



ProBax™
Advanced Seating Technology

A. J. Way
AND CO. LTD.

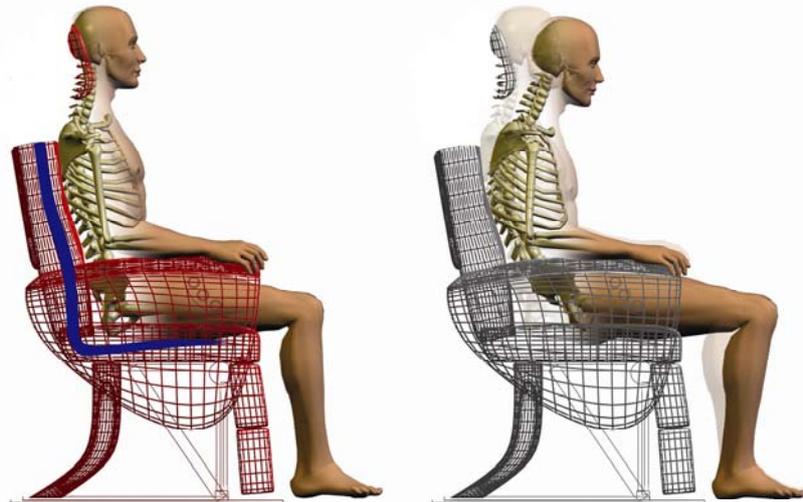
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NuBax and A J Way launch innovative Healthcare Chair Range

Last month saw NuBax Limited, the innovative seating company, and A J Way & Company Limited, one of Britain's leading manufacturers of healthcare and specialist seating, launch the ProBax™ Seating Technology in its extensive range of comfort and care chairs at the Naidex Exhibition and Conference at the NEC.

Health Professionals and Healthcare Seating Dealers alike participated in an unmarked side-by-side trial on a standard A J Way chair and a ProBax-adapted version. The vast majority of these visitors confirmed the results of previous trials where, on average, 70% preferred the adapted seat, stating improved comfort and a feeling of an enhanced seating posture.

NuBax's ground breaking technology which improves the postural position of an individual whilst seated and significantly enhances long-term comfort by maintaining the natural curvature of the spine can be incorporated into most forms of seating, including the Automotive and Aviation industries. Medical trials performed in the UK and US have indicated significant health benefits, including increasing venous blood flow



With ProBax™ Seating Technology

Without ProBax™ Seating Technology

in the lower limbs, thus reducing the possibility of DVT-like events. During trials on A J Way seats, the ProBax insert was shown to improve venous blood flow by more than 25%.

When applied specifically to the healthcare sector, a large number of benefits may be found:

- Improved seated posture provides a good starting position from which to get in and out of the chair
- Respiratory function and digestion may be enhanced by encouraging a more upright posture
- Improved posture may assist in reducing pain caused by insufficient support
- Postural stability may give the sitter an improved sense of support and security
- Encouraging the upright seated posture has been shown to stimulate the processes that maintain balance when walking and may therefore help to prevent falls
- Good comfort & support may help reduce agitation, especially for clients with dementia
- Improved seated posture may help encourage communication and social interaction
- Improved circulation, especially to the lower limbs and buttocks, should aid prevention of tissue breakdown and should reduce risks of DVT-like events associated with long-term sitting
- Tests have indicated a beneficial result for the vast majority of users.

NuBax has adopted the brand name ProBax™ for use of its patented technology in the furniture and automotive industries. Lotus led the automotive field by becoming the first car manufacturer in the world to introduce the ProBax™ technology in the Elise and Exige models. The brand name AeroBax™ is for aviation

based applications where NuBax is in development with both the commercial and corporate markets. NuBax has entered into a number of collaborative agreements for the further development of its product range across all of its core markets and A J Way has been chosen as a partner for the healthcare market.

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and for A J Way, visit www.ajway.co.uk

For further information on NuBax or ProBax™ technology, visit: www.nubax.com and / or email info@nubax.com