



**Posture Balance,  
Is what we do... and who we are.**

POSTURE BALANCE™



[posturebalance.com.au](https://posturebalance.com.au)

4 Guilfoyle Avenue Coburg North, Vic 3058 Australia.



**AUSTRALIAN DESIGNED** and  
**MANUFACTURED** products that  
help people **SIT, STAND** and **STEP**  
correctly - in order to be happy  
and healthy in their work space.



# Social Procurement

Posture Balance has ISO9001 Quality Assurance accreditation and this has been in place since 2004.

Our Quality management System (QMS) incorporates as overall collection of policies and procedures which focus on Environment, Social and economic considerations that equate to a program that is aligned with the Social Procurement policies of Government Purchasing.

These policies and procedures include:

- a) A focus on the use of recycled materials, and the creation or recyclable products.
- b) Minimisation of pollution and emissions.
- c) Products which require minimal maintenance.
- d) Products which are produced via ethical labour conditions, and by observing fundamental Human Rights.
- e) Minimal impact on the natural environment.
- f) Operating our Company with fair and ethical operating practices, including full compliance with consumer laws and fair trade practices.
- g) Contributing to our local community and assisting Organisations with inclusive policies.

As our products reach the end of their natural working life, we assist with either their recycle or repurpose to further minimise impact on environment and waste.

At all times, we are focused on the provision of Value for Money products and support services.

We note and comply with the concept of the Circular Economy, and all new research and development programs include a Life Cycle analysis as a forerunner to any physical commencement.



# Our ‘Why’ – The ‘Stuck-In-The-Elevator’ Pitch

We prefer to avoid any new problems from occurring rather than end-up in a problem-solving mode, and so our focus is always on minimising and ultimately reducing risk to *near zero*, in terms of posture-related injuries.

However, since inception in 1999, approximately 75% of our work has been to provide solutions to help fix back-related issues, and only 25% has been in the realm of assisting with the establishment of a preventative strategy.

Ultimately, we would much prefer if these numbers were swapped!

To many people including those who specify or purchase new chairs, these products are treated as a *fashion item* or *status symbol*.

Very little thought goes into matching the potential users to the products, with the understanding that the chair *does* actually need to physically match the unique way that each individual sits, moves, types, thinks and even talks.

Sitting for extended periods is becoming ever more common in this ‘tech-driven’ world.

On top of the health issues associated with being increasingly sedentary, the negative impacts on our spine and Musculo-skeletal system are rapidly increased when seated for longer periods.

We would not let a *stranger* buy our new bed, and nor would we purchase one without trying it and giving much consideration to its suitability – and the same emphasis should be placed on the selection of a new chair because the outcome on our bodies is potentially even greater re the latter.

Whilst humans have evolved continuously, the emphasis has always been on our ability to ‘move’ freely and without impediment.

It is important then, that any chair in which we spend extended periods of time should also be able to move easily, and in a close-matching synchronised way with our body.

All bodies differ in height, weight, level of fitness and health. No two people have the same keyboard skills, physiology and posture and so it is impossible to supply one style of chair to a broad-based working population, and expect that to be a success. However, we can significantly improve that situation if each of those individuals is first taught how to sit correctly, instead of the focus being on how to operate their new product; in many cases – we note that they are in fact shown neither!

Posture Balance is committed to helping Organisations “get it right the first time.”

It is possible to supply a contemporary-styled seating product (and which is still “Made in Australia!”), that ticks the *design brief*, as well as reducing the risk of posture-related (Non Accidental Injury) from occurring.

We seek to provide education, knowledge and then the recommendation of a broad-based strategy that will save money and time for the employer, increase overall productivity, improve staff retention and morale, and ultimately create a safe and positive working environment for everyone in the organisation.

