

	CHARACTERISTICS	BENEFITS	VALUES
Human Factors	<ul style="list-style-type: none">• HÅG in Balance® movement mechanism• Open shapes and soft curves• Foot support (FootControlledMovement™) <ul style="list-style-type: none">• Few adjustments needed to individual user (HÅG in Balance®)	<ul style="list-style-type: none">• Always in balance• Move in a free and intuitive way• Stimulates the circulation in your legs <ul style="list-style-type: none">• Easy to use and share	<ul style="list-style-type: none">• More movement of your whole body with little physical or mental effort• Improved alertness and energy increase productivity• Lasting comfort• Reduced negative impact of sedentary lifestyle• Less absence due to illness <ul style="list-style-type: none">• Perfect for multi-user office environments and dynamic workspaces
Visual design	<ul style="list-style-type: none">• Long history of interdisciplinary design collaborations• Scandinavian design traditions• Designed from the inside out	<ul style="list-style-type: none">• Innovative products with the user in focus (HÅG Capisco, HÅG SoFi, HÅG Creed, HÅG Futu...)• «Holistic» design• «More like furniture, less like a machine»• Every detail is thought through and customized (manufactured or sourced locally)	<ul style="list-style-type: none">• Human centered• Authentic• Coherent
Sustainability	<ul style="list-style-type: none">• Pioneer brand in sustainability;<ul style="list-style-type: none">• 1990 HÅG was the first company to employ an environmental manager• 1995 HÅG began using post-consumer recycled materials (plastics)• 2004 HÅG was the first office furniture manuf. with an ISO 14025-EPD• HÅG was the company behind the Flokk 5-III principles in the early 1990s• Array of widely recognized environmental certifications	<ul style="list-style-type: none">• Best in class sustainability<ul style="list-style-type: none">• Reducing our carbon footprint• Taking less from our planet• Keeping people safer and happier	<ul style="list-style-type: none">• Caring for the environment and future generations• Eliminate health hazards in working environment• Attract and retain environmentally conscious employees (CSR)
Quality	<ul style="list-style-type: none">• Made by Røros Norway since 1957• 10 year warranty	<ul style="list-style-type: none">• High quality products• Simple maintenance• Service security (spare parts availability)	<ul style="list-style-type: none">• Reliability• Longevity• Sustainability

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Human Factors	<ul style="list-style-type: none"> • HÅG in Balance® movement mechanism • Open shapes and soft curves • Foot support (FootControlledMovement™) <ul style="list-style-type: none"> • «4-in-1» adjustment wheel allows you to regulate seat depth, backrest height and tilt-resistance, all in one simple movement <ul style="list-style-type: none"> • HÅG SwingBack™ armrests are easy to push out of the way to sit closer to your desk or sideways <ul style="list-style-type: none"> • Wide and comfortable seat <ul style="list-style-type: none"> • Flexible range for backrest height adjustment and seat depth 	<ul style="list-style-type: none"> • Always in balance • Move in a free and intuitive way • Stimulates the circulation in your legs <ul style="list-style-type: none"> • Easy to personalize the chair • Smooth adjustment of seat depth <ul style="list-style-type: none"> • Enable a smooth transition between different positions • Elbow support when armrests in parked position <ul style="list-style-type: none"> • Allows variation of sitting positions – sideways sitting <ul style="list-style-type: none"> • Can be adjusted to people of all sizes 	<ul style="list-style-type: none"> • More movement of your whole body with little physical or mental effort • Improved alertness and energy increase productivity • Lasting comfort • Reduced negative impact of sedentary lifestyle • Less absence due to illness <ul style="list-style-type: none"> • Perfect for multi-user office environments and dynamic workspaces <ul style="list-style-type: none"> • Comfort through variation and movement <ul style="list-style-type: none"> • Flexible use <ul style="list-style-type: none"> • Inclusive / «The chair for everyone»
Visual design	<ul style="list-style-type: none"> • Classic, clean and refined design • Innovative, full task chair functionality 	<ul style="list-style-type: none"> • Classic, well proven design that has been upgraded to a more contemporary chair • Balances superior personalization, ease of use and aesthetics 	<ul style="list-style-type: none"> • Authentic • The first centre-tilt chair in the world • Can be used in any workspace
Sustainability	<ul style="list-style-type: none"> • Designed according to Flokk 5-III principles • All backrests and bushings with 100% recycled PP 	<ul style="list-style-type: none"> • Total use of recycled plastics 91,6 tonnes/year (15% (!) of Flokk integrated brands' total consumption in year 2017) • 69% recycled polypropylene • 94% recycled aluminium = 153 alu cans • All parts are possible to separate at the end of the lifecycle • Estimated carbon footprint <ul style="list-style-type: none"> • HÅG H05 73 kg CO2 38% recycled materials • HÅG H04 66 kg CO2 37% recycled materials 	<ul style="list-style-type: none"> • Caring for the environment and future generations • Eliminate health hazards in working environment • Attract and retain environmentally conscious employees (CSR)
Quality	<ul style="list-style-type: none"> • Made by Røros Norway since 1984 (HÅG Credo) • 10 year warranty 	<ul style="list-style-type: none"> • High quality product – long proven concept • Simple maintenance • Service security (spare parts availability) 	<ul style="list-style-type: none"> • Reliability • Longevity • Sustainability

