



The G2 Experience

by Ian Fisher, director, Stationery and Furniture - Bridson & Horrox

One of the most satisfying roles I have within my wide remit is as the seating consultant for Bridson & Horrox. It is extremely satisfying to know that you have not just sold a customer a new chair, but at the same time you have improved their comfort and posture and eased any back pain they had during their working day.

The process generally starts with a call to say: 'have you got any chairs for someone with a bad back?' At this point I could quite easily say yes, and supply any chair as long as the customer was happy with the price. But this would be extremely bad practice.

I always ask a few background questions, such as:- what pain does the employee suffer from? what does their role involve? Then, we arrange a site visit to meet the employee personally and consult further.

The visit is the most important stage. This is where the employee is matched to a suitable demonstration chair. As we are all different shapes and sizes, it is important to have a chair with full adjustment and movement. Once the employee is comfortable and understands the controls, they are left with the chair to try it out for a few days.

This part of the process is a 'no obligation, try before you buy' and any further consultation required takes place during this time. It is vital to try a chair for a period of time, as this could be one of the most important purchases you make.

So why the G2 Experience? Our G2 working chair is the best selling chair in our portfolio and, according to our clients, is an excellent choice for anyone with neck, back or leg problems. I believe in "movement where it matters". Dynamic sitting is important in any situation where you are sitting for a long period.

The G2 is our best selling working chair for good reasons. The foundation is the very carefully profiled back-rest, which is combined with a cold-cure moulded cushion (not cheaper foam). Together, the inner structure and foam provide outstanding back support and long-term durability.

The back-rest adjusts in height, using a convenient ratchet system, so there are no knobs to loosen or tighten. The same cold-cure moulded cushion is used in the seat, which is offered in two variants - a fixed seat and a sliding seat. With the sliding seat pan you also get a flexible seat front, which provides further enhanced comfort when sitting forward.

The front 10cm of the seat flexes down under load, reducing pressure on the underside of your thighs. There are many other options but, whatever specification you choose, the G2 is a very comfortable chair which can be tailored to your specific needs, and which is designed to give you long and reliable service.

So what do our clients say?

"I have to say that the chair is fantastic, it has definitely helped me. I am now working at the correct height and with much better posture. Thanks for all the help you gave me in choosing the correct chair." Katherine Taylor – Ashley Hill School

"The lady who the G2 was purchased for is really pleased with the chair and it does make sitting all day more comfortable." Myra Horrmann - Equiom

"I am happy to say that the chair has improved my comfort, which has meant that I am sitting correctly and not getting any pain as a result. I now just have the problem that everyone else wants a chair just like it!" Katie Nowak - Private Patients Nobles Hospital

"Please let Ian know that I am very pleased with the chair. I am conscious that the chair offers very good lower back support." Caroline - CSO Isle of Man Government

"The chair is very adjustable which leads to a better seating posture and improves overall comfort levels." Bill - CSO Isle of Man Government

"The chair has improved my comfort a great deal, many thanks for your help and guidance." Ann McCann - Medical Records Noble's Hospital

"The chair has improved comfort immensely, and we are happy with it." Vicky Woodall - Maersk

"The chair is extremely comfortable and in particular I find the depth of the seat makes a significant difference. I find that the design of the chair puts me in the correct position and if I slip into a slouch I quickly correct myself. With my old position at my desk, I found that I regularly had a headache and neck pain – also back pain if I had a long day. There is a significant improvement. I think the three pronged approach of chiropractic, work place assessment and the new chair has made my working day much more pleasant! Thank you for your help." Jan Jenkins - Secretary Nobles Hospital

The G2 working chair has been approved by Nicola Shaw the Moving and Handling Co-ordinator Department of Health, Clinical Governance Directorate.

If you are an employer or employee, don't persevere with problems as Jan did because there is a solution! The G2 Experience solved their problems.