

SEPTEMBER 2006 **PRESS RELEASE**

**GLOBAL TOTAL OFFICE NOW SHOWING AT IIDEX 2006 - 'SHADOW™ OFFICE SEATING'**

**MARKET APPLICATION**

Professional and management offices and meeting rooms.

**DESIGN OBJECTIVE**

Today's office activities can lead to prolonged periods of sitting, and we often maintain the same posture for extended periods of time. Sitting without body movement compresses the vertebrae which can lead to uncomfortable pressure points and restricted blood flow. This can show up as back pain, stiffness, and fatigue. Shadow was designed to encourage and respond to ongoing body movement; contributing to a healthier sit add a space. When you move...so does your Shadow.

**DESIGN + INNOVATION**

Shadow was engineered and designed with the expertise of world-renowned, seating designer, Zoey Chu. The seat and back cushions are both attached on specialized rubber mounts allowing the cushions to gently 'flex' and respond to changes in body position. This revolutionary technology, True Response™ system, is a breakthrough in office seating and will contribute to the health, comfort and productivity of the user. The Backrest is attached with three rubberized bushings, located in the middle of the lumbar area; the bushings are mounted in a triangular pattern which allows the backrest to flex and move in any direction, responding and adjusting to automatically to the user's movement and sitting positions. The seat is also attached with four rubberized bushings that create a floating seat which moves with user's activity; mounted in an angled pattern that aims or focuses the tilting movement into the area of the lower back.

For further information and/or photography/digital images for publication please contact:

**Lonna Yorg-Turner, Director of Marketing (416) 661-3660 x6194**

**email: [Lonna@globaltotaloffice.com](mailto:Lonna@globaltotaloffice.com)**

SEPTEMBER 2006 **PRESS RELEASE**

**GLOBAL TOTAL OFFICE NOW SHOWING AT IIDEX 2006 - 'SHADOW™ OFFICE SEATING'**



SHADOW\_Reg\_1A.eps



SHADOW\_Reg\_1B.eps



SHADOW\_Frnt.eps



SHADOW\_Sde.eps

For further information and/or photography/digital images for publication please contact:

**Lonna Yorg-Turner, Director of Marketing (416) 661-3660 x6194**

**email: [Lonna@globaltotaloffice.com](mailto:Lonna@globaltotaloffice.com)**