	CHARACTERISTICS	BENEFITS	VALUES
Human Factors	<ul style="list-style-type: none"> • HÅG in Balance® movement mechanism • Open shapes and soft curves • Foot support (FootControlledMovement™) • Smart hidden technology (HÅG in Balance®) • Few adjustments needed • Precise and smooth adjustments • HÅG SlideBack™ armrests • Generous wide and flat seat • Real adjustable lumbar support 	<ul style="list-style-type: none"> • Always in balance • Smooth balanced tilt of the latest HÅG in Balance® mechanism • Move in a free and intuitive way • Stimulates the circulation in your legs • Easy to use and share • Most new users just need to adjust the seat height (...to sit in balance) • Easy to adapt to different working situations • Elbow support when armrests in parked position • Comfortable top • Variation of sitting position on seat – allows sideways sitting 	<ul style="list-style-type: none"> • More movement of your whole body with little physical or mental effort • Improved alertness and energy increase productivity • Instant AND lasting comfort • Reduced negative impact of sedentary lifestyle • Less absence due to illness • Perfect for multi-user office environments and dynamic workspaces • Comfort through variation • Generous and caring
Visual design	<ul style="list-style-type: none"> • Hidden technical features: <ul style="list-style-type: none"> • Backrest extended to hide connection to seat • Plastic cover below the seat curve inwards • Semi-integrated levers • 4 aluminium colours, fully upholstered or mesh, and vast selection of fabrics • Extended backrest • Wider lower section of backrest • Embracing and flexible armrests • Good Design Award winner 2014 	<ul style="list-style-type: none"> • «More like furniture, less like a machine» • Continuous geometric volumes (/continuous body) • Possible to customize to any workspace or –situation to fit in or stand out • Provides a sense of privacy (personal zone) 	<ul style="list-style-type: none"> • Domestic style: - welcoming, comfortable and warm • Simplicity (less visual clutter) • Harmony • Customization • Privacy
Sustainability	<ul style="list-style-type: none"> • Nordic Swan certification • Certificates: 14025 EPD, Greenguard, Möbelfakta 	<ul style="list-style-type: none"> • Best in class sustainability <ul style="list-style-type: none"> • Reducing our carbon footprint • Taking less from our planet • Keeping people safer and happier 	<ul style="list-style-type: none"> • Caring for the environment and future generations • Eliminate health hazards in working environment • Attract and retain environmentally conscious employees (CSR)
Quality	<ul style="list-style-type: none"> • Made by Røros Norway since 2013 • 10 year warranty • Attention have been given to every detail – designed from all angles • EN, GS, BS, BIFMA and NPR certifications 	<p>Consistent quality sensation ...from distant and up close, touching and sitting in it, rattle free handles and levers, good audio qualities... Simple maintenance Service security (spare parts availability)</p>	<ul style="list-style-type: none"> • Reliability • Longevity • Sustainability

