

HAWORTH

# Zody Sales Presentation

Dec 2022

# Content

- Value Proposition
- Statement of Line and Features
- Functions
- Colours and Materials
- Applications
- Certificates and awards

# Value Proposition

## The vision

### Work Well

It was the vision to develop a task chair which exceeds everything that has been designed so far in respect of ergonomics, technology and creativity; which is positioned at the top and which is, at the same time, attractive in price.

Through its innovation, Zody is characterized by unique features which provide the user with a perceptible better quality of life. Zody is also exemplary when it comes to sustainability and environmental protection.

## Ergonomics

### Ergonomic fields of emphasis:

Field 1 | Back

Field 2 | Lumbar support

The Human Performance Institute of Western Michigan University (WMU) has been entrusted with the research project. Anthropometric data have been collected and evaluated as well as chair prototypes in different development stages tested among 200 participants. The results have continuously flown into the further development and have led to measurable, positive results.

HAWORTH

## Asymmetrical lumbar and pelvis support

Our designers and engineers have developed a lumbar support which rests upon the results of the scientific research.

The PAL-BACK-System is based on a lumbar pad that may be adjusted individually due to its flexible structure and adapts to the user's back.



## Backrest torsion

Zody has been given a flexible frame structure which allows a controlled torsion. Tests have confirmed that 5 percentile of the female users up to 95 percentile of the male users, depending on their body height, may achieve a movement of the upper backrest edge by approximately 3 cm to the front or to the back. This flexibility has been reached with the outer backrest frame and the split T-shaped support.



## Back tension

Due to special production procedures the tension varies. The clear differences in width between the upper and the lower region of the frame contribute to the maintenance of different tensions whose strength is increase the more you get down. The crossbeam in the lumbar region additionally contributes to the tension in this section.



## Seat shape

An ideal shape of the seat has been confirmed after long-term tests.

It offers a large-surface relief and effectively absorbs the pressure in the region of the buttocks. At the same time, the user gets steady support and blood congestion in the lower extremities is avoided. Through seat depth adjustment and flexible forward tilt the adaptation is additionally supported.

