



NuBax[®]
Advanced Seating Technology

MEDIA RELEASE

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Washington Opts for ProBax[®]

NuBax Limited of the UK, owners of the ProBax[®] seat technology, announced the largest single order for ProBax[®] seats to date. Through MTS Seating, a US based ProBax[®] licensee, the Washington State Convention Centre has ordered 14,000 ProBax[®] containing seats for delivery in 2014.

MTS Seating, based in Temperance, Michigan, are the world's leading manufacturer of Conference, Convention and Banquet seating. "MTS were one of our first US licensees back in 2006 and we have enjoyed a close relationship ever since", said Ian Moore, NuBax C.E.O.



Hall 4AB at the Convention Centre

Opened in 2001 and located in Downtown Seattle, the Washington State Convention Centre has been expanded twice and is currently undergoing refurbishment in well used areas. "We initially wanted a certain style and design for our chairs, that was our starting point", Ron Yorita, Director of Operations at the Centre. "We were then faced with 2 chairs that looked the same, cost pretty much the same and stacked the same. When we tried them, the ProBax[®] seat was just so much more comfortable, it was a no-brainer decision for us"

Requiring no changes to the seat frame, design or upholstery, the seat can be upgraded simply by changing the base cushion to incorporate the ProBax[®] design. A ProBax[®] seat meets all regulatory requirements and despite a marginal initial on-cost actually pays for itself over the life of the project by increasing the longevity of the seat base by up to 20% compared to the original.

The improved posture brought about by ProBax[®] has other, less obvious benefits. There is an increased feeling of depth between the rows with ProBax[®] seats, digestion is improved and fidgeting reduced. Concentration levels are higher due to better blood and oxygen flow induced by the improved posture in a ProBax[®] seat.



Slumped seated Posture without ProBax®

Corrected seated posture with ProBax®

The ProBax® technology can be applied to just about any foam based seat whether in Conference seating such as those for the Washington State venue or in Performing Arts seating for theatres, cinemas and auditoriums. Educational and office seating, healthcare chairs and even seats for cars, trucks and aircraft have all been successfully converted to yield improved comfort, increased seat longevity and a myriad of physiological benefits for the seat user.

Available in new seats or as a refurbishment option in existing seats there is no delay to delivery or alteration to the installation process with ProBax® seats. “We are keen to spread across the US, particularly in office and educational seating and are looking forward to working with new partners” added Moore. With launches coming up in the US Aviation and Auto markets the link between the ProBax® name and greater seat comfort is likely to grow further in the year ahead.

For further information on NuBax or the ProBax® technology please visit:

www.nubax.com or email info@nubax.com or Tel: +44 1732 850 444

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