	CHARACTERISTICS	BENEFITS	VALUES
Human Factors	<ul style="list-style-type: none"> • The unique shape of the chair • HÅG in Balance® movement mechanism (w/out the forward tilt) • Unique saddle seat that enables balanced sitting • Cross-shaped backrest that provides unique freedom of movement • Flexible height range • Foot support (FootControlledMovement™) 	<ul style="list-style-type: none"> • Inspire variation between many different postures, all in the same chair; sit forwards, backwards or sideways • Enables natural resting position where the lumbar curve is preserved, the hip joint angles are open, and muscles are well-balanced and relaxed • Eliminates strain on back and upper body often associated with conventional sitting • Move in a free and intuitive way • Comfy armrest in a reclined position • Allows you to sit the other way around resting on the backrest in a forward leaning position • Easy to shift between sitting at different heights, standing and perching • Reduce fatigue associated with “sit-stand” • Perfect fit for height-adjustable desks • Stimulates the circulation in your legs 	<ul style="list-style-type: none"> • For active sitting – “The best posture is always the next one” • More movement of your whole body with little physical or mental effort • Improved alertness and energy increase productivity • Lasting comfort • Reduced negative impact of sedentary lifestyle • Less absence due to illness
Visual design	<ul style="list-style-type: none"> • Designed by Peter Opsvik in 1984 - one of the most legendary Scandinavian designers behind the Trip Trap chair (1972) • Opsvik was attempting to overcome stereo-typical sitting habits with unconventional seating solutions • 4 aluminium base colours • Wider seat and headrest optional • Vast selection of fabrics and colours 	<ul style="list-style-type: none"> • The distinct shape stands out from other chairs, adding personality to any environment • Versatile and customizable chair 	<ul style="list-style-type: none"> • Timeless design (>30 years on the market) • Human centred playful approach to sitting • Fits in anywhere
Sustainability	<ul style="list-style-type: none"> • 1st office chair to be granted Nordic Swan Ecolabel • 2015“Best Recycled Plastic Product in Europe” - the European Association of Plastics, Recycling and Recovery Organisations • 48% recycled materials - 53% plastics from household waste • No glue or harmful chemicals • Disassembly in less than 5 minutes with not special tools • Certificates: 14025 EPD, Greenguard, Möbelfakta, Nordic Ecolabel Swan 	<ul style="list-style-type: none"> • Demonstrates life cycle thinking and circularity throughout the entire design • Durable, repairable and easy to disassemble 	<ul style="list-style-type: none"> • Caring for the environment and future generations • Eliminate health hazards in working environment • Attract and retain environmentally conscious employees (CSR)
Quality	<ul style="list-style-type: none"> • Made by Røros Norway since 1984 • 10 year warranty 	<ul style="list-style-type: none"> • High quality products • Simple maintenance • Service security (spare parts availability) 	<ul style="list-style-type: none"> • Reliability • Longevity • Sustainability

	CHARACTERISTICS	BENEFITS	VALUES
Human Factors	<ul style="list-style-type: none"> • HÅG in Balance® movement mechanism • Open shapes and soft curves • Foot support (FootControlledMovement™) • Smart hidden technology - HÅG in Balance® • Few adjustments needed • High quality mesh that gives you good support • Optional neat armrests • Optional lumbar support for mesh chairs • Breathable transparent backrest (mesh) 	<ul style="list-style-type: none"> • Always in balance • Smooth balanced tilt of the latest HÅG in Balance® mechanism • Move in a free and intuitive way • Stimulates the circulation in your legs • Easy to use and share • Most new users just need to adjust the seat height (to sit in balance) • Fully functional task chair, with compact and streamlined looks • Keeping your back cool via constant ventilation 	<ul style="list-style-type: none"> • More movement of your whole body with little physical or mental effort • Improved alertness and energy increase productivity • Lasting comfort • Reduced negative impact of sedentary lifestyle • Less absence due to illness • Perfect for multi-user office environments and dynamic workspaces • Human centred design
Visual design	<ul style="list-style-type: none"> • All technical parts are integrated into its shape, making it more streamlined • 7 HÅG FutuKnit™ colours with matching mesh • Mesh- and solid chair are visually similar • Reddot Design Award winner 2010 	<ul style="list-style-type: none"> • «More like furniture, less like a machine» • Blends in with its surroundings • Ideal if you lack space, yet require an effective task chair • Possible to customize to any workspace or –situation to fit in or stand out • Able to cater to different personal needs and still obtain visual harmony 	<ul style="list-style-type: none"> • Simplicity (less visual clutter) • Harmony • Customization • Personalize
Sustainability	<ul style="list-style-type: none"> • Low weight • Easy to disassemble without need of any special tools • 40% recycled from post-consumer and postindustrial waste • Low carbon footprint at 54,5 kg CO2 equivalents • Contains no hazardous chemicals - Greenguard certification • 95% share of recyclable material • Certificates: 14025 EPD, Greenguard, Möbelfakta 	<ul style="list-style-type: none"> • Best in class sustainability – awarded the Green Good Design Award <ul style="list-style-type: none"> • Reducing our carbon footprint • Taking less from our planet • Keeping people safer and happier 	<ul style="list-style-type: none"> • Caring for the environment and future generations • Eliminate health hazards in working environment • Attract and retain environmentally conscious employees (CSR)
Quality	<ul style="list-style-type: none"> • Made by Røros Norway since 2007 • 10 year warranty • EN, GS, BS, BIFMA and NPR certifications 	<ul style="list-style-type: none"> • Simple maintenance • Service security (spare parts availability) 	<ul style="list-style-type: none"> • Reliability • Longevity • Sustainability