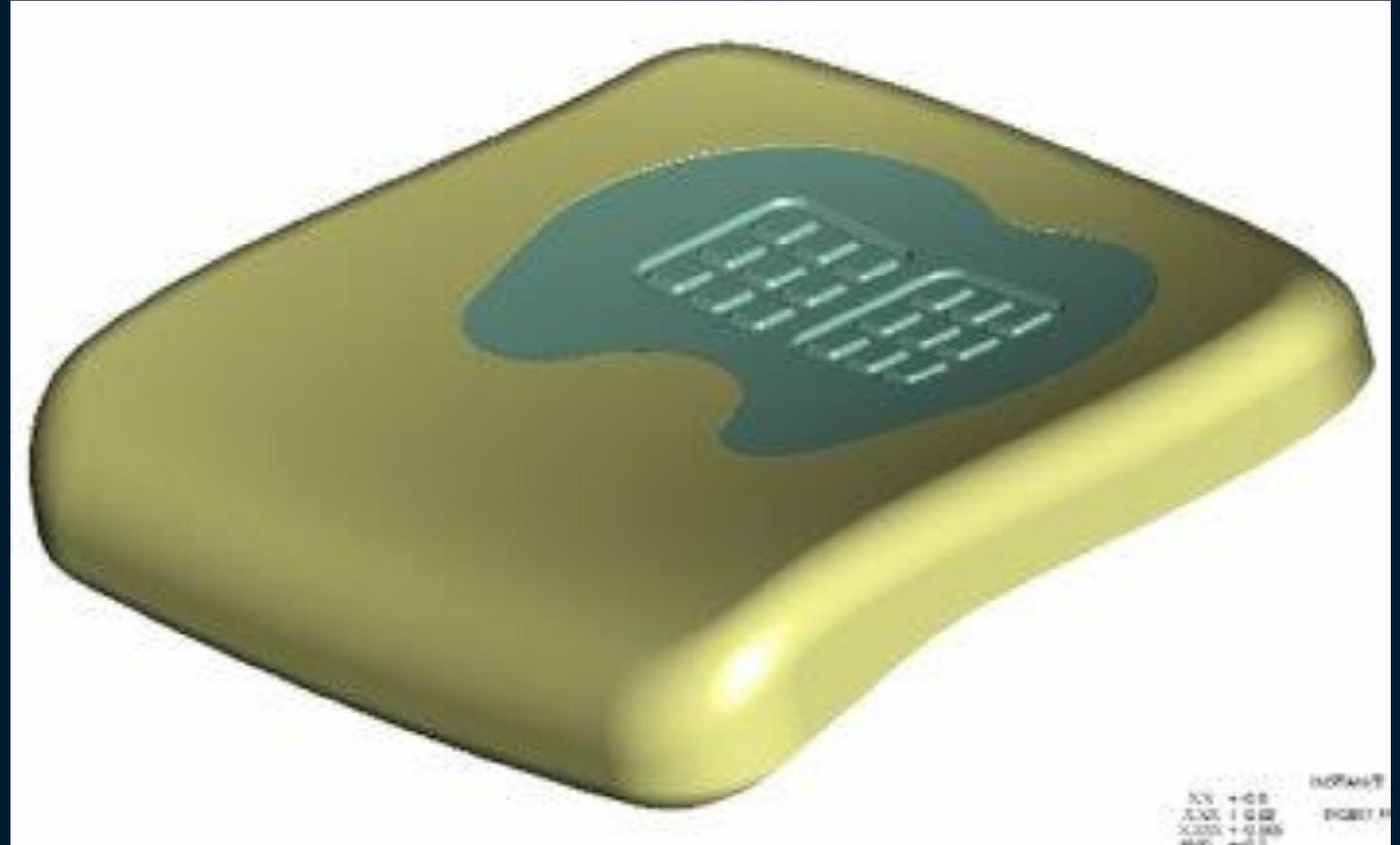


## Soft Lite Seat

Special foam designed to accommodate 95% of population.

Exclusive Technogel Soft Lite Gel seat option, developed based on research with Boston University.

Gel seat option reduces muscle activity and minimizes fatigue.



