

# Coza

## **Designed to move you.**

Coza represents our drive and desire to create innovative products that promote visual and functional simplicity whilst enhancing the user experience.

The result of two years of research, Coza facilitates flexible working environments, fulfils the increasing need for ergonomically-sound meeting chairs and provides a task chair that offers a high level of comfort without the need for manual user adjustment.

# Imagined.

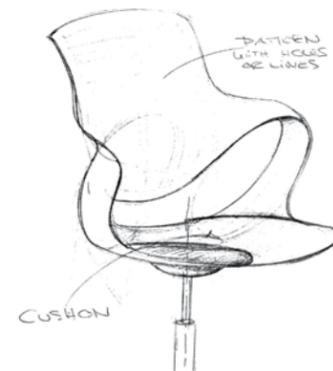


## Martin Ballendat

In 2013 we approached Martin Ballendat to collaborate on a project that would result in a new kind of office chair. Together, we set out to change the market's perception of what a task chair really is and what it could be in the future, in order to remain relevant for tomorrow's flexible working environments. Coza is the result of a wide reaching concept phase and an intensive period of prototyping, testing and user trials; a product borne of the necessity for functional simplification in the task chair market. Our idea was that of replacement: replacing the need for manual user adjustment with that of flexibility, replacing several individual components made from multiple materials with a single part, and finally, replacing the homogenized look of the task chair with that of a more attractive, more human aesthetic.

Martin's strength is his untethered creativity, supported by a team and studio able to turn his concepts into reality. Prototyping such organic shapes and making them feel representative of the final production form is always difficult, so even after several months of prototyping, testing and refining the physical concept in parallel with CAD-driven analysis of the material, there was still a leap of faith to be made; trying to judge whether the flexibility in the shell would offer the comfort and durability required from a lifetime in use. However, we were able to draw on the expertise of the automotive industry to deliver the strength and performance required of such a benchmark development; constantly challenging our suppliers to go further than they have before in order to improve the quality of the finished product.

The tooling required to produce the body of the chair has a net weight of almost ten tonnes and requires the plastic to be injected at a pressure of 1200 tonnes through a specially designed machine-head. The material itself is a bespoke polymer, finished by robot using anti-static, heat-resistant lacquer. The Coza project has pushed every one of the team involved to address and then solve problems that will add value to the user. As a result, Coza represents the first of a new generation of office chairs that will facilitate tomorrow's new ways of working.



# Knowledge.



What is needed are simpler products; chairs that provide comprehensive dynamic support without the need for manual user adjustment.

## Research

Coza is the result of more than two year's research into the way that task chairs are used. It has been broadly acknowledged that giving people more sophisticated chairs with a greater number of manual adjustments was improving the ergonomic quality of the workplace and supporting the wellbeing of employees.

Professional training, regular workstation assessments and the ready availability of occupational health consultations are now established services in most big businesses, underpinned by a more thorough and inclusive furniture procurement strategy.

However, figures published by the Health and Safety Executive (HSE), show that this comprehensive approach is not necessarily improving the quality of employees' health. While the quality of office task chairs and the associated training have consistently improved over the last twenty years, the number of employees suffering from back, neck and shoulder complaints caused by sitting and postural-related issues has continued to rise.

## Results

Our research suggests that no matter how sophisticated office chairs have become, they are not improving the way that people sit, as users seem to pay little regard to the advice and training given. Results show that four out of five people are not getting adequate support from their chair; a statistic that has proved to be remarkably consistent across all of our user groups, regardless of the specific chair design or the training that has been given.

To minimise musculoskeletal aches and strains, what is needed are simpler products; chairs that provide comprehensive dynamic support without the need for manual user adjustment.

Coza has been created to meet these needs. As a result, it is ideal for today's flexible working environments, as well as having the potential to save employers time and money by reducing the burden of training and absenteeism.

If you would like to read our full research document 'Are You Sitting Comfortably?' you will find it at: <http://www.bossgroup.com/group-blog/g/65/>

# 21%

of the people observed are getting adequate support from the backrest of their chair.

# 90%

are not using their chairs in the manner advised by ergonomists and in line with the product manufacturer's instructions.

# 79%

of people are sitting in postures that are considered to have a high probability of developing musculoskeletal disorders, if adopted over a long term.

# Dynamic.



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## Next generation

Coza is the first of a new generation of office chairs to offer a high level of comfort and dynamic support, without the need for manual user adjustment.

Coza uses the inherent flexibility of the material to replicate a traditional 2:1 synchronized mechanism, with eight degrees of recline from the seat and up to sixteen degrees from the back.

Coza is certified as a Task Chair against EN1335 and ISO 9241. This means that it can be used as a workstation chair, as well as being suitable for touchdown and meeting settings.

**Collaborative.**



**Form.**





Image shows the Deploy Flip-Top Table

# Simplicity.



## Design synergy

The visual impact of Coza is borne of a single line – an organic ribbon that sweeps from under the seat, through the arm and over the backrest. The result is an incredibly slim and refined shape that compliments the human form, offering an aesthetic unlike any other task chair.

Coza takes a step away from the homogenized look that has become our market and offers designers a product that will enhance, rather than compromise their interiors.



# Detail.

## Options



### Colours

Coza is available in three standard colours: Pure White, Graphite Black and Azure Blue. Special colours are available upon request against a strict minimum batch quantity of 200 units.