# Brief History

- 1999 Commenced operations as Therapod Back Support Systems(TBSS) - establishing a national network of distributors for office seating and back supports.
- 2001 Re-launched as Therapod Seating Solutions (TSS) and established manufacturing division (Brunswick – Melbourne).
- 2006 Expansion of product ranges and strong sales growth lead to purchase of larger manufacturing premises (Coburg – Melbourne).
- 2009 Established relationship with Ares Line (Italy) to manufacture and distribute products in Australia.
- 2018 Relaunched and rebranded as Posture Balance™.
- 2019 Product launch of flexi and bExact.
- 2020 Commence Export program to UK.  
Awarded the Innovation & Enterprise Award (N.B.A.A.)
- 2021 Export program expanded to include Israel.



# Company Directors

## **Mark Cohen (Managing Director)**

- Formed TBSS (1999)
- Has been involved in commercial furniture industry since 1984
- Previous positions include National Sales / Marketing Manager – Stem Industries (1991 – 1999)
- Australian Institute of Management – Diploma of Marketing (Distinction)
- Member of TEC (The Executive Connection) (2014 - 2019)

## **John Umseher (Production Director)**

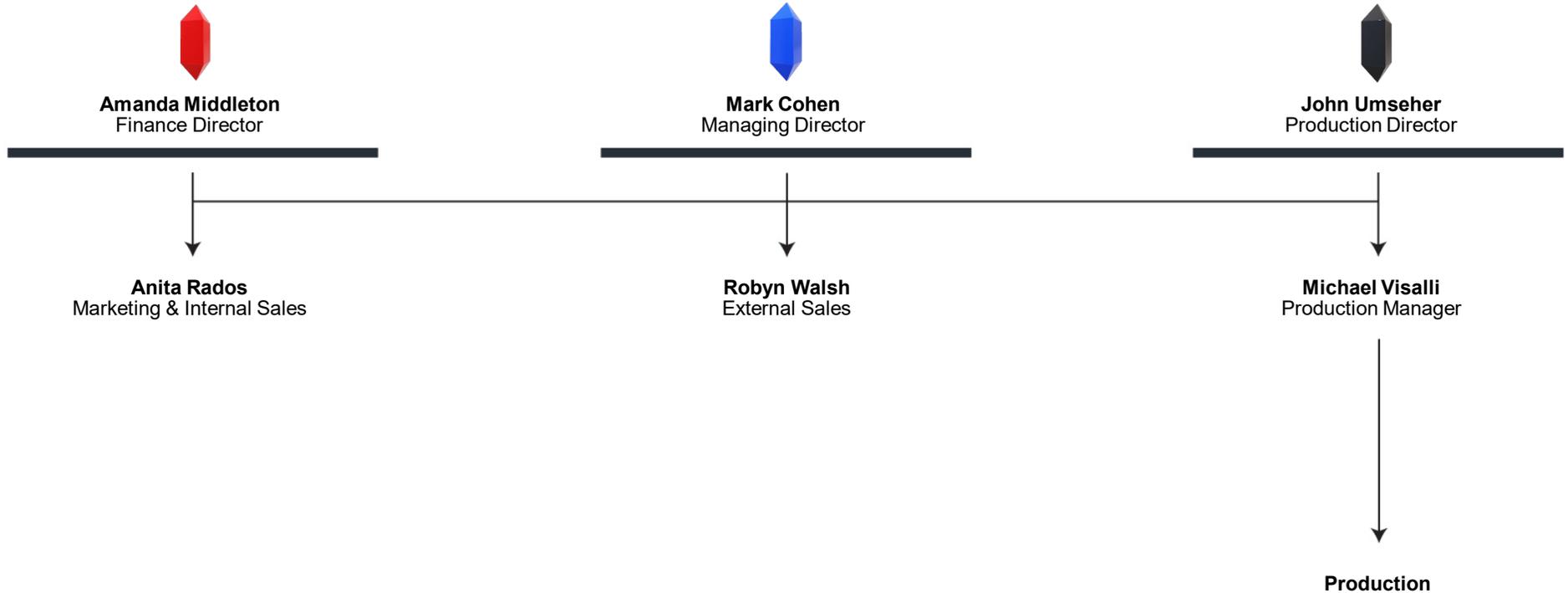
- Joined TSS (2001)
- Has been involved in commercial furniture industry since 1989
- Previously owned JIU Engineering (1989 – 2001)
- Qualified Toolmaker, specializing in forging aeronautical and automotive products

## **Amanda Middleton (Finance Director)**

- Has 17 years manufacturing experience
- Advanced Diploma of Business (Accounting)
- Certificate III in Accounting
- Certificate III in Business (Office Administration)
- Induction to Management
- ISO 9001 Internal Auditor.



