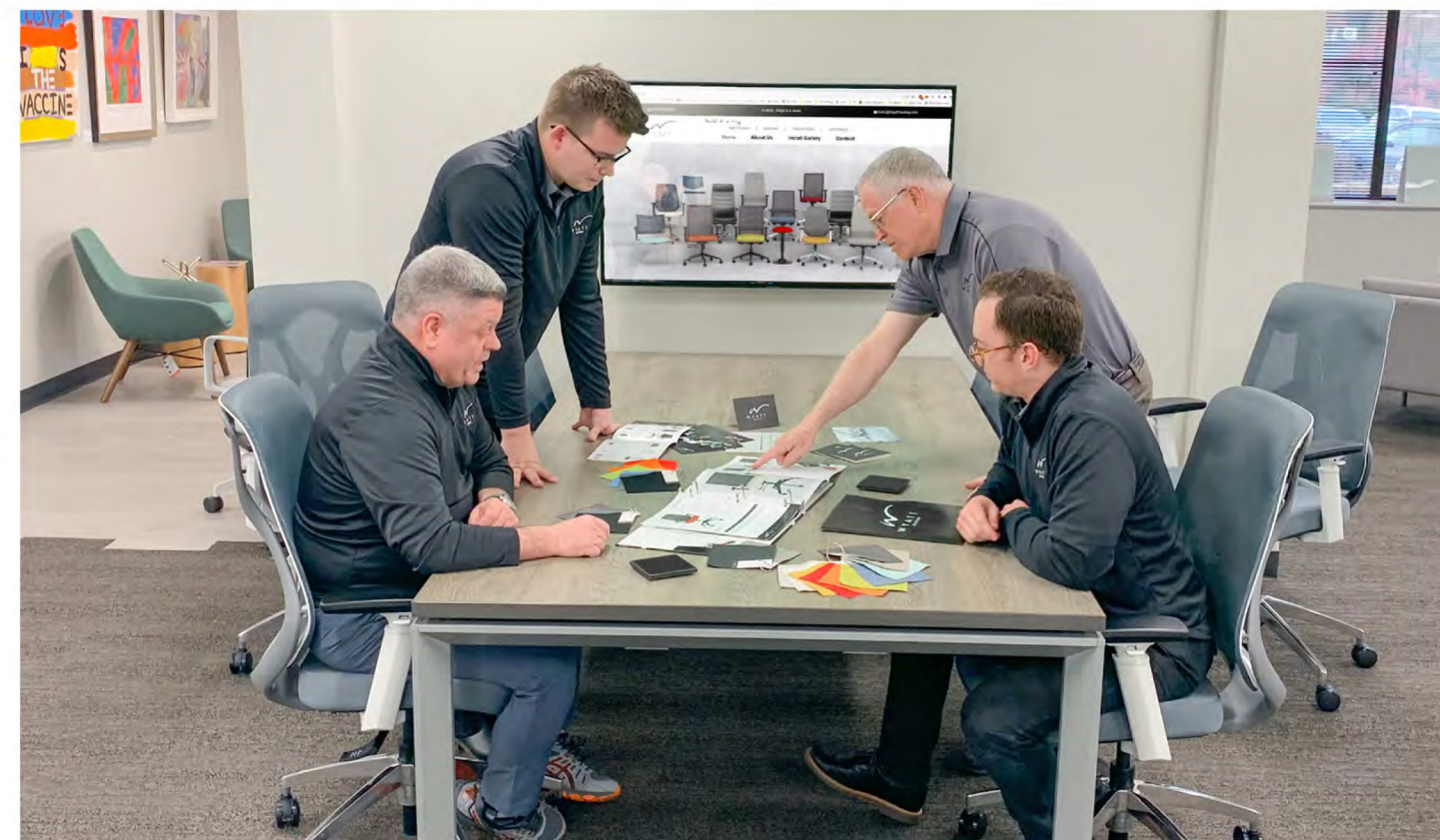
### The Wyatt Family

“Being a family-oriented company isn’t just who we are, it’s how we do business” said Nat Gallen. “When we add a dealer to the Wyatt family, we strive to give them customer service that’s rapidly accessible and responsive, because that’s what family does.”

“A major part of our success has been the ability to keep our small company feel, even as we are experiencing rapid growth,” John Gallen said. “And, we fully plan on keeping that culture intact as we continue to grow.”

Wyatt isn’t just a family-feel type of company. It’s a family-run type of company.

John Gallen is heavily involved in product development and the expansion of Wyatt’s offering. His brother Kevin Gallen is Vice President of Operations, overseeing the manufacturing process, supply chain, and quality control. And as VP of sales, John’s son Nat Gallen spends his time working with dealers across the country and providing second-to-none customer service.











### The In-house System

Wyatt Seating handles everything in-house in one facility. Their skilled production team of men and women customize and upholster every chair on an industry-leading one week lead time. Leaning on their dealer background, Wyatt identified areas to eliminate certain links in the supply chain.

This disruption to the traditional model passes on savings to Wyatt's customers.

"We believe we can promote and sell our products better than anybody, which is why we rep ourselves in just about every major market in the United States. The dealer can make that margin instead of me giving 8%-10% to a rep group," John Gallen said.

Wyatt mastered the virtual meeting long before Covid, conducting introductory presentations to open their first dealers. Wyatt also has in-house Business Development Manager, Corey Smith, who travels the country calling on dealers in person.

"We're the seating expert and we want to be the seating expert for our customers. We know we perform well in the sit test," Smith said. "So we're very generous with our sample chairs."

Wyatt's marketing team is in-house as well.

"We like to have control over our messages and our marketing," John Gallen said. "We like to do it ourselves."

So, Wyatt, the character, was born.









G6 Task



### The Wyatt Spirit

“When we started thinking about the extensive time we’ve spent in dealer libraries, pulling binders off the shelf, everything is beautiful, everything is clean, everything is clearly geared toward A&D, but it all feels a little bit the same,” said Marketing Director Ian Gendreau. “Having a dealer background ourselves, what we really thought was missing was the notion that dealer people are fun, and dealer people are creative, and adventurous. And there’s none of that in almost any dealer library.”

The Wyatt team took stock of what was important — humor, adventure, travel.

“There’s a lot of that here in this group,” Gendreau said. “John has climbed mountains, around the world, a trip to Camp Two on Everest and a summit of Kilimanjaro with Nat, and walking across Spain twice — crazy adventures. So, we asked ourselves, what would we want to pull out of a binder? We wanted to provide dealers with engaging content — stuff that’s fun, a little quirky, and with a sense of adventure.”





G6 Stool



Roswell Task

The Wyatt spirit impacts the company's mission for simplicity.

"In the spirit of Wyatt, we try to make it as easy as possible to spec our seating on your project, so you have more time to get out and live your adventurous life." Nat Gallen said.

### **The Big League Goal**

Wyatt Seating is a disruptor in the office seating world.

"We started out as the little guy, and in one sense or another, we still are the little guy, but we are rapidly growing, and our plan is to become a major player in the mid-market of seating," John Gallen said.

"We know what dealers want — high quality products with a good margin," he said. "We've been out there for six years now, and they know the quality and recognize it, so they trust us. That's why our sales continue to grow."

For the small family startup, this explosive growth mode is just the beginning of their adventure. **BoF**



