



For release on November 9th 2010

Automotive Seating Technology wins Innovation Award from UK's Furniture Industry Research Association (FIRA)

An innovative seating technology first seen on Lotus Elise and Exige sports cars has now been successfully applied to workplace and conference seating. The company behind the technology NuBax Limited has been awarded an Innovation Award from the UK's Furniture Industry Research Association (FIRA). The award was for the ProBax[®] seat cushion technology and it is the first time the award has been given to a technology with applications in a range of seating products rather than for a specific product itself.

More than 220 people from all sectors of the UK's furniture industry attended FIRA's annual event at the House of Lords, London on Friday 15 October, hosted by Lord Hoyle of Warrington.

Founded by the furniture industry for the furniture industry, FIRA is renowned globally for its expertise in testing, research, consultancy, customer care and is the Worlds leading independent furniture technology centre. *"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."*



Michael Powell - FIRA Chairman; Jon Hall - Head of Engineering, NuBax; Lord Hoyle;
Ian Moore - CEO, NuBax; Jonny Westbrooke – COO, FIRA.

Collecting the award on behalf of NuBax, Ian Moore CEO said, *“Acknowledgment from FIRA is most rewarding for us as it independently verifies our technology as a genuine innovation in the furniture industry. I am also very excited about some future trials we plan to conduct with FIRA and believe this award will be very well received by all our licensees worldwide”*.

In addition to the improved comfort ratings the ProBax technology also induces a clinically proven increase in blood flow for the seat occupant. This leads to additional health benefits in areas such as healthcare seating, an area NuBax is starting to exploit. 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.

The ProBax[®] seat cushion technology is patented worldwide and can be incorporated into many forms of foam seating, with Automotive, Aviation and Furniture forming the primary markets for the company. As well as dramatically raising the comfort rating of seat itself by improving seated posture ProBax[®] has also been clinically proven to increase blood flow in the seat occupant invoking numerous health and safety benefits.

The technology is already widely available in furniture both in the UK and the US for healthcare and office seating, conference and convention chairs, breakout and task seating. Lotus Cars (UK) carries the technology in its Elise and Exige vehicles and NuBax continues to expand its licensee base. Currently the Company is developing products for heavy industrial vehicle use, educational seating, auditoriums, light weight vehicles, trains and more products for the workplace.

Similarly, technology from NuBax is already available in the rarefied atmosphere of the corporate jet market. Marketed as AeroBax[®] for aviation applications, the technology is bringing improved comfort and health benefits to elite travellers in private aircraft and pilots in all plane types. In offering potential to reduce weight and eliminate the need for bulky lumbar mechanisms, the technology is also gaining interest from commercial carriers.

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For further information on NuBax Limited, ProBax[®] or AeroBax[®] technology please visit:

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