



NuBax[®]
Advanced Seating Technology

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NuBax and Euroseating Sign New Deal for ProBax[®] Technology

NuBax Limited of the UK and Euroseating International of Spain have announced a major worldwide licensing deal for ProBax[®] seating technology. The agreement gives Euroseating the right to utilise the patented ProBax[®] technology in all its seat offerings, with ProBax[®] becoming a standard offering in 80% of the range.

Established in 1994, Euroseating set out with a commitment to innovation and new seating technologies. Now the Group is a leading player amongst seat manufacturers for concert halls, cinemas, theatres, conference halls and sports facilities with installations in over 95 countries worldwide.

“We are always looking for new ideas to bring to our customers,” said Ramón Fernández, Export Sales Manager, Euroseating. “ProBax[®] is an excellent additional feature to our existing range, has the option to work well in our new line of stadium seats and, since the technology is made from recycled foam, adds to our eco-friendly concept”. Euroseating is the designer and sole manufacturer of ECO-LINE; an original seating technology made of hard-wearing, high-density plastic but giving the appearance of natural wood. ECO-LINE is 100% maintenance-free, waterproof and strong as well as being environmentally friendly and very cost effective.

The Licensing deal was struck following ODEON Cinemas decision to license the ProBax[®] technology across all of its European venues. As a major supplier to ODEON, Euroseating witnessed the enhanced comfort benefits of ProBax[®] first hand and has moved quickly to secure rights to the technology.

The patented ProBax[®] technology uses dual density foams to encourage an anatomically correct posture in the seat occupant, removing the slumped posture often seen in conventional foam-based seats. This in turn leads to reduced back ache and lowered muscle fatigue, plus improved blood flow and oxygen supply as a result of these postural changes help aid concentration levels. Above all, the technology dramatically increases the comfort experience for the seat user.

ProBax[®] has its origins in the medical field, requires no change to the seat design or structure and only a marginal alteration to the cushion manufacturing process. ProBax[®] is already available in office, conference and healthcare seating and is currently under development with leading automotive companies and aircraft manufacturers.

For further information please contact:

*EUROSEATING on +34 (941) 427 450 or email ramon@euroseating.com or go to www.euroseating.com
NuBax Limited on +44 7810 757 024 or email lan.moore@nubax.com or go to www.nubax.com*