# Statement of Line and Features

# Zody Statement of Line



Zody Mesh



Zody  
Upholstered



Zody Conference:  
sled base



Zody Conference:  
4 leg base

# Statement of Line

**Back:**  
Mesh  
Upholstered

**Arms:**  
Armless  
Height adjustable (+)  
4D (+)

**Seat foam:**  
Standard  
Fire retardant

**Casters:**  
Hard caster  
Soft caster  
Felt glides (+)  
Glides (+)



**Seat height:**  
Standard  
46 - 65 mm (+)

**Seat + Mech:**  
Soft seat lite (+)  
Mechanical shock absorber (+)

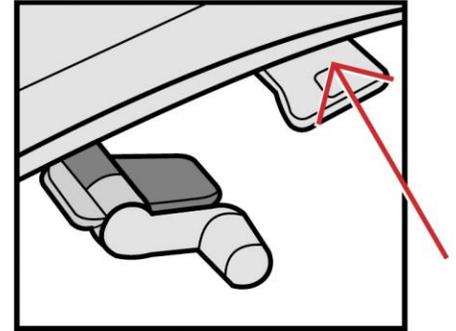
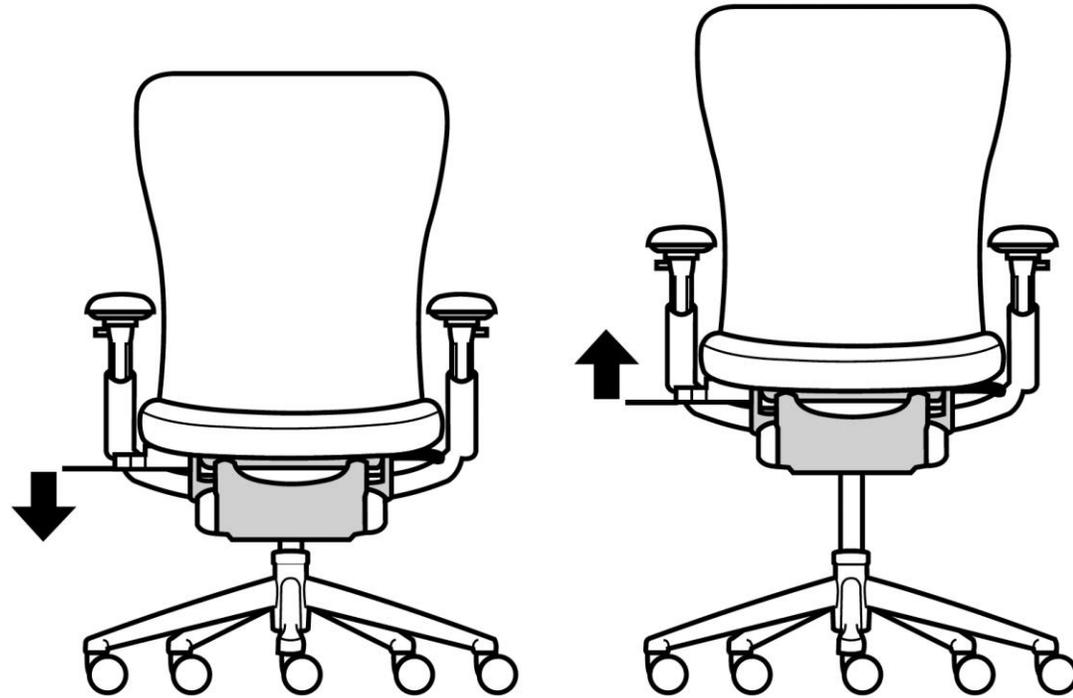
**Base:**  
Plastic  
Aluminum (+)

# Functions

\*NOTE: some features are optional and have an extra charge

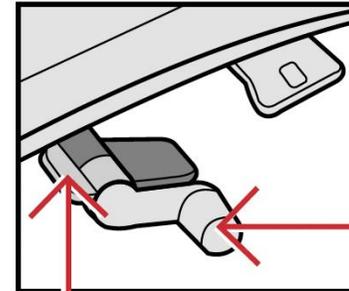
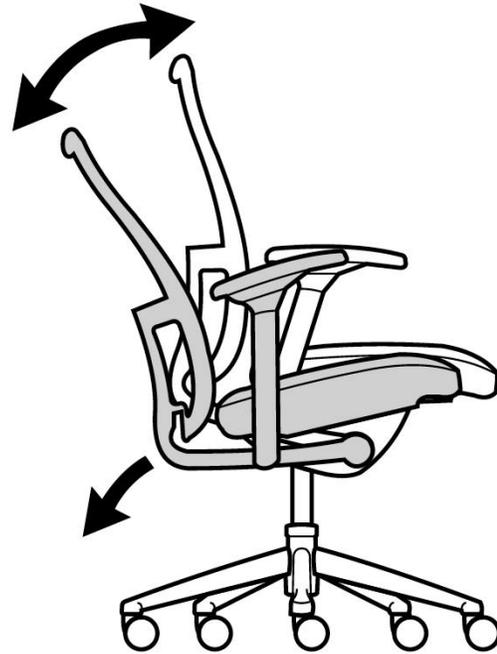
## Seat height adjustment

Adjust your seat height so that you are able to place your feet flat on the floor and that you do not feel any pressure on the underside of the thighs caused by the front seat edge.



