

15 November 2010

ProBax chair wins new FIRA Innovation Award

FIRA's newly refreshed Innovation Award has been presented to NuBax Limited for its novel and affordable ProBax foam-based seating technology.

The ProBax technology helps maintain the ideal seating posture. The system utilises commonly used foam materials of varying densities and geometric shapes that are integrated into the original seat cushion.

Using the foam to encourage a more correct posture can improve comfort, reduce neck and back pain and significantly improve blood flow in the lower limbs of the body – a genuinely new and valuable feature, according to the company. For seat manufacturers, the benefits include the potential to reduce weight and cost, and ProBax can be incorporated into existing designs without the need for changes to the seat design, frame or upholstery.

Ian Moore, Chief Executive of NuBax said: "The FIRA Innovation Award is an important milestone for NuBax as it provides further independent validation for our technology. Despite the tough economic climate this award, along with the increasing demand for affordable, design-led ergonomic seating will see the profile of ProBax seats raised even higher."

'Poor seated posture is known to reduce concentration and productivity, and to increase absenteeism,' said Phil Reynolds, Senior Manager, Technical Services, at FIRA. "FIRA is delighted to present NuBax with the Innovation Award for their ProBax system, which is designed to improve the comfort and posture of the user. When assessing the product, the judging panel were impressed with the immediate and noticeable effect the ProBax system had on seating products. FIRA strives to recognise and reward truly innovative companies and products, and we congratulate Nubax on their endeavours in developing this system.'

FIRA's Innovation Award offers companies a competitive advantage through differentiation, underlining the uniqueness and usability of the product, and positioning the business at the forefront of leading edge creativity in the furniture industry. Successful products are able to use the FIRA Innovation Award logo for marketing purposes.

All items entered for the Innovation Award must be unique, and applicants are required to provide full details of how their product differs from anything else on the market. Key areas on which the judges focus are: innovation, safety and how well the product performs in use.

"At volumes from the hand-made to the mass-produced, we have developed ProBax applications for a whole variety of seats, incorporating a wide spectrum of cushion support designs and the complete range of foam materials and production methods," said Jon Hall, Head of Engineering and Automotive Projects at NuBax.

Ends

Notes to editors:

High-resolution images are available on request.

About FIRA

Established sixty years ago, FIRA with its unparalleled industry knowledge, raises performance throughout the furniture supply chain by offering research, information, testing, consultancy, customer service and after sales service to the furniture and DIY markets.

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