

# News Release



## **Why you need BASF's Ultramid® resin and Ultraform® POM for your next chair design**

### **Herman Miller's Embody® chair wins furniture category at NPE2009's International Plastics Design Competition (IPDC)**

WYANDOTTE, MI, September 17, 2009 – More than 40 entries were submitted in the recent International Plastics Design Competition during NPE2009 where BASF proudly sponsored the Embody chair from Herman Miller, Inc., in the furniture category. The Embody chair won the design award in this category for its unique design and innovation in process, design, tooling, material, finishings and marketing.

“BASF is very proud to have contributed to such an innovative chair that is ergonomically healthy for the consumer; as well as, sustainable for the environment,” said Mark Minnichelli, Director of Commercial Technology for BASF's Engineering Plastics business in North America. “In addition to the benefits of convenience and production efficiencies, BASF's engineering materials provide flexibility in design and processing efficiencies without compromising performance.”

Herman Miller collaborated with BASF, ITW Dahti and Cascade to bring this innovative chair to reality. Herman Miller, pioneers and innovators of ergonomic, functional and environmentally friendly office seating, created a new office chair with seat and back pixilated support technology, simulating the human spine. The technology automatically conforms to the body's micro-movements and distributes weight evenly. BASF's Ultramid resin and Ultraform POM were chosen to enhance the strength of the Embody's local layer of seating, providing the support traditionally supplied by a foam or mesh. The local layer consists partly of BASF's Ultraform POM material. Additionally, the two piece Ultramid B3EG6 seat frame provides the structural support needed to meet the rigorous seat testing, which included impact

#### **For more information contact:**

Kathy Dennis  
BASF Corporation  
Tel: 973-245-6288  
E-mail:  
[kathy.dennis@basf.com](mailto:kathy.dennis@basf.com)

testing, and 24x7 loading requirements. Ultraform also provides the dimensional stability and outstanding sliding friction behavior.

### **Combining innovation with material expertise**

Processed directly into the technical components of the back support system, Ultraform N2640 Z4 is able to combine outstanding sliding-friction behavior, excellent strength and toughness with superb mechanical properties. The chair back surface is a matrix of pixels that results in a dynamic back surface that adjusts to movement and evenly distributes one's weight across its surface. The purported health benefits of the Embody chair include:

- Eliminates discomfort and physical constraints while sitting
- Minimizes stress on muscles, bones and tissues
- Promotes better blood circulation
- Promotes better oxygen flow to the brain

Every knob, button and lever can be used to adjust the Embody chair to fit one's posture, height and size perfectly. The seat itself is made up of four layers, which consist of plastic bands, a sheet of coils, hexagonal rings and the final, outer perforated textile layer that keeps your back cool. Another aspect that makes the Embody chair a worthwhile purchase is the fact that it is made from non-toxic and sustainable materials and is 95 percent recyclable.

For a press photo, please click here: [http://www.basf.us/pressphotos/09-17-09\\_HermanMillerEmbodyChair.jpg](http://www.basf.us/pressphotos/09-17-09_HermanMillerEmbodyChair.jpg)

Suggested caption: BASF's Engineering Plastics provide excellent strength, dimensional stability and outstanding sliding friction behavior to support a multi-award winning chair design by Herman Miller.

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## Herman Miller

Herman Miller works for a better world around you—with inventive designs, technologies and related services that improve the human experience wherever people work, heal, learn, and live. Its curiosity, ingenuity, and design excellence create award-winning products and services, resulting in more than \$1.6 billion in revenue in fiscal 2009. Innovative business practices and a commitment to social responsibility have also established Herman Miller as a recognized global company. In 2009, Herman Miller was again cited by *FORTUNE* as both the “Most Admired” in its industry and among the “100 Best Companies to Work For” in America, while *Fast Company* named Herman Miller among the innovative “Companies to Watch.” Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.



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