# Organisational Chart



# Production Capabilities and Customisation

The manufacturing division of Posture Balance™ is comprised of the following departments:

- Research & Development
- Industrial Design
- Engineering / Steel Fabrication
- Timber
- Fabric Sewing / Cutting
- Foam Technologies
- Customisation and creating bespoke 'one-off' solutions for Sit-Stand.
- Seat upgrades including shorter depth / longer depth / wider / narrower
- Pressure relieving foams and gels
- Coccyx cut-outs
- Intensive / Heavy Duty components to suit weight-ratings of up to 275kg
- Multi-Function arm-pads to suit high-level data entry
- Shorter / Taller gas-springs
- Reinforced bases & twin-gas systems to suit weight-ratings of up to 300kg



# Healthcare Applications

We have developed a range of Medical Infection Control (MIC) Seating Systems which incorporate key features as follows:

- Fire retardant foams
- Upholstery covers with liquid barriers, anti-bacterial, tear-proof and bleach-washable properties.
- Micro-sealed seats and backs
- Pressure lock / release, rubber, soft-floor and carpet castors.
- Washable bases and gas-springs
- Weight ratings up to 200kg
- 7x key adjustments on standard task chairs
- 24/7 usage
- AFRDI and / or international standard testing
- 90% recyclability
- Whole-of-life product management program



# Accreditations

We maintain a strong commitment to ensuring our seating products meet local & international standards with certification undertaken by AFRDI or other equivalent testing laboratories overseas.

We believe strongly in the promotion of Australian products and services and are a member of the Australian Made campaign.

All business systems and process are audited annually by SAI Global - and we maintain a Quality Assured accreditation to: ISO 9001:2008

Posture Balance™ is a member of the Human Factors & Ergonomics Society and a registered supporter of [getaustraliastanding.org](http://getaustraliastanding.org).



# Our Mission, Vision and Core Values

## Mission Statement

“To be Australia’s leading supplier of ergonomic seating and accessories and assisting organisations to fully optimise their working-environments, by connecting to them with both product and education”.

## Vision Statement

“Continued growth with both local and international representation, by providing innovative & customer-focused products that add value to wholesale & end-user clients, that improves their lives as a result”.

## Core Values

- We believe that success is linked to innovation.
- We seek to operate with integrity and ethically at all times.
- We are fully-focused on adding value for our channel-partners.
- We are committed to self-improvement and seek to pursue this continuously throughout our organisation.
- We aim to have a positive impact on the environments that we operate in, and which we impact upon.
- We strive to provide a working environment where our staff are safe, appreciated & respected; where the overall employee-experience is optimal, and teamwork is the focus.
- We commit to providing the highest-possible levels of service in all of our actions and communications.
- We will be totally flexible in both our decision-making, as well as our delivery of product & services.

# Summary

Our chief focus is on providing Australian designed and manufactured products nationally and internationally which can be customised to suit individuals in their specific work-place, which aid in the prevention of posture-related injury

Posture Balance™ provides:

- Value for Money Products.
- Extended Warranty periods.
- Products which meet the needs of each individual.
- The ability to produce one-off designs & fabrications.
- A Quick-Ship program which facilitates prompt delivery.
- Capability to produce Infection-Control health-care products.
- Products which meet Australian and / or International Design Standards.
- A national distribution and service network.

We offer a range of standard and one-off solutions for all seating and standing applications.

