

editor's comments

All of us at Summit wish you a very Happy Christmas and thank you for the support you have shown us over the past 12 months. This year, rather than sending out charity Christmas cards we have donated all of the costs directly to our adopted local charity, Dorothy House Hospice at Winsley.

Thanks to your efforts we have just closed a record sales quarter as we continue to invest in new products, brochures and web resources to ensure that we support your sales teams. Interestingly we have seen a trend towards substantial take up of our mid and upper range products. Sales Director Roy says: "I think more of our customers are coming to realise that we can provide higher end product of equal quality but offering better value than that available from the suppliers they would have previously looked to. And the lead times on these ranges are the same as our high volume product. You tell us this gives you confidence to meet your customer deadlines.

The Premium Brochure introduced at the beginning of the year, together with the website upgrade has clearly helped us steer a less bumpy route through the recession."

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your success with inflexion range

One range that boosted our sales this year is our highly specified and economically priced Inflexion range.

In many ways it is the perfect chair for these continuing difficult times. It is well priced with a fantastic mechanism and a highly contoured back. Roy commented that "everybody loves this range. It is selling well wherever it goes". It is fair to say that the Inflexion range is unmatched in its level of comfort within its price range. A Midlands dealer recently reported "I've had a 100% success rate with every customer who has trialled an Inflexion chair. Fantastically comfortable and great value". To further enhance the range it will soon be available with a Synchronised mechanism for clients who feel happier with the type of functionality more traditionally found on chairs of this style.

Maybe you should give Inflexion a second look as a value range for the current times. If you want to know more check it out on our website or give us a call on 01225 864703.

beam me up



Another product that has seen exceptional sales growth this year has been our Beam Seating range.

You will see many of our competitors promoting imported beam seating with bolt together frames. With our in house steel fabrication facilities we are able to manufacture extremely strong welded units. These are far superior in durability and strength when compared with bolted units. Using 2.5mm gauge cross supports we can make beams up to 5 seat units in length with our 15 year frame guarantee. As a result our beams are finding their way into medical waiting rooms across the country. To further the choice of designs we have introduced the EXP12 seat style, with an upholstered seat and highly polished, beech veneer backs.

a new horizon

Responding to environmental concerns

In 2008 we set ourselves a target of introducing a new range with enhanced environmental performance. The Horizon range has now been introduced.

A fundamental objective of the Horizon design brief was to create a more sustainable office chair whilst reducing the environmental impact of its manufacture. To this end the Horizon chair, upholstered in one of Camira's Second Nature fabrics, is 99% recyclable and uses up to 49% recycled material in its construction. To add considerably to the chair's lifespan, the upholstery has been engineered to enable its easy and economical replacement. Fresh upholstery can easily be placed over the durable Horizon structure. The Horizon Task chairs have passed the rigorous BS5459 strength and stability standard for office chairs and all the components will be serviceable beyond our standard 5 year guarantee period.



In reducing our environmental impact we accept no compromise in design, chair performance or price. We have attained the UKAS accredited, ISO14001 Environmental Management Standard and we are also full members of FIRA's Furniture Industry Sustainability Programme.

Full details of the Horizon environmental performance and chair mechanisms are detailed on our dedicated Horizon brochure and on our Horizon website range pages – www.summitchairs.co.uk/horizon_environmental.aspx. Having done all of this we now need you to tell us what you think, what you need and what success stories you have had.

high performance 24 hour back care seating

Over 6 million people in the UK suffer intermittent or chronic back pain.

Alarming 4.9 million work days are lost in the UK alone through back pain and associated conditions. The Health & Safety executive say this "costs UK business £624 million per year". In high impact, continuously seated environments, such as traffic control, emergency room, call centre and busy offices, taking breaks can be difficult and these people are at increased risk of exacerbating their condition.

In response to these overwhelming statistics Summit has developed a range of chairs to be back friendly. We aim to play our part in promoting a 'pain free workplace'. Posturemax ranges are the perfect seating for high impact seating environments. And in the coming months we hope to introduce a number of resources to help you to introduce and recommend this product to potential users. We have launched a brand new Posturemax website on www.posturemax.co.uk

Anatomy of a chair

Posturemax is a proven concept in high performance, back care seating that utilises a unique combination of features designed to provide total body support to all users, despite the infinite variations of human shape and form. It is ideally suited to 24 hour and multi user applications. It provides maximum levels of comfort and helps to avoid posture and back problems so often associated with poorly

designed seating. The Posturemax 200 models have been further developed and tested for use by persons up to 200kg in weight.



Please visit www.posturemax.co.uk to review the distinctive features that make up the anatomy of these highly specified chairs. Backed by Summit, your customers can feel confident that Posturemax will give long and trouble free service. This is all supported by a 5 year structural guarantee for 24 hour use.

The physiology of sitting

The key to healthy sitting is to maintain a natural "S" shaped spinal curve. This will minimise uneven compression of the spinal discs and muscular strain whilst improving respiration and circulation. On the new Posturemax website – www.posturemax.co.uk and in our Posturemax range brochure we describe how Posturemax chairs help to achieve this. If you would like a copy please contact Roy on roy@summitchairs.co.uk or call 01225 864703. If you have an interest in back care, please visit our Posturemax website and look out for more email and newsletter information in the coming months.



on a tangent

In response to a customer specification we have introduced a heavy duty task chair to the Tangent range. The SCT121ADJ is ideal for intensive applications that require comfort and durability. It has a larger seat and back, a heavy duty mechanism with independent seat and back angle adjustment, inflatable lumbar support and a seat slider. The mechanism has been tested to BS5459 and is guaranteed for 5 years whilst in 24 hour use. The back on the existing Tangent chair has received such praise for its comfort that the SCT121 is an obvious addition to the range.

core...what a change!



Our newly available Core range could be considered a bit of a departure for those of you with traditions in steel framed furniture and conventional visitor seating design.

Core has surpassed all expectations and is very well priced with its inherently rigid shell and 3 dimensional curves. Some of our newer customers are generating orders for schools and we are delighted to expand our offerings in the education arena. Core challenges preconceived ideas about what a school chair should be and the range has sold well throughout the second half of 2009.

As an enhancement to the range the four star 'chrome' base on chair CO20 is now available as a swivel base with 'continuous' or 'self centring' options. We are currently reviewing our educational portfolio and if you have any views or need further information for your education contacts please let us know.

and finally...chairs in a supporting role

Here is something you may or may not have seen, but something of which we are justifiably proud. For you it may just be the story you need to lighten your presentation or close the next important deal.

This Autumn, Reggie Perrin was brought bang up to date on television with a new BBC series. We helped the producers and set designers to portray a 21st century, blue chip theme of 'Groomtech', a business at the forefront of the male grooming industry.

Summit seating was used extensively on set to help create the right impression and was delivered to the set within 1 week of receipt of order. Could Summit be in the running for a BAFTA for best chair in a supporting role? Maybe so, and if you think that the Reggie Perrin scenario would be useful to you, please visit www.summitchairs.co.uk where you will find a selection of Reggie Perrin resources that may be of help to you.



Image courtesy of BBC