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FOR IMMEDIATE RELEASE  
November 10, 2016

## ergoCentric® adds classic Scandinavian design to its product offering

**Mississauga, Ontario, Canada – November 10, 2016** – ergoCentric, renowned for its quality, cost effective ergonomic seating systems, announces the expansion of its North American distribution partnership with Scandinavian Business Seating, offering the full range of RBM Noor and Ana seating.

ergoCentric announced its [distribution agreement](#) with Scandinavian Business Seating, owners of the HÅG, RH, BMA and RBM brands, earlier in 2016 with the availability of the legendary HÅG Capisco and HÅG Capisco Puls. With Danish roots, RBM is a furniture brand that aims to create positive meetings between people through Scandinavian design, offering an assortment of versatile, colourful chairs which fit perfectly into any room or environment.

“Adding both HÅG and RBM products to our office seating portfolio makes a great deal of sense,” said Terry Cassaday, Founder of ergoCentric. “Their unique designs round out our product offering, allowing our dealer network to be more competitive across all office seating categories and to own a larger part of the total office sale.”

Available with four different bases, six colors of polypropylene and two veneer models, [RBM Noor](#) chairs offer a great deal of variety and choices for all users and are ideal for meeting areas, conferences, canteens and the education sectors. In 2013 RBM Noor was awarded the Red Dot: Best of the Best Design Award.

One of RBM’s most popular chairs, [Ana](#) has been around for over three decades and can be described as a lot of chair for your money. With more than 1.5 million Ana chairs in assembly halls, canteens, meeting rooms and cafeterias throughout Europe, it’s fair to say that Ana is a retro classic.

“The North American marketplace is a very important for Scandinavian Business Seating, said Lars Lund, Export Manager with Scandinavian Business Seating. “We have design driven, quality products that can make a difference to the furniture dealers and provide them with better possibilities for their customers. We are confident ergoCentric’s dedication and leadership in ergonomic seating will solidify our success in this market.”

Both RBM Noor and Ana are available immediately for Canadian and US dealers to order.

### About ergoCentric Seating Systems

ergoCentric Seating Systems was founded in 1990. Since then ergoCentric has been dedicated to designing, manufacturing and selling modular ergonomic seating solutions for office, specialty and healthcare environments for customers such as Apple®, Bell Canada and the Canadian Revenue Agency. Its build-to-order manufacturing system allows ergoCentric to fit 100% of the workforce, while its always-in-stock inventory of components allows it to quickly and cost effectively assemble and ship seating solutions anywhere in North America and Europe. ergoCentric’s products appeal to a broad range of buyers’ including facilities managers, ergonomists, occupational health and safety professionals and interior designers. For more information visit [ergoCentric.com](#).

About Scandinavian Business Seating

Scandinavian Business Seating designs, develops and manufactures chairs for offices, meeting rooms, conference rooms and canteens for both the private and public sectors. The following brands are included in the group: HÅG (1943), RBM (1975) and RH (1977), which all work together to achieve the company's common goal of making the world a better place in which to sit. Scandinavian Business Seating's in-house «Product and Brand Concept Team» bases its innovative work on the fact that people have not been designed to sit still. Consequently they are working on the development of solutions which will promote movement and variety in order to ensure users are able to achieve optimum performance and simultaneously look after themselves, their health and our environment.

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