

# Press Release

Haar bei München, January 2016



Life in Motion

## Making it a good new year: Sitting fit with the swopper active seat.

**Active 3D sitting on the swopper is ideal for your back and it gets your metabolism going. Studies confirm that sitting on the swopper is like taking an easy walk and that you can burn off up to 300 calories during an 8-hour working day.**

Therefore, the **swopper**, developed to encourage more movement and reduce backache through the unique **aeris** 3D technology, is practically a "personal trainer" – it supports and encourages movement. This not only keeps your muscles fit and stimulates the circulation but also helps burn off significantly more calories than sitting on a "normal" office chair.

A scientific analysis of the German Federal Working Group for the Promotion of Posture and Movement, Wiesbaden, Germany, has established through multiple series of measurements that sitting on the **swopper** is equivalent to taking an easy walk - the most natural form of movement for human beings.

### **It's all down to the 3D technology.**

The reason: There's a whole lot of high-tech in the **swopper**. The 3D flexible joint and sprung seat together permit lots of movement. When you sit on the **swopper**, you experience a vertical bouncing movement corresponding to the "springy" walking on a soft woodland path. The full flexibility of movement to the sides and backwards and forwards trains your muscles, keeps you in optimum sitting positions with frequent changes of posture. Nothing but natural, harmonious movements – while you're sitting!

It's therefore no wonder that over 90% of **swopper** testers feel good immediately. An **aeris** market research survey conducted in 2012 with thousands of **swopper** owners produced the following results: 90% said they have had less back problems since they've had the **swopper**. 94% declared that they prefer the **swopper** to conventional office chairs. 97% enthusiastically stated that they are happy with their **swopper** and 98% wouldn't want to miss it and can heartily recommend it.

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## Rigid sitting is no good for you.

There are alarming international studies about the problem of lack of movement for which **aeris** offers a simple solution that can be easily integrated into everyday life. Among other things they were able to measure and confirm the danger in conventional rigid sitting. Sitting too long without moving increases blood sugar levels, decreases good HDL cholesterol levels and increases the risk of obesity and related disorders. Fat burning decreases, muscles are weakened and in general the mind and soul suffer!

## Even just a little movement helps a lot.

There is hope, however, because even just little improvements have great benefits. In other words: by regularly interrupting a rigid sitting posture you can significantly improve the disadvantages mentioned above. European sports and movement scientists also recommend including more movement in everyday life, which can sometimes be just as effective as a structured fitness programme.

All of this points clearly to the **swopper**. On this extraordinary seat you move more than twice as much as on conventional office chairs. And a current study measuring brain activity has shown that moving while you're sitting stimulates your thinking and helps you concentrate better. So sitting on the **swopper** is not only good for your back and hips, but also for your brain.

## Free swopper tests also in 2016

It has never been so easy to keep good resolutions simply by rethinking sitting. **aeris** is offering free **swopper** tests also in 2016. No risk – ONLY fun!

More information about the **swopper**, 3D ergonomics from **aeris**, free tests and dealer addresses is available at [www.aeris.de](http://www.aeris.de), [info@aeris.de](mailto:info@aeris.de), Tel.: +49 (0)89 900 506-0

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(Photos: aeris/Thomas Jape



aeris/Thomas Koller



aeris/Gisela Schenker)

Picture caption: At home and in the office – active sitting on the **swopper** is possible anywhere you want.

Download at [www.aeris.de](http://www.aeris.de) > Press, user: aeris\_press, password: press\_photo or submit request to [presse@aeris.de](mailto:presse@aeris.de) ((Pictures: reprint free of charge with source reference).

## Profile of aeris GmbH

For almost 20 years the Munich company **aeris** has specialised in innovative active-sitting seats for use in offices, public places and at home. The company is one of the most innovative of Germany's small and medium-sized businesses. **aeris** is market leader in Europe for 3D active seats.

The **aeris** philosophy is "Life in Motion". All the company's products follow this concept and are designed to enable practical ergonomic movement in daily life at work as a solid foundation for health, wellbeing, productivity and performance.

**aeris** developed the first ever seat in the world that moves in all three dimensions, the **swopper**. This revolutionised the office chair market and everyday working life - in particular that part of life which takes up about 80% of the day in the industrial nations and which is largely responsible for unhealthy lack of movement: sitting. All **aeris** products – **swopper**, **swoppster**, **muvmán**, **3Dee** and **oyo** – support and encourage movement when sitting. This enhances the quality of life and performance and at work is effective against typical office and civilisation disorders from backache and tension, high blood pressure and diabetes through to cardiovascular diseases and overweight. The **aeris** active seats provide the opportunity for more than twice as much movement when sitting as conventional office seats. They are approved worldwide and have won numerous international awards.

In 2007, the **aeris** company entered the TOP 100 list of the most innovative small and medium-sized German businesses. This bears witness to the potential and dynamics of the company whose success has been established and constantly extended through increasing international activities and a steady growth of its portfolio. The **aeris** company has about 50 employees and sells its products worldwide. [www.aeris.de](http://www.aeris.de), [info@aeris.de](mailto:info@aeris.de), +49 (0)89 900 506-0.