## Tension control and back stop

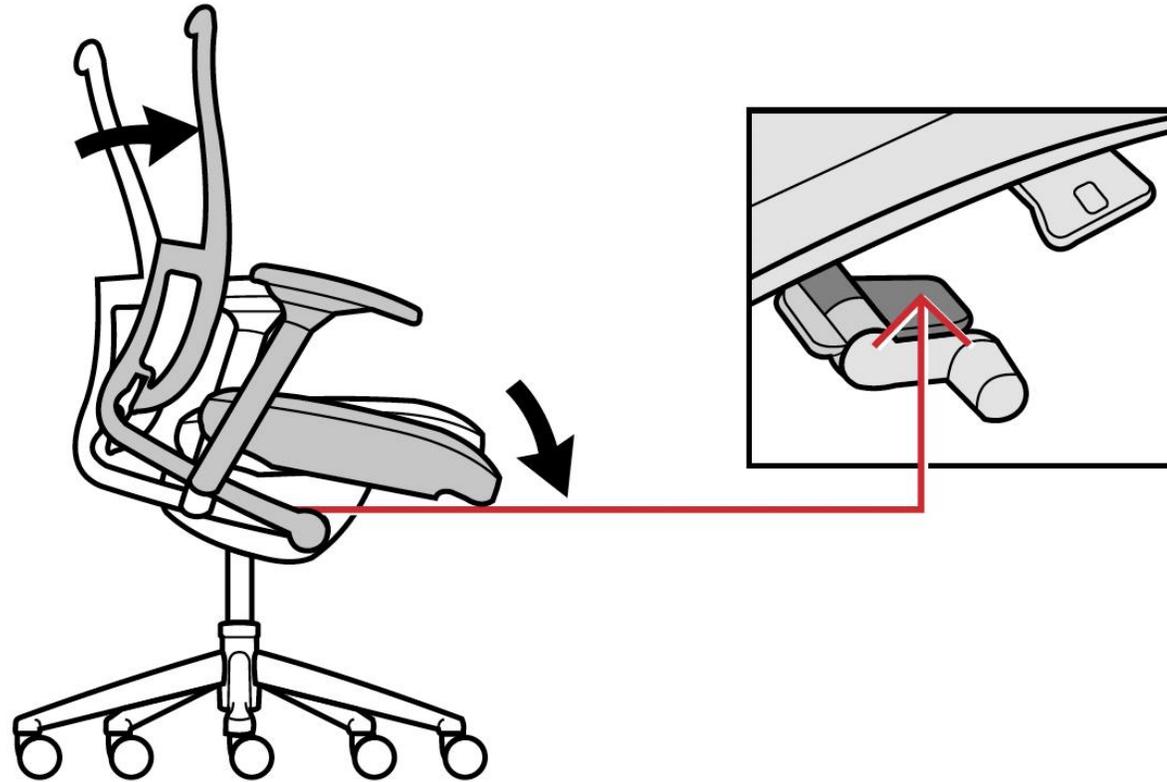
Your chair has a synchronised mechanism which supports dynamic sitting, thus protecting your intervertebral disks. Adjust the pressure of your backrest onto your personal body weight by turning the crank. By locking the lever, you may optionally limit the opening angle of the backrest in six positions.



**Back Stop**

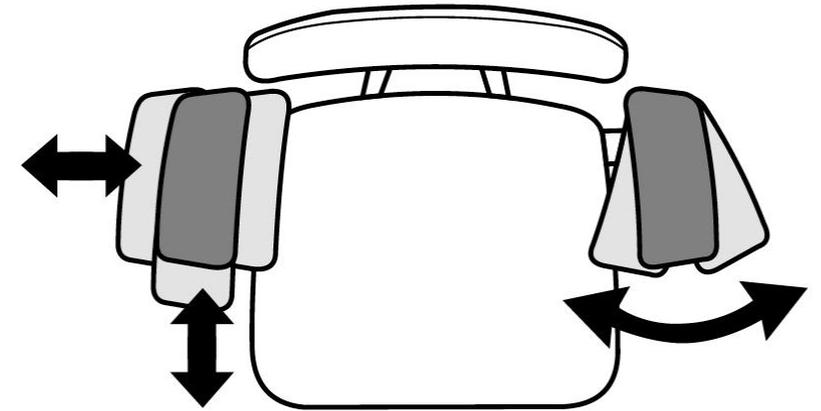
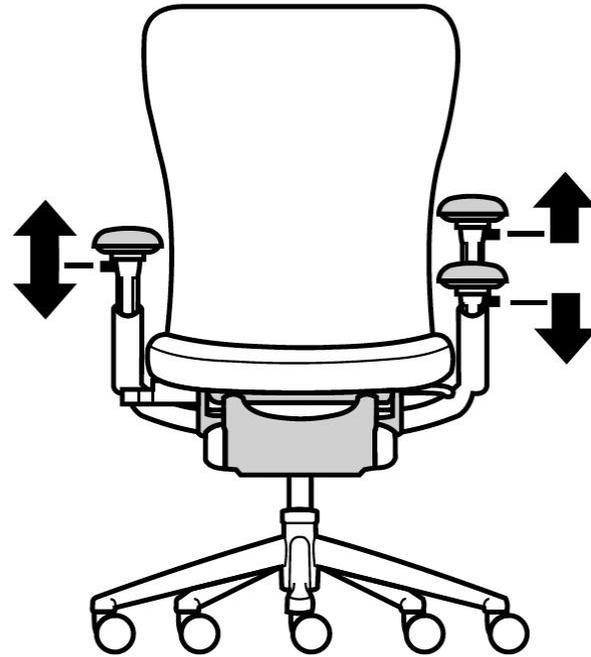
## Forward tilt