- Pure White 9010
- Graphite Black 9011
- Azure Blue 5009

## Finishes



### Bases

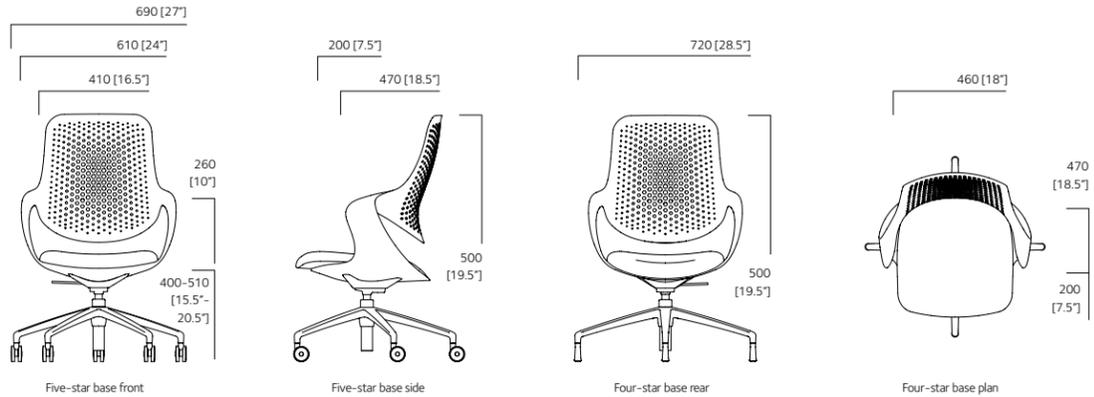
We offer a four-star and a five-star base, each of which can be specified in black or polished aluminium. These can then be finished with castors or glides, depending on your intended use and floor surface.

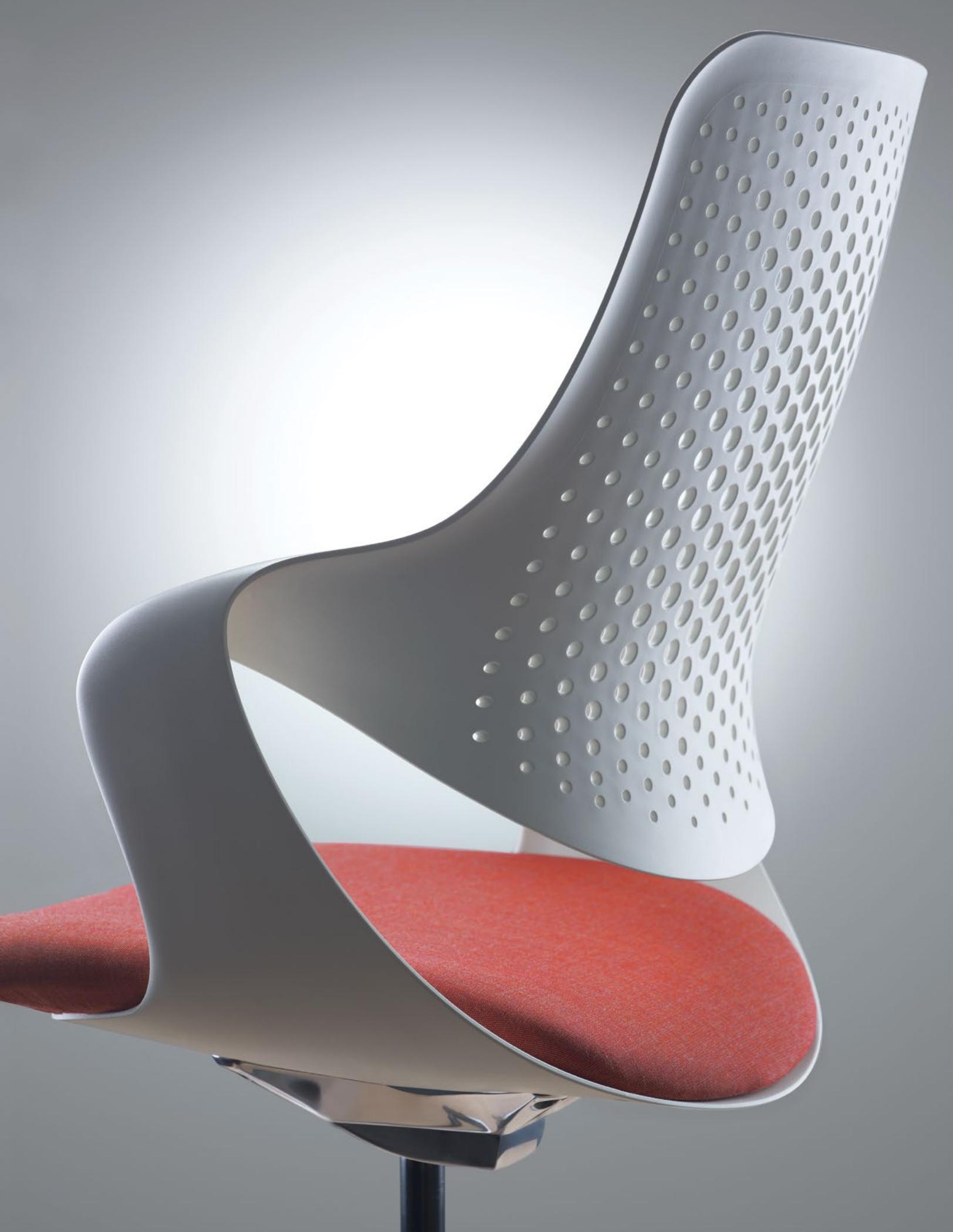


### Upholstery

Available in a wide selection of fabrics. Not available in vinyl or leather.

## Specifications





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