Axia® Smart Chair
your personal coach!

Direct feedback | Conscious sitting | Healthy working | Award winning

Axia® designed by BMA Ergonomics, assembled by Flokk
A good posture prevents health problems

We are sitting more and more, and longer and longer. Thanks to technology, like the internet, email, SMS and social media we can do almost anything whilst being seated: Sending a card, buying clothes, grocery shopping, making appointments, research or consulting with a colleague. There is no need to get up you’re your chair anymore and yet movement and exercise is essential for good health. Lack of exercise weakens muscles, tendons and joints and increases the risk of physical injury. On a daily basis, our specialists are advising people that have developed injuries from physical stress at work. Such injuries are usually associated with “physically demanding occupations”. But in practice, injuries also often occur through office work. An incorrect posture is one of the major causes of neck, back or shoulder pain.

Creating awareness

Making users aware of the way they sit, and the effects of an incorrect posture will have on them, is BMA Ergonomics’ mission! Scientific research by TU Delft clearly demonstrates that continual feedback on the way someone sits leads to a better posture. This is confirmed by studies with end users of BMA clients.

“If you sit poorly on a good chair your posture is still wrong! The user needs to be aware of his or her sitting habits.”

Axia® Smart Chair

- Direct feedback on your sitting habits
- Consciously sitting better
- Going home fitter

Comfortable and ergonomic

- Axia sitting comfort and support
- Extra thick seat as standard
- Easy to read Smart label

Greater awareness of posture

- Visual and tactile feedback
- Signal when poor posture is assumed for too long
- Correcting posture using real data

Suitable for everyone

- Smart Chair Technology suitable for all Axia 2.0 office chairs
- Also possible on Axia custom chairs
- Fully adjustable

Sustainable and Award Winning

- ≤ 90% recyclable
- > 50% recycled material
- Cradle-to-Cradle certified
- Internationally recognised

Service and warranty

- Personal sitting instruction
- 10-year warranty
- Smart Chair technology can also be retro-fitted to current Axia chairs

Axia® Smart Chair

Product design award

reddot award 2014
test of the best office design

Comfortable and ergonomic

Suitable for everyone

Sustainable and Award Winning

Service and warranty
Basic posture

The Axia Smart Seating System helps!

More and more people perform their work sitting down. But the human body is not designed to sit for prolonged periods, let alone sitting “incorrectly”. Good support is crucial. Most people pay far too little attention to their posture. They often fail to realise sufficiently that health and a proper seated posture are closely linked.

Your personal coach

The Axia® Smart Chair monitors the user’s seated posture and provides feedback where necessary. Sensors in the seat and back register and record the user’s posture. The chair makes the user aware of their posture. A vibration in the seat indicates when the user is sitting too long in a physically aggravating position. This feedback contributes to increasing users’ awareness of their seated posture. Ultimately, this means that users go home fitter.

Practical information

The label fixed to the seat allows users to read how they have been sitting over the last hour. By pressing the button a second time, users can also see what their current posture is. The Smart Chair registers 7 different postures and uses the data to automatically calculate a seating score of 1 (=poor) to 5 (=good).

“The Smart label on my chair shows me at a glance whether or not I’m sitting properly supported on my chair.”
Details about posture, duration of seating and workstation occupancy levels can be easily read from the individual chair into the Smart Insight software using the RF stick supplied. Based on the information gathered over 35 days, practical advice can be provided to the user.

**Axia® Smart Insight Software**

Axia® Smart Insight
- Better posture by greater awareness
- Detailed data of individual posture gathered over 35 days
- Simple and clear reporting

“**The Smart Insight report showed that I was actually sitting too much to the right without being aware of it. Now I’m sitting better and my hip is not bothering me anymore.**”

**Axia® Smart Cloud**

**From individual to collective**

Using the Smart Cloud components, all details about posture and occupancy levels are automatically sent to the online Cloud. This makes it very easy to combine and/or compare company-wide, floor-level or department details. The extensive (reporting) options of the Smart Cloud make this application interesting for facility services, managers, HR officers or prevention staff.

**Occupancy levels of all chairs**

The Smart Sensor makes it possible to monitor the occupancy levels of chairs in meeting rooms and touchdown spots as well as of soft seating. This option is mainly used in preparation for the transition to a new way of working within an organisation.

“The Smart Cloud gives me as a facility manager valuable insights into occupancy rates and the sitting habits of my staff.”
Axia® Smart Cloud

- Online access to real-time group data
- Periodic reporting and advice
- All data on a clear dashboard

Axia Smart Cloud network components (example)
“The data in the Smart Cloud shows that some employees sit too long on the edge of their chairs, despite good seating instructions! Reason enough to investigate the presence of work-related stress.”
“Smart sitting is also possible for an already supplied Axia® due to the modular construction of the office chair.”

Revitalisation

The modular construction of Axia office chairs means Smart technology can be retrofitted to Axia office chairs already purchased. This could be in combination by carrying out a revitalisation of the chair to give it many more years of useful service.

Sitting instructions

BMA aims to give every user personal sitting instructions. This will help users to get quickly comfortable setting up their chair to get maximum comfort and support. This goes a long way to preventing problems caused by an improper posture, keeping absence through illness to a minimum. So the chair functions as a Personal Coach. Hence Axia Smart Chair, your personal coach!
EXPERIENCE IT YOURSELF – REQUEST A AXIA SMART CHAIR TO TEST FOR FREE!

Call +31 (0)38 422 9322 / or complete the form on www.bma-ergonomics.com/en/request-test-chair

Request a test chair?
That’s how it works!

Call one of our sitting specialists and make an appointment for a test chair and personal sitting instructions. Experience one of our Axia Smart Chairs free for three weeks.

Call +31 (0)38 422 9322

Or go to the BMA Ergonomics website. Complete the contact form and one of our sitting specialists will contact you during office hours to make an appointment for a test chair.
Work Healthy – Sit Smart

At BMA Ergonomics, we combine our knowledge and expertise in the field of ergonomics and biomechanics with technology and sustainability. We study the constantly changing workplace and understand the wishes and requirements of the individual office worker and users of 24/7 chairs. An Axia with Smart Technology makes users more aware of their posture and provides active support. It is our mission to improve the posture of office workers and to ensure that everyone learns to adopt a healthier way of working.

Inspire great work

Flokk is the market leader in design, development and production of workplace furniture in Europe. We are the proud owner of product brands HÅG, RH, BMA, Offecct, Malmstolen and RBM. About 620 employees work together to realize the vision of our company: Inspire great work.

The head office of Flokk is in Oslo (Norway), whereas production units are located in Røros (Norway), Zwolle (Netherlands) and Nässjö, Hunnebostrand and Tibro (Sweden). Flokk products are sold in more than 40 countries through own sales offices in Denmark, Sweden, Germany, Belgium, Netherlands, UK, France, Switzerland, UAE, Singapore, USA, China and Australia as well as through sales partners in the rest of the world. In 2016, sales amounted to approximately NOK 1.3 billion. The private equity company Triton has been the owner of Flokk since October 2014.