

03.07.2024

Chair as Health and Performance Guarantee

Are there any limits to development of our living environment? Could one, for example, turn a regular chair into the apex of evolution? We talked to Sergei Yevgenievich Ivanov, deputy general director of METTA GC about new solutions for creating a comfortable workplace.

“The apex of ergonomic evolution”, as a new product by your company, a YOGA Series vertebrae chair, is called. A very bold statement! Why would this chair be given this title, how was it created?

Over a quarter of the century we have been creating chairs, enabling a person to show maximum performance while staying healthy. And making an ergonomic chair to surpass all existing chairs in the world in ergonomics was not just a simple and ambitious task, and we decided to tap into artificial intelligence capabilities.

The top management set a task to design a perfect (ideal) chair for many hours of work behind a computer at office or at home, enabling higher intellectual performance, while keeping and improving health.

A neural network analyzed billions of data items from various spheres and types of human activities: medicine, particularly,

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orthopedics, ergonomics, art, literature, science and innovative technologies, focused on human well-being. Based on the collected data, AI generated an image of a new ergonomic chair, “predicting” that the key features of the future model shall be maximum adaptability and freedom of movement.

This is literally a vertebrae chair. Unlike other chairs of the time, it provides maximum freedom of movement when sitting down and with constant ergonomic body support. This is really a unique, unusual chair with dynamic ergonomics. With the help of AI, engineers and production designers managed to design and set a production line for mass production of Yoga vertebrae chair in under a year.

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Vertebrae chairs essentially change the perception of ergonomic chairs for long desk job hours, putting into the limelight the “dynamic ergonomics” notion. Particularly, the YOGA chair provides an option to perform multidimensional motions while sitting — stretching and twisting one’s spine, stretching abdomen, bending and easily leaning forward, to the sides and back — all these motions completely restore blood circulation, relax back and neck muscles and improve posture.

This is why the YOGA chair could be boldly called the apex of ergonomic evolution. And the process of its design is a story of cooperation of the world’s best engineers and artificial intelligence.

Over 1 trillion options for chairs to satisfy any customer requests. How did you manage to achieve such versatility?

Today, if every person on the planet were given a chair by METTA, you would not see an identical chair. Anyone could use our configurator tool on our website to put together his own individual chair, ranging from kid chairs to executive chairs, from classic to modern high-tech designs. And this option is yet another trump card, which has made the company a leading manufacturer of ergonomic office chairs, with its products present in 24 countries, including Germany, the USA, France, Turkey, Russia and the UAE.

And above all, any of the custom-designed chairs would meet ergonomics requirements, increasing a person’s performance and caring for his health. And it is important, that while expanding our product range, we have not lost the main idea – caring for people, for their future.

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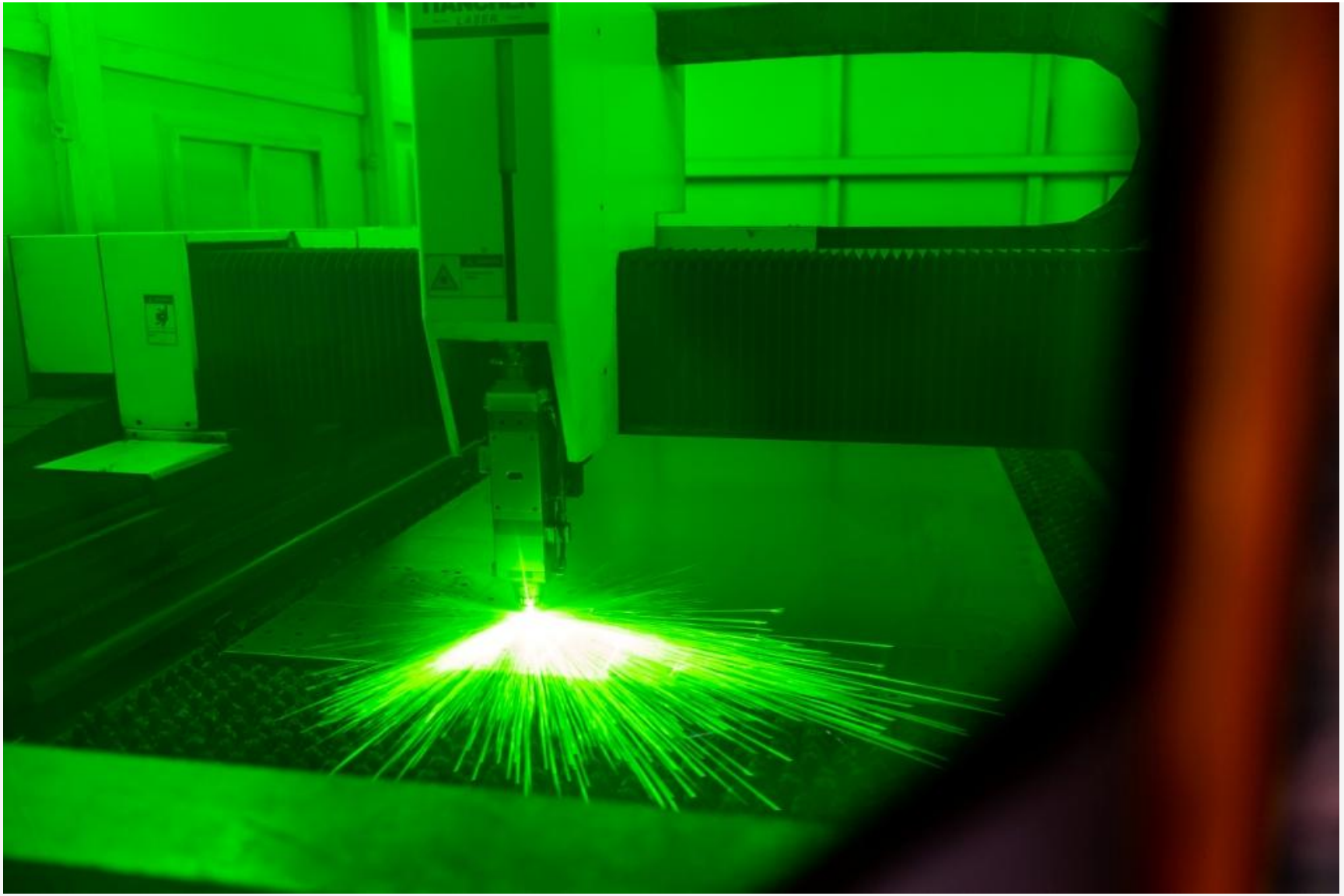