By inclining the seat surface, you optimise the position of your pelvis and reduce the static burden onto your spinal column. The so-called open seat angle supports the blood circulation and facilitates breathing. To adjust the forward tilt, please press the button (arrow).



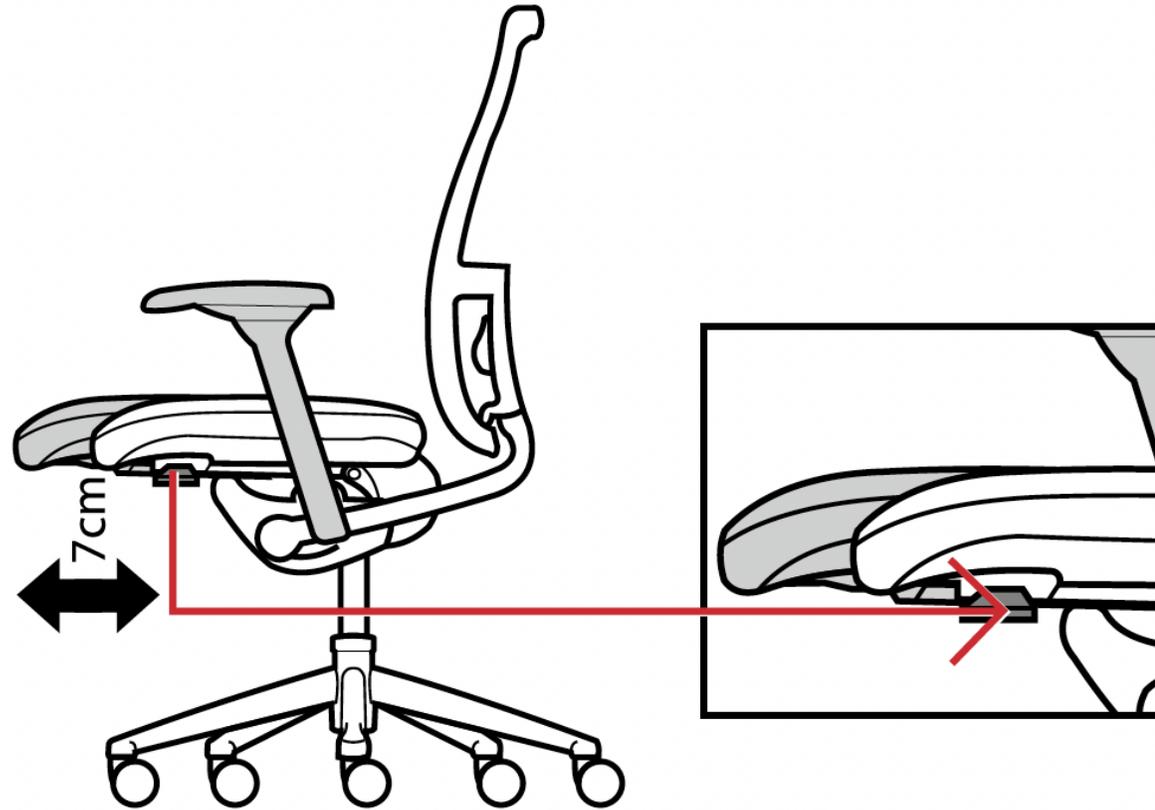
## 4D armrests

Adjust the height of the 4D armrests so that you achieve a comfortable elbow rest height and your arms are bent at a 90° angle. You may pivot the arm caps and adjust them in depth and width to achieve the optimum position for each of your activities.



