



reddot design award
winner 2011

HÅG Capisco Puls receives international design award

The market has already been very positive in its reception of Scandinavian Business Seating's recently launched HÅG Capisco Puls and the chair has now attracted further recognition from the international design community. Last night, the HÅG Capisco Puls received the prestigious red dot award for product design.

HÅG received its first award for the HÅG Capisco Puls just a month after the launch in November 2010 when it was presented with the iF Product Design Award. Last night, the chair gained further international recognition when the jury for the red dot design award announced the HÅG Capisco Puls as the winner of the best product design category.

The HÅG Capisco Puls was developed from the renowned HÅG Capisco saddle chair designed by Peter Opsvik nearly 30 years ago. The HÅG Capisco takes its inspiration from how horse-riders' bodies move in the saddle and Peter Opsvik attaches great importance to activity and motion for people who work sitting down. Consequently, the HÅG Capisco Puls is a chair that follows the body's movements, providing ergonomic support for exposed points.



"Naturally, we are very proud to have received the red dot award," says Lars I. Røiri, Administrative Director at Scandinavian Business Seating, which owns the HÅG, Rh and RBM brands. "The HÅG Capisco Puls is shining proof of our philosophy: Passion for Movement. The design of the HÅG Capisco Puls demonstrates a desire to create a visually beautiful object while inspiring movement through an outstanding design idiom. All HÅG products are designed to move both body and soul. HÅG believes that good design inspires people to live richer lives and, combined with its ergonomic characteristics, this makes the HÅG Capisco Puls optimal for our times."

The red dot award is an international accolade presented to products that stand out in terms of their unique design and superior quality. The Jury ranks products on the basis of innovation, functionality, ergonomics, environmental consideration and user-friendliness.

The HÅG Capisco Puls won the red dot award among competition from 4433 products from 1700 producers in 60 countries.



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Facts about Scandinavian Business Seating:

Scandinavian Business Seating is Scandinavia's leading player within the development, design and production of office chairs and seating groups for private and public sector office environments. The group owns the Scandinavian brands HÅG, RH and RBM. Common to all brands is a strong focus on visual design, health, quality and the environment. The group's products are distributed through an independent network of dealers in Europe. The main markets are served by our own companies in Norway, Sweden, Denmark, Germany, The Benelux countries, the UK and France. The chairs are manufactured at production facilities in Norway and Sweden. Scandinavian Business Seating is headquartered in Oslo. The company has more than 600 employees working together to realize the company's vision: "To make the world a better place to sit!"