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new chairs for 2009...

Things are getting really exciting as we gear up for the arrival of our latest brochure featuring a wide range of NEW products.

This year Summit Chairs have been working hard to bring new chairs to market for you. These will be beautifully presented in our latest brochure and supported by a comprehensive, illustrated Retail Price and Specification Guide to make life a little easier for those of you at the sharp end.

In the next few weeks, one of our representatives will be delivering you a copy of the brochure and price guide. But, if you really can't wait – call us on 01225 864703 to find out more.

We can't reveal everything just yet but for a sneak preview of the new ranges, and a hint of the new brochure design, please turn to page 2.



editor's comments

welcome to our first newsletter

This summer we spoke to many of you to find out what you think of us, our products and how well we look after you. We were pleased with the overall response and noted that a large number of you wanted more information in the shape of a newsletter - so here we go with issue one.

We have updated our image by creating a new brand and corporate identity which you will see more and more as our new visual style starts to appear on our vehicles, literature and website. All this is timed to coincide with the launch of our new ranges of chairs and we hope to hear your views in the coming weeks. Feel free to have a chat with your area salesman or if you prefer to drop me a line, please email me on david@summitchairs.co.uk.

summit up

a peek at new ranges...

Although it will be a few more weeks before we can fully unveil our new ranges we would like to give you a peek at what's to come. If you have an immediate requirement for any of the chairs that are featured here do let us know and we will see what we can do to accommodate you.

The first range to highlight for you is our elegantly styled but economically priced task seating range called **Inflexion**. These chairs combine a superbly sculptured back rest, a generously sized seat and a perfectly balanced Operator Plus mechanism. Initial feedback indicates that this is a chair of exceptional style and comfort. It feels just right.



Inflexion



Horizon



Fino

Our exciting new **Horizon** range sets industry standards for its uniquely innovative ergonomic features. The ground-breaking design of the Horizon range goes further to encompass a refreshing aesthetic appeal and the lowest environmental impact of any chair of equivalent quality and cost.

The strikingly bold lines of the **Fino** range bring real impact to your reception and communal areas. With its angular simplicity and choice of armchairs, pedestal chairs and sofas it will deliver both comfort and personality to any environment.

Core utilizes an inherently rigid shell, curved in three dimensions for an intriguingly different style which enhances the standards of traditional visitor seating design.

Get under the skin of our highly respected **Posturemax** range and find the ultimate seating solution to the problems of back care. Posturemax has a reputation for performance and well being. It has been engineered to withstand the rigours of 24 hour use. It is such an essential part of our range that we now present it alongside our other Summit premium ranges. Over the past 10 months it has been totally re-engineered and tested to BS5459 for 24 hour use by people weighing up to 150kg.

The **Posturemax** range is big on engineering and healthy sitting principles. The Posturemax 200 is a heavy duty version that has been tested to a higher level. It is guaranteed for 24hour use by people up to 200kg in weight. The exceptional comfort afforded by a Posturemax chair has to be experienced to be believed



Core



Posturemax 200



Posturemax

seating excellence

summit achieves ISO14001 accreditation



CERTIFICATE NO. 25273

In recognition of your business and environmental needs we have invested considerable resources into achieving the ISO14001 accreditation.

We know how important it is to you to be able to recommend and present a truly environmentally committed partner.

In 2008 we demonstrated a significant reduction in the environmental impact of our business. Roy Gurney spearheaded

this path to change with inspiring results. The enthusiasm from our staff, customers and suppliers and the extent of the initiatives now in place to lessen our environmental impact has far surpassed any of our expectations.

Just a small example of the improvements made is the recycling of waste packaging and materials. All of our card and polythene based packaging that we cannot reuse is baled and collected for recycling. All wood packaging and pallets are recycled and our off cuts of cloth and leather are collected by an organisation called Children's Scrapstore who provide craft resources for schools. You may already know that our method of working has been mostly solvent-free for many years with only our powder coating plant needing a solvent based degreasing process. This process has been replaced and we are now totally solvent free.