## Seat depth adjustment

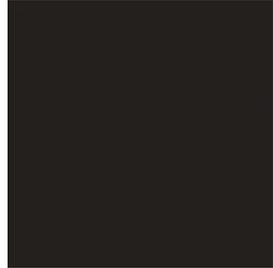
A seat depth adjustment (sliding of the seat surface to the front or back) provides a better support of different sized upper thighs. To release the button (arrow), please press it upwards and push the seat into the requested position.



# Colors and Materials

# Colors & Materials Finishes

## Plastic Frame

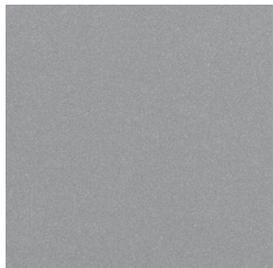


Black



Smoke

## Aluminum Base



Alu titanium



Alu black



Polished Aluminum

## Plastic Base

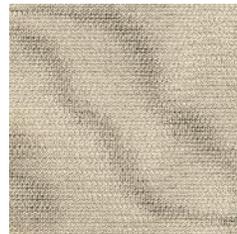


Black  
TROOF

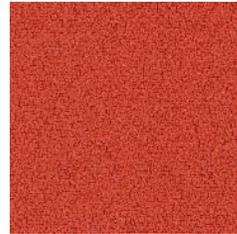
# Colours & Materials – Finishes & Seat upholstery



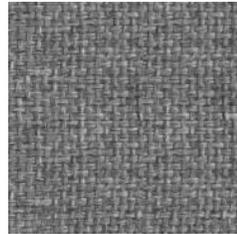
**Felicity**  
(Coll. 34)



**Convert**  
(Coll. 50)



**Atlantic**  
(Coll. 23)



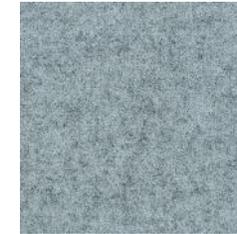
**King L Kat**  
(Coll. 63)



**Flex**  
(Coll. 22)



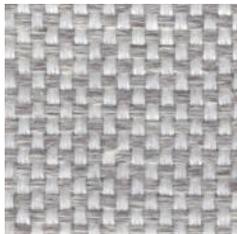
**X2**  
(Coll. 59)



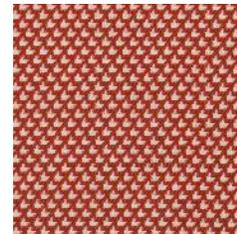
**Blazer**  
(Coll. 61)



**Antic Cuir**  
(Coll. 98)



**Class**  
(Coll. 68)



**Diagonale**



**Relate**



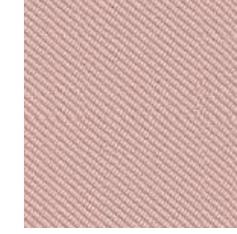
**Remix**  
(Coll. 65)



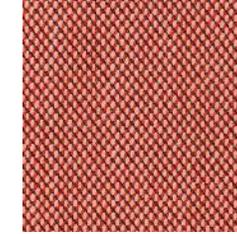
**Atlas**



**Big Arrow**



**Oceanic**



**Steelcut Trio**  
(Coll. 58)



**Divina  
Melange 3**



**Hallingdal 65**



**Xtreme**  
(Coll. 82)



**Maya**  
(Coll. 66)



**Fame**  
(Coll. 39)



**Skai Evida**  
(Coll. 51)



**Royal Leather**  
(Coll. 97)



**Antic Cuir Leather**  
(Coll. 98)

# Applications

HAWORTH

# Collaborative spaces



HAWORTH

# Heavy task spaces



HAWORTH

# Touchdown spaces



HAWORTH

# Home offices



# Certificates and awards

## Certificates and awards

- Certificate - Fire Retardancy: Class 1 IM
- Certificate - GreenGuard
- Certificate - GreenGuard Gold
- Certificate - GS safety
- Certificate - Quality Office
- Certificate - LGA Ergonomics

**Thank you!**