

# PRESS RELEASE

[FOR PUBLICATION AS OF 23.10.2018]

**Topic: PUREis3**

**KEEP MOVING EVEN WHILE SITTING –**

**INTERSTUHL DEVELOPS A WORLD-FIRST AND REDEFINES THE CONCEPT OF ACTIVE SITTING**

**With its PUREis3, Interstuhl is leading us into a new era of active sitting. The ultra-innovative swivel chair supports the user's movements in all directions. This 360-degree manoeuvrability is all down to a new and unique material. The special composition of polyamide and glass fibre has been meticulously developed and extensively tested by Interstuhl. The outcome: The PUREis3 is a dynamic and agile chair that adapts intuitively to anyone who sits on it.**

Keep moving even while sitting: This is what the PUREis3 is all about. The biomechanical experts at the ETH University of Science and Technology in Zurich have attested to the full manoeuvrability of the PUREis3 and also remarked on its exceptional elasticity in the upper area of the backrest. This is thanks to its ultra-innovative material, which was developed in Interstuhl's own research laboratories and has been integrated into the "smart spring technology" of the PUREis3. The first composition of its kind in the world, the fibre-reinforced plastic makes the PUREis3 adaptable, agile, dynamic and lightweight – Ready. Sit. Go!

## **Active sitting means healthier sitting**

It is better for your health to move around whenever you are seated. The positive effects of active sitting for the spine, intervertebral discs and the cardiovascular system, for instance, have been proven time and time again; not least through Interstuhl's long-established partnerships with a number of highly regarded institutions, including the Fraunhofer IAO Institute for Industrial Engineering and the University of Tübingen. With its PUREis3, Interstuhl presents a highly innovative yet affordable solution to combat the negative effects of the sedentary lifestyle we lead today. Rather than allowing the user to sit perfectly still, the PUREis3 keeps the user in motion at all times. This is because the PUREis3 gives complete freedom of movement and, as a result, encourages the user to change their position and adjust their posture. All the while, the chair still offers the user just the right level of support.

Anyone looking to add more movement to their everyday office work should look no further than the PUREis3. Combined with the S 4.0 app from Interstuhl, it provides the user with an all-encompassing "active sitting solution". The application, which Interstuhl developed in collaboration with Garmin, analyses the user's individual sitting habits and actively helps them to improve the way they sit. The solution is

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complemented by instructions for workouts that users can easily do in the office, as well as prompts to shift their posture. The corresponding sensor can be attached to the PUREis3 – and many other office chairs – using a small holder with a handle.

### **One PUREis3 – everywhere for everybody**

The PUREis3 is as flexible as the modern working day. Everyone who takes a seat on the PUREis3 will be sitting noticeably better and more comfortably from the very first second – all without having to make any adjustments. This is where the ultra-innovative material of the PUREis3 comes into play again: The smart spring technology intuitively adapts the chair to the person sitting on it. This means every PUREis3 is instantly the perfect fit for anybody. And, because the material removes the need for elaborate mechanical features, the PUREis3 is also surprisingly lightweight. As such, the chair can be effortlessly moved to wherever it is needed, making it just as well suited to boardrooms and spur-of-the-moment team meetings as it is to focused work tasks behind a desk. Interstuhl developed the innovative chair in collaboration with design agency b4K (Andreas Krob and Joachim Brüske). With its crisp, functional design – characterised by the chair's central element of the Smart Spring – the PUREis3 adds an unmistakable aesthetic quality to a room, without dominating it. In this sense, it enhances any setting or workspace, anywhere in the world. PUREis3 – Ready. Sit. Go!

The PUREis3 from Interstuhl is yet another demonstration of the company's exceptional expertise. The swivel chair marks the dawn of a new era in active sitting: The properties of its innovative material facilitate intuitive 360-degree movement, while also providing full support. What's more, the chair does not need any manual adjustments and fits into any work setting – anywhere in the world. German engineering at its finest: The PUREis3 from Interstuhl.

For more information on this groundbreaking new product from Interstuhl, visit [interstuhl.com/pure](https://www.interstuhl.com/pure).



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