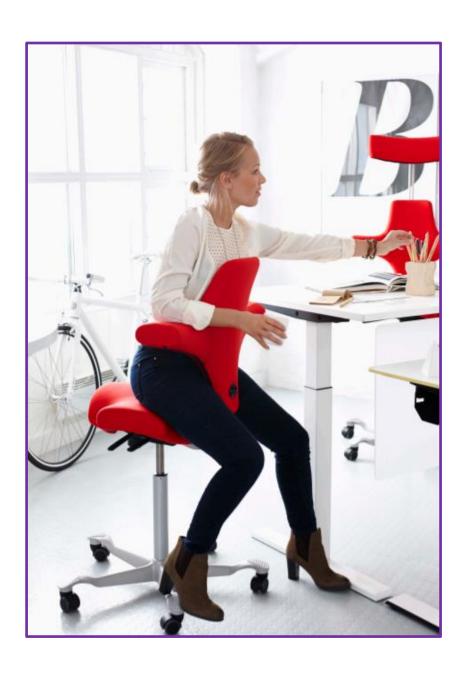


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Our approach to the human factor

When our manufacturer designs furniture, they look closely at human needs, particularly within the context of day-today activities that take place. Our shared goal is to supply furniture that provides a positive experience for every user.



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Traditionally, designs for the workplace have been developed focusing on the physical needs and interactions of the worker - a good design was an efficient design.

More recently, there has been a shift towards the psychological and cognitive aspects. This holistic approach, where the entire user experience is considered, is known as the Human Factors Discipline.

Office design for humans

The overall interior design of a working environment should consider the wants and needs of its occupants, not only with productive and efficient work spaces, but also with places to



relax, to communicate and a whole host of amenities and features to enhance wellbeing and happiness in any work environment: Private Office, Multi-user Workspace, Collaborative Workspace, Workshop/Lab, Flexible Work area, Informal Meeting Space, Formal Meeting Space, Conference Room, Event Space,

Storage, Welcoming Area, Lounge/ Relax, Eating Area, Kitchen, Coffee Station, Acoustic Screens

Furniture - Designed for you

Human needs are closely observed during the design stage, particularly within the context of day-to-day activities that take place. Our shared goal is to supply furniture that provides a positive experience for every user. Be it in the workplace or the home, we make sure that everyone can understand the benefits of the designs and can clearly see how they are intended to be used. To achieve that goal, four key criteria have been identified, that are considered in all the designs. Movement and Support Movement and variation are so important when it comes to everyone's wellbeing. The solutions are either designed for movement or invite the user to move and change postures regularly. However, there is a critical relation between stability and movement.

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The users' need to feel safe so that they are able to move on or with the product. If the feeling of stability is challenged, the body will react by fixating its position to regain control.

Comfort

The most noticeable thing for anyone using a piece of furniture is how comfortable it is. Measuring what comfort actually is, is a little trickier. The focus is on three aspects of comfort in all the designs, one following the other in the users' journey of experiencing a product.

- Visual comfort What we see with our eyes primes our minds on what to expect; our expectations influence our experience of comfort.
- Initial comfort How does it feel upon first contact? Tactile sensations and degree of softness are evaluated at this stage. Therefore, the chair's settings are highly intuitive to create memorable first impressions.
- Lasting comfort How does it feel after a day, a week, a year? With most of the products designed to last a minimum of 10 years, every component is optimised for long term usage, with an understanding that comfort can influence posture and behaviour too.



Inclusive Design

Inclusive design means a lot of things, but at its core, it means designing products that can be adapted, adjusted or specified for all kinds of people. Physical size, age and special needs are all considered, and we ensure that each user group can not only use the designs, but can understand and enjoy them too.

In short: they are products that positively affect all people that are in touch with them, in one way or another.

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Usability

Not understanding how something works is frustrating. Hard work goes into ensuring all the designs are intuitive and provide simple instructional guides to make sure that any potential problems are met head on.

Five key areas address the need for a positive user experience:

- Intuitive design Effortless understanding of the architecture and operation of the product
- Ease of learning How fast a new user can grasp the basic functions
- Efficiency of use How fast an experienced user can accomplish actions or tasks
- Memorability Can you remember enough to use the product effectively in the future?
- Subjective satisfaction Is using the product enjoyable?





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The birth of Human Factors - A definition

The core characteristics of Human Factors were defined by Dul et al (2012). He describes the Human Factors Discipline as:

- Design-driven
- Following a system approach where humans are part of the system.
- Focusing on a dual outcome of wellbeing and (system) performance

Form follows function - that is the design guiding principle.

That is why the needs of users are at the centre of the development of the products. Perfectly tailored to the human body, they offer maximum comfort paired with appealing aesthetics.



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Our best choice in ergonomics

RH New Logic

The RH Logic is a natural choice for lasting individual comfort. By adjusting smoothly to your body and providing crucial support and relief, it helps you stay focused on getting things done – no matter who you are, what you do or when you do it.



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BMA Axia

The Axia range is not just a chair that helps you achieve a relaxed and healthy posture. With five different backrest heights, it is a complete and sophisticated seating system that brings together all of our supplier's expertise in the field of ergonomics, design, technology and sustainability.

People are different, this system makes users more aware of their posture when seated and actively supports through adaptive pelvic support.



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HÅG SoFi

The HÅG SoFi is the ultimate task chair. Visually warm and welcoming, it hides the fact that it is packed full of smart functionality. Designed to create a neat impression, its complete user-friendliness makes it ideal for both your own desk, and multi-user working environments. It is easy to adjust and continuously energises you.



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HÅG Capisco®

The HÅG Capisco is a design icon that continues to withstand the test of time. Inspired by a horseback rider's posture, its pioneering saddle seat and overall unique shape, offer endless ways to sit or half stand. All of which encourage you to vary your position, whether you are facing forwards, backwards or sideways. Whatever feels most comfortable next.



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HÅG Capisco Puls®

An update to the HÅG Capisco, the Puls model carries the same pioneering saddle seat and overall unique shape, created with a plastic seat and backrest shell, for environments where full upholstery is not required. Two versions, the 8010 and 8020, one with a simple padded inlay and one with a fully upholstered seat pad recently updated with the same classic stitch design featured on the classic HÅG Capisco.



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Accessories



For the perfect fit ... for the absolute apex ergonomic seated experience a Quickstep or Footform may be required.

These can improve the angles of the ankle, knees and hips, resulting in improved blood circulation and comfort.

This is especially true for people of a height below 183 cm. The risk of developing blood clots and varicose veins is higher when feet dangle or are unsupported.

Foot support can also noticeably take the weight off lower limbs, reducing the resulting tension in the lower back

HÅG Quickstep

With the HÅG Quickstep you activate the vein pump and stretch the leg muscles, gain extra floor height and can train your sense of balance while standing. You can use the HÅG Quickstep as a normal footrest with an inclined support surface and by rolling back and forth with it, keep your legs moving healthily. There are nubs on the surface for a soothing massage of the soles of your feet. Why not simply turn your HÅG Quickstep upside down? The rocker mechanism is removed but the ergonomic footrest remains.



The Comfy Workplace Ergonomic - Sustainable - Acoustic - Office Furniture

BMA Footform

The BMA Footform is a freestanding, height-adjustable platform on which to rest the feet and improve sitting posture for those who need it.