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I assume that a trillion options is a sufficient range to select an ideally fitting chair for efficient work and good health.

How do you manage to keep abreast of global innovations in terms of workplace ergonomics?

Only on the back of cooperation with leading global designers and regular monitoring of ergonomics trends. A modern workplace is evolutionizing, and our latest developments completely meet the needs of the cutting-edge technologies and developments in this area.

Continuous monitoring and analysis of technologies at the forefront of engineering, orthopedics and design enables us not only to track global trend dynamics but to set trends by ourselves, create fashion in the area of ergonomic chairs. Over a quarter of the century METTA has become a landmark of quality and innovations in the world of ergonomic chairs.

Innovations are the base element of our manufacturing. It is for a good reason that the word “Innovative” comes first in our corporate name. This word points to the use of latest technologies, including artificial intelligence. Functional designs, used in our chairs, are protected by a hundred of patents, and this list continues to expand. Product design, development and testing methods are being improved.

Following our mission of “making the best chair”, we also engage professionals from adjacent fields to our developments – world-class orthopedists and designers. A consolidated opinion of such a multi-faceted team determines new areas for development, leads to corporate success and creation of new cutting-edge chairs that are a fit for anyone.

What is your evaluation of prospects of the market where you are present, and what is METTA’s position on this market?

The market of ergonomic chairs is constantly growing – the world is getting increasingly attached to digital technologies. According to calculations of the Computer Industry Almanac, there are more than 660 million personal computers working all across the world. Ten to fifteen years ago this number was ten times lower.

Our fellow people spend increasingly more time behind their computers. Correspondingly, they think of workplace comfort, of productivity effects more and more often. And this says that our niche is expanding. Naturally, every rationally thinking person would choose an ergonomic chair – and these are opportunities for METTA.

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Now we sell our products in two dozen countries, and recently we have started opening production facilities in other countries. Our development is non-stop, and this puts extra tasks in front of the company: seeking for best ideas and selecting best employees, including in other countries. At this time there are vacancies in Germany, Bulgaria and Turkey.

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Of course, our market success is the success of the whole team. We are specifically focused on selecting human resources, because every person makes his own contribution to our common victory. Production facilities and new design offices, development center that open – we put our faith in our people everywhere.

Let us go back to the YOGA chair, you say it was designed in Germany. How dependent is the company now on foreign designs and technologies? How does the complex geopolitical situation affect the company?

METTA is a transnational company. For example, the Yoga chair development center is located in Dusseldorf in Germany. Production facilities and representative offices successfully operate in Turkey, Bulgaria, Germany.

Regardless of geopolitical developments, our cooperation with colleagues across the world stays intact – engineers, orthopedists and designers, developers – we continue our cooperation and work as a united international team.

For over 10 years we have been working only with the leading global suppliers across the world, and this guarantees that any geopolitical situation will not prevent our further corporate development. As for intellectual cooperation – in this area we have full understanding with our colleagues and like-minded people in other countries: we are united by a common goal, a common idea. However high-flown it may sound, but we think that human health in our age of computers directly depends on a chair he sits on. In the digital world a healthy ergonomic chair is a guarantee for a healthy and successful nation!

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