

# all33

## ERGONOMIC CHAIR: BRAND & PATENT ACQUISITION OPPORTUNITY

Hilco Streambank presents the opportunity to acquire the brand, patents, finished inventory and tooling associated with the all33 ergonomic office chair brand.

An asset sale will be conducted pursuant to Article 9 of the Uniform Commercial Code on April 20, 2023 at 12:00 p.m. ET, on behalf of the secured lender. Bids are due on or before April 18, 2023 at 12:00 p.m. ET.



The all33 ergonomic chair revolutionized the office chair with its patented hinged pivot solution. The proprietary pivot design keeps **all 33** vertebrae engaged while sitting. The system keeps the user from slouching, allowing for movement with flexibility and core strength. The Sit in Motion<sup>®</sup> technology acts like a swing to relieve crucial pressure points while providing lumbar support.

***“Best Ergonomic  
Chair for Back Pain”***  
– *Popular Science*

The patent portfolio has wide-ranging applications beyond the office including seating solutions for theaters, airplanes, trucks and automobiles, and other seating environments. The patents protect a rotatable seat cradle including a leg support front portion, a pelvic support intermediate portion and a lumbar support back, pivotally coupled to a stand connecting to the chair base. Another patent family covers the connection between the lumbar portion and the seat cushion portion so that the user’s hips and spine will be continuously aligned whenever the user shifts his or her weight in the chair. Additional pending applications are directed to an electronic tilt sensing, tracking and reporting system for monitoring posture or movement.

## Agreements with Licensees Expand the Brand’s Distribution Network and are Projected to Provide a Valuable Revenue Stream

all33 has entered into license agreements representing an aggressive expansion into wholesale channels, including big box retailers, specialty retail stores and warehouse clubs. The license agreements are available to parties under NDA.



***“Forcing you upright is how this clever office chair distinguishes itself from the many other miracle-promising chairs out there”***

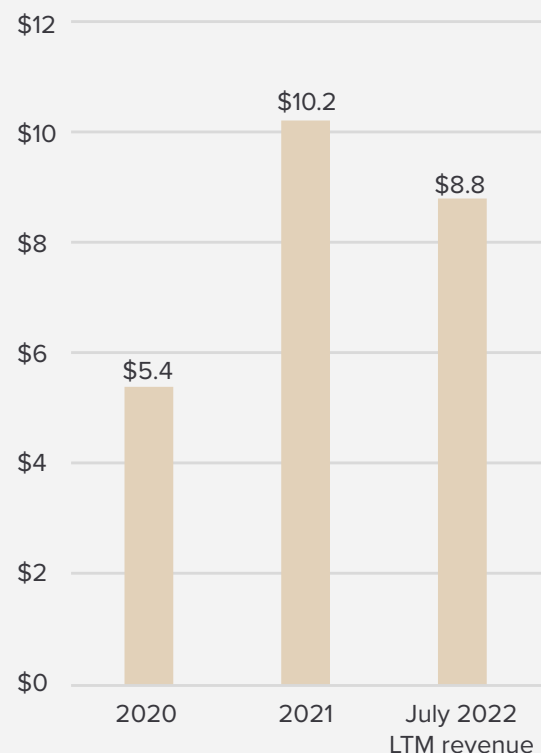
*– Gear Patrol*

## The all33 Brand is Poised for Continued Expansion Beyond the DTC Channel and Into Other Categories

Launched as a direct-to-consumer (DTC) brand, the company recently undertook efforts to deploy a distribution strategy in the wholesale channel. Opportunities exist to increase category offerings, expand to wholesale ecommerce through Amazon, Walmart and Wayfair, and leverage furniture dealers to access the office furniture market.

The brand is primed to build upon its popularity stemming from the proliferation of WFH and hybrid office work models. These models have shown that workers require a productive home office environment, including a comfortable chair. all33 responded to the demand for a functional and ergonomically sound seating solution from employees who suddenly discovered that the kitchen chair or the couch were not conducive to a productive work environment. The brand is well-positioned to leverage its following as these workers return to the office and require similar comfort.

Annual Revenue  
(in millions)



## MAKE EVERY MOVE COUNT



FEEL ENERGIZED



FIND FLEXIBILITY



GAIN BACK  
AND CORE STRENGTH



ACHIEVE GREATER  
PRODUCTIVITY

## Inventory and Tooling

A buyer may have the opportunity to acquire approximately 350 units totaling approximately \$100,000 at cost. Tooling may also be available.

### Available Assets

- Trademarks registered in the U.S., United Kingdom, European Union and others
- 7 granted patents, in the U.S., China, Canada, Japan and Australia, with additional patents published and pending
- Inventory
- Tooling

## BID DEADLINE

April 18, 2023  
at 12:00 p.m. ET



## AUCTION

April 20, 2023  
at 12:00 p.m. ET

### Liens, Claims and Encumbrances; As Is, Where Is

The assets are being offered pursuant to Article 9 of the Uniform Commercial Code on behalf of the secured lender. The assets will be sold free and clear of the secured lender's lien and any subordinate security interests in the assets. The assets are being sold without recourse to the seller and its attorneys, agents or representatives. The seller does not claim title to the assets being sold hereunder and disclaims any warranty of title, possession and the like in the sale.

## CONTACT US

**DAVID PERESS**

EVP

dperess@hilcoglobal.com  
617.642.1909

**RICHELLE KALNIT**

SVP

rkalnit@hilcoglobal.com  
212.993.7214

**JORDON PARKER**

VP

jparker@hilcoglobal.com  
719.821.0894

**FRIEDA COHEN**

Analyst

fcohen@hilcoglobal.com  
212.682.5734