

Press Release

Munich-Haar, March 2016



UNIVERSAL DESIGN Award 2016

An absolute favourite: consumers vote the oyo chair as their first choice design.

The new design chair oyo from aeris is the “UNIVERSAL DESIGN consumer favorite 2016“. oyo was able to convince the 50-strong consumer jury with its ingenious combination of aesthetic, functional design and sophisticated technology, and also through its flexibility in use in the home office area.

The UNIVERSAL DESIGN Award distinguishes product designs that stand out with a broad, flexible, simple and intuitive use, error tolerance and safety - efficient designs that speak to people across different cultures. UNIVERSAL DESIGN therefore goes beyond the purely aesthetic requirements of other design awards. The entries are judged by an expert jury panel and by a jury of users.

“A direct and honest feedback from our users is exactly what we want. And we are, of course, delighted when these reports are positive and lead to the presentation of an award. This underscores how we have struck just the right chord with the **oyo** - the chair that rocks! It is a true eye-catcher and a feel-good seat, it moves you - physically and emotionally. And it is perfect for both home and office use. Simply a favourite place to sit”, says Susanna Kindler, COO of aeris GmbH.

Design icon with universal use options

The **oyo** is a highly aesthetic, timeless combination of a rocking chair, cantilever chair and saddle seat with backrest. The seat and back are organically formed from one piece, the base features a polished chrome-plated tubular steel frame that elegantly matches the design of the shell. The special shape of this chair invites us to move more and intuitively assume different sitting positions - with the **oyo** we can bounce, swing and rock. It is extremely versatile in use making it a stylish eye-catcher at the office conference table or in the lounge area, and as a multifunctional furniture piece for the aesthetic and comfortable home office area, at the dining table, in a reading corner, at the fireplace, in the conservatory, etc.

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Living and working under the influence of incentives that encourage movement is more than just a health trend. At **aeris** it has always been the principle on which our entire product portfolio is based. The new award winner **oyo** shows how health-promoting ergonomic functions and high-calibre design can superbly complement each other.

oyo is the result of a creative cooperation between **aeris**, the market leader in dynamic sitting and maker of **swopper** & co., and the internationally acclaimed designer Martin Ballendat.

You can find further details on the **oyo** and other products from **aeris** as well as retailer addresses etc. under: www.aeris.de, info@aeris.de, Tel.: +49 (0)89 / 900 506 - 0.



Image 1: **oyo** –The Chair. Winner of UNIVERSAL DESIGN consumer favorite 2016 (**aeris**/Thomas Koller)

Image 2: Gets sitting sessions moving: the universal chair **oyo**. (**aeris**/ Thomas Jape)



Images 3 and 4: **oyo** – The Chair: invites us to assume different sitting positions (**aeris**/Timo Bühring)

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Profile of aeris GmbH

For almost 20 years the company **aeris**, based in Haar near Munich, 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**, **muvman**, **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, info@aeris.de, +49 (0)89 900 506-0.