

# "FLEXI ELITE - A BUM WRAP"

## A CASE STUDY ON THE VIRTUES OF FLEXIBILITY...

If my exact vintage was not already apparent, I can personally attest to the fact that the concept of a Central Server which the entire staff depended on and which stored all vital company information is not a recent phenomena and was indeed already well-established in the 1980's, before personal computing had even evolved. Back then, it was called a four-drawer filing cabinet!



Working as I did then, for a retail commercial-furniture store in the heart of the Sydney CBD, I would watch with amazement how each day we would yet again send trucks loaded with these steel monoliths out into the rapidly expanding array of tower blocks that were going up around us.

Our business then, and that of every surrounding competitor depended on our ability to keep-up with this insatiable demand for these wonderful Australian-made icons; great brands like Brownbuilt, Namco and Bosco would compete on the qualities of their ball-bearings, runner and sometimes even the micron-thickness of powder-coat; Mission Brown was very popular, but Beige was the clear winner!

They were the 'door-buster's aimed at being the 'door-openers', standing proudly like sentinels on the footpath at the front of the showroom, inviting the lunch-time secretaries to report back to their line-supervisor that for that week at least, we were \$1 cheaper than XYZ Furnishings in the next street....

And as regular as an Ita Buttrose advertisement for Women's Weekly, we would then be \$1 too dear the following week, and sales would dip alarmingly.

Fast forward to today, in a world that is still not quite paperless and the filing cabinets that are still on sale are usually consigned to a dusty back-corner of a showroom and in nearly every case – are fully imported.

Their lack of design-flexibility and the improvements in other forms of information-storage mean that they have gone the same way as The Walkman, fluoro headbands, and the public phone-box.

A great example of the need for 'flexibility' – which as you're about to read is a word that is only ever positive, wherever you may apply it in life.

'Yoga' for example, where suppleness and mobility derived from improving flexibility, equate to an improvement in physical and mental wellbeing.

'Thinking' benefits from staying flexible by allowing us to weigh-up all of the available options, in order to make informed decisions.

'Organisational Flexibility' is important as it allows us to consider all of the necessary variables to assess, reassess, and then create appropriate behaviours to survive in this rapidly changing world.

Clearly... "flexibility" is good... but I am sure you already know that, and seek to have as much in your world as possible.

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So let us tell you a bit about Australia's newest and most flexible ergonomic chair; and why we are so pleased with our flexi Elite, and its' tough-as-nails mate, the flexi Elite HD.

We would like you to trial these new chairs in order to understand just how flexible AND comfortable they are; but in doing so we know that they are going to have to pass 'The Bum Test'.

This is a little-known syndrome that just about all of us would have experienced at time some time in our life.

When selecting any type of seating product be it for home or work, we allow ourselves a few precious micro-seconds to sit before our brain connects directly to our bottom and receives a Strictly Ballroom type of thumbs-up / down signal, well before the rest of our body has had any chance to work out what opinion it might want to offer-up.

The backside makes contact with the seat cushion for a few fleeting moments of contact, and other factors such as back-support, ease-of-use, adjustability, and structural quality just don't get a look in.

(Keeping this in context, it should be noted that purveyors of seating are not the only victims of this syndrome, with bedding also suffering from something similar. Laying down on a mattress is likely to result in an almost immediate 'Yes/No' outcome, and it is only the fact that it takes us longer to elevate aging bones from the horizontal, coupled with the mindful attentions of the hovering shop-keeper that keeps the aspiring purchaser engaged with the multi-layered, comfort-topped, quilted slab-of-foam for a long-enough period of time, that an educated rather than emotional decision can be developed...)

I digress.

The flexi Elite is genuinely an all-new design, something that is really quite special, and it is with much pride and swelling of chest that we believe we have a 'Bum-Test-Thumbs-Up' product that will challenge the brain to not be so hasty in telling the backside to get vertical.

In creating this chair, we found the main nerves in the glutes and sought to circuit-break the neurons that relay the Bum-Test signals.

The M<sup>3</sup> seat foam is an exclusive chemical combination that we hold as secret as Colonel Sanders' herbs n' spices recipe locked-away in a Kentucky safe. This foam has recently evolved so that the comfort and support that it offers is such that the twitchy judgemental thumb flicks north very quickly.

In a pincer movement that the Duke of Wellington would be proud of, the back-support has an internal self-adjustment process that wraps around your body and combining with the seat – you feel that this chair knows you.

In fact, it is so adjustable – it knows every-body!



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It is an instant and positive experience. You actually feel like the flexi is not just moulding to your body shape; it is actually hugging you; it is as comfortable as a Grandmother's cuddle on your birthday and as pleasant as the smell of freshly baked bread.

We think we've beaten that Bum Test syndrome because as you are sitting there feeling warm and loved, your brain and bottom are in a heightened-state of ergonomic paralysis, and that all-important first sitting-trial is extended beyond its normal use-by-date, and you can then begin to factor in all of those other considerations that need to be reviewed.

The flexi Elite chair range will suit at least 95% of all average to larger users.



There are a number of options including a self-adjusting back support, or an Air-Lumbar which the user can directly control to achieve a precise hug.

Like all good products in today's world...it can even be 'upsized'!

The width and height have variations to suit specific situations, and the HD version is really one tough unit; because it is made locally we can offer a wide range of beautiful Australian wool fabrics all in a 5 - 10 day lead-time.

So, why is all of this important to you?  
Put simply, chairs remain the most important piece of equipment in any office landscape.

Even in this 'Agile' working-world where vital life-changing reports can be written whilst working in pyjamas and keeping an ear on the washing machine, more and more of us are realising that we shouldn't be generating these documents of genius from a dining chair.

If you are lucky enough not to be one of the 80% of people who suffer from an episode - or repeated issues - of back pain, and you wish to continue to avoid visits to a Physio, Chiropractor, Osteopath, Myotherapist, or the massage shop in your local shopping-centre, then the focus needs to stay on the prize: Prevention!

However, if you are in the majority and are currently spending your hard-earned on being manipulated, twisted and cracked in order to regain mobility and / or reduce pain, then you really need to consider the benefit of sitting in a chair that has the flexibility to support you; and maybe even give you a hug along the way too!

If you are a health-professional or a Therapist conducting work-place assessments, then we just can't recommend flexi Elite strongly enough to you.

Its adaptive back-support, and multiple seat-sizing are concepts that you just won't find available anywhere else, and you can specify flexi with confidence and the knowledge that it is locally made, readily available and chock full of options that allow it to be used by nearly everyone.

That is why, in short - we urgently want your bottom. Your backside will chat to your brain, and your back will be as snug as a bug in a rug with a hug.

We would love you to now contact one of our national distributors of the flexi Elite (or feel free to contact us directly, and we'll let you know the closest one to you), take a test...and then give us your best thumbs-up!

In short - it's a Bum Wrap!

#BumTest  
#ThumbsUp

