

SHEV

CHAIR

HOSPITALITY SEATING CASE STUDY

JAYELLE

A familiar silhouette, rebuilt for performance.

A custom hospitality lounge chair re-engineered around the realities of hotel operations. The visual intent stayed recognizable; the structure became lighter, stronger, and easier to maintain.

MODEL LC-900

ATLANTIC CITY HOSPITALITY PROJECT

1,000 GUESTROOM LOUNGE CHAIRS

ALUMINUM LOUNGE CHAIR / WOOD-GRAIN FINISH



JAYELLE LOUNGE CHAIR

One established look. One re-engineered solution.

JAYELLE | LC-900 | 1,000 CHAIRS | ATLANTIC CITY

A case study in translating a guestroom aesthetic into a fully welded contract seating solution.

02 / THE BRIEF

Preserve the guestroom look. Improve what guests never see.

In fall 2017, SHEV Chair was approached by Caesars in Atlantic City to produce 1,000 lounge chairs matching the seating already in use across the property.

Visual continuity was essential. The challenge was to preserve the established guestroom design while addressing the operational weaknesses of the existing chair.



2017

PROJECT INITIATED

The redesign began with an existing guestroom silhouette already in use.

AC

ATLANTIC CITY

A hospitality program where visual continuity mattered.

1,000

GUESTROOM CHAIRS

A large-volume rollout requiring consistency and efficiency.

Preserve the design. Improve the structure.

Respect the established aesthetic. Solve the operational weakness. Deliver a consistent 1,000-chair program.

03 / THE CHALLENGE

Hospitality seating has to withstand more than the guest sees.

OPERATIONAL REALITIES

A strong visual benchmark.

A weak structural foundation.

SHEV kept the silhouette and re-engineered the performance.

01 Impact damage

Vacuuming repeatedly nicked the wood legs.

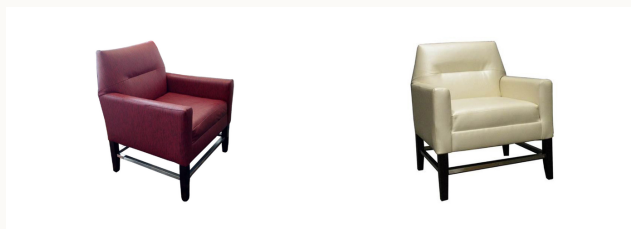
02 Ongoing maintenance

Loose fasteners required retightening.

03 Heavy handling

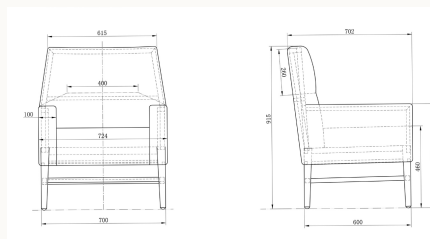
Awkward for daily room turns.

THE CHAIR ALREADY IN USE



A design benchmark with a structural problem.

ORIGINAL DIMENSIONAL STUDY



The existing dimensions and silhouette became the basis for a stronger contract-grade solution.

The visual character stayed. The engineering beneath it changed.

04 / THE SHEV SOLUTION

A fully welded aluminum frame beneath the same design intent.

THE FRAME BEFORE UPHOLSTERY



The fully welded aluminum frame before upholstery.

SHEV re-engineered the chair around a fully welded aluminum structure.

The redesign retained the established guestroom silhouette while replacing the vulnerable wood frame with a lighter, contract-grade foundation. With no screws to tighten and no exposed fasteners, the chair removes common maintenance points.

01

Welded frame

Contract-ready aluminum construction.

02

Low maintenance

No fasteners to loosen in service.

03

28 lb. weight

Easier for housekeeping to move.

04

Warm finish

Wood-grain look with metal performance.

28 lbs.

FINAL CHAIR WEIGHT

0

EXPOSED FASTENERS

12 years

WARRANTY

Wood-grain

ALUMINUM FINISH

Smarter upholstery planning. Meaningful project savings.

Careful cutting and production planning reduced the COM requirement from 4.5 yards to 3.5 yards per chair.

Across a 1,000-chair order, that one-yard reduction created approximately \$30,000 in material savings.

4.5

YARDS REQUIRED BEFORE

3.5

YARDS USED BY SHEV

1,000

YARDS SAVED

~\$30K

EST. MATERIAL SAVINGS



The reduction came from detailed review of the upholstery process — not from changing the chair's appearance or compromising the finished product.

Across a large-volume project, manufacturing intelligence at the cutting table can materially affect the customer's bottom line.

- Reduced COM usage
- Lower material cost
- Maintained design integrity
- Protected project budget

The value came from production efficiency: less material, the same design, and a smoother rollout.

Manufacturing intelligence translated directly into project savings.

06 / PRODUCT DETAIL

JAYELLE

ALUMINUM LOUNGE CHAIR
MODEL LC-900



Aluminum
Lounge Chair

WOOD-GRAIN

Jayelle pairs a tailored upholstered back with a fully welded aluminum base and stretcher. The lightweight structure is designed for frequent use and easier daily room cleaning.

SPECIFICATIONS

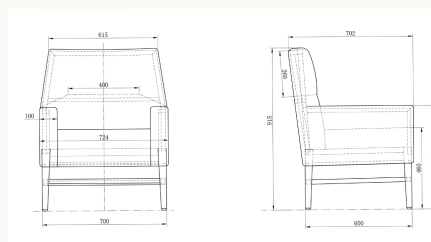
Overall height	36"	Seat height	19"
Overall width	29.5"	Seat width	20"
Overall depth	28"	Seat depth	23"
Arm height	24.5"	Stacking	No
Weight	28 lbs.	COM	Confirm

STANDARD FEATURES

- Fully welded aluminum frame
- No exposed fasteners
- High-density molded foam cushions
- Self-leveling bootied swivel glides
- 12-year warranty
- Meets CAL TB 117 fire rating
- CAL TB 133 available
- Crypton and vinyl selections

A classic upholstered profile with the durability of welded aluminum beneath the surface.

DIMENSIONAL STUDY



Front and side dimensional views.

07 / INSTALLATION & OUTCOME

From custom request to contract standard.

The finished Jayelle chairs preserved the intended guestroom look while introducing a lighter, fully welded structure.

Jayelle began as a custom solution for one project. It became a clear example of what SHEV does best: preserve the design intent, solve the operational problem, and build for real-world contract use.



01

Listen to the project need.

Start with the design intent and the operational pain point.

02

Engineer the right solution.

Rebuild the structure for contract-grade performance without losing the visual language.

03

Deliver for real-world use.

Turn a custom request into a dependable, large-scale rollout.



Bring us the challenge.

When a project needs to preserve the look, solve a hidden operational issue, and still scale cleanly, SHEV designs for the way hospitality furniture actually performs.