We are really proud of this environmental accreditation. If you would like to know more about how we did it or how you can promote the benefits to your customers please call Roy Gurney on 01225 864703.



extended environmental credentials

“Following on from our gaining of the UKAS accredited, ISO14001 Environmental Management Standard Summit Chairs has now achieved full membership of the FIRA, Furniture Industry Sustainability Programme.

This programme has been designed with particular relevance to the furniture industry and required us to meet far more stringent and wide ranging levels of environmental accountability than those set out by ISO14001. Membership of FISP further underlines our commitment to all aspects of sustainability and positions us firmly at the forefront of the office furniture manufacturing industry.”



healthy seating

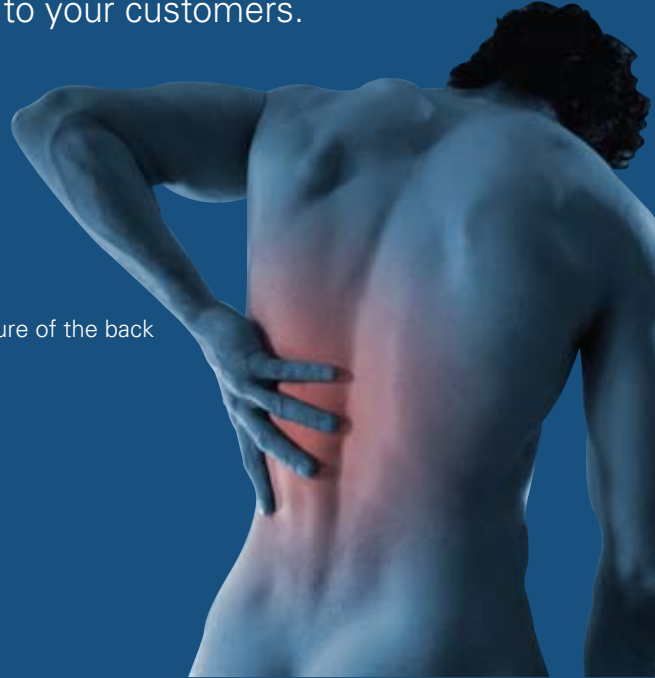
For many years now we have striven to be at the peak of seating excellence. For you that means that we aim to provide the best in service, a changing selection of proven products and information that is compelling to your customers.

One of our focal areas is on healthy seating and this will become a regular feature of our correspondence with you. In this issue we simply highlight the 10 primary aims of healthy seating.

Healthy seating has 10 main aims:

- To rotate the pelvis forwards
- To extend the spinal column
- To distribute weight evenly through the spinal column and soft tissue structure of the back
- To open up the diaphragm and allow full breathing function
- To unconstrict the lower abdomen and aid digestion
- To aid and assist blood circulation around the body
- To provide the user with the full range of body movement
- To ensure that muscle tone is maintained by exercising the muscles
- To ensure that all parts of the body can move independently
- To aid efficiency by ensuring that the user is comfortable and relaxed

Source: www.posture.co.uk/ergonomics.html



We can move mountains

If you have looked at our website recently you will have noticed that not only has the design and functionality been significantly updated but also that we now have a new Summit Chairs brand featuring our iconic mountain illustration as never before. This new corporate identity is all part of our ongoing effort to build a contemporary business with a real customer service focus.

The new look has been extended to our latest fleet of vehicles. These have had livery applied showing images of products soon to be launched in our premium brochure. In line with our ever growing commitment to the environment our fleet now complies with the London Emission Zone (LEZ) ratings (Eurospec 4). We can move mountains – look out for us on the road.



satisfying a tall order!

One recent example of how we can help satisfy unusual requirements was a customer who needed to find a particular chair to fit one of their client's employees.

He was 6' 9" tall and suffered persistently from a bad back. We were able to demonstrate a Posturemax chair that admirably enabled this person to achieve a healthy and pain free sitting position.

As part of our service, our sales & customer support staff provide chair samples for end user evaluation and this was no exception. It's amazing how often our most recently supplied sample chair will turn into a new order or request for a special requirement.

If any of your customers have an unusual requirement or if you need chairs to be demonstrated just give us a call. It's all part of the service.