

# HÅG SoFi mesh new colours

January 2025

# Say hello to the new HÅG SoFi mesh colours

- Putty Grey
- Dark Blue
- Burgundy



# The HÅG SoFi family



- HÅG SoFi launched in 2013
- HÅG SoFi mesh introduced at Orgatec October 2016
- Designed by Frost Product and Powerdesign, together with Flokk Design.
- Strengthen focus – grow sales of HÅG SoFi mesh, top 2 most sold Flokk product in 2024

# Meet the designers



The HÅG SoFi collection is the result of an innovative design collaboration with PowerDesign, Frost Produkt and Flokk Design.

*“We wanted to create a user-friendly and uncomplicated chair that inspires new ways of working and collaborating. A chair that suits most people and fits in everywhere.” — Sondre Frost Urstad, Frost Produkt.*

*“Office chairs are surprisingly complex products. In fact - we transformed an advanced machine into a beautiful piece of furniture” - Aleksander Borgenhov, Powerdesign/Flokk Design.*

## Stand Out – Fit In

HÅG SoFi is as the name implies, designed to be styled to Stand out and Fit In according to your needs. And can also be associated with Sofistikert.

The HÅG SoFi collection expresses uniqueness and wide appeal and is designed to be customized.

Ranging in appearances from subtle, refined and coherent, to expressive and daring.

There is a wide variety models, materials and colours to choose