

FOR IMMEDIATE RELEASE

Introducing the Waaban Chair: Where Indigenous Design Meets Canadian Manufacturing in a Landmark Collaboration

Mississauga & Saugeen First Nation, ON – October 14, 2025. What does Indigenous representation look like in the places where important decisions are made? What does it look like in homes, offices, and workplaces across this country?

That question led to the creation of the [Waaban Chair](#)—Canada’s first Indigenous inspired, Canadian-made ergonomic office chair.

The Waaban Chair is the result of a first-of-its-kind design collaboration between [ergoCentric](#), Canada’s leading ergonomic office furniture manufacturer, and eSupply Canada, a 100% Indigenous-owned distributor. Designed and built entirely in Canada, the chair integrates Indigenous culture directly into the spaces where power is exercised and decisions are made.

At the heart of the Waaban Chair is the artwork of [Tracey Metallic](#), a Mi’gmaq artist from Listuguj, Quebec, whose internationally recognized designs weave traditional motifs with contemporary form. Her work transforms the chair into more than a functional object—it becomes a visible reminder of identity, resilience, and the presence of Indigenous Peoples in everyday professional life.

“This chair is about more than design,” says Metallic. “It’s about making space for Indigenous presence in the places where our voices and contributions matter. To know that our art, our identity, our stories will live in these rooms—it means everything.”

The chair takes its name from Waaban—meaning “the morning light” in Anishinaabemowin—which signals a shift: toward inclusion, toward reconciliation, and toward a future where Indigenous presence is not symbolic or peripheral, but embedded in the very environments that shape this country.

Built on ergoCentric’s airCentric platform, the Waaban Chair delivers the ergonomic performance and long-term comfort trusted by Canada’s leading organizations.

“We believe this collaboration represents who we are as a country,” says Terry Cassaday, Founder and CEO of ergoCentric. “The Waaban Chair shows what’s possible when manufacturing, culture, and purpose come together.”

For [Steven Vanloffeld](#), Anishinaabe entrepreneur and CEO of eSupply Canada, the Waaban Chair began with a single question: What does reconciliation look like in the workplace?

“The Waaban Chair brings reconciliation into the room—visibly, respectfully, and intentionally,” says Vanloffeld. “It offers organizations a subtle yet powerful way to showcase Indigenous inclusion in a meaningful way.”

Each chair sold contributes directly to the next generation of Indigenous leaders. \$20 from every chair is donated to [Indspire](#), a national Indigenous-led charity supporting post-secondary education for First Nations, Inuit, and Métis students.

The Waaban Chair isn’t just office furniture, it’s a tangible expression of reconciliation. By choosing Waaban, organizations advance [Indigenous procurement](#), support Indigenous entrepreneurship, showcase Indigenous artistry, and invest in Canadian manufacturing. It strengthens

corporate–Indigenous relations, drives measurable social impact, and brings visibility to the spaces where leadership happens.

After a celebrated unveiling at the Assembly of [First Nations Annual General Assembly](#), the Waaban Chair is now officially available to order, exclusively through [eSupply Canada](#). Bulk and institutional purchasing is now open.

About eSupply Canada

eSupply Canada is the nation’s leading Indigenous-owned distributor of business and industrial supplies, providing communities, businesses, governments, and organizations with a trusted Canadian alternative to U.S. big-box retailers.

About ergoCentric

ergoCentric has focused on designing and manufacturing high-performance ergonomic seating solutions that improve well-being, comfort, and productivity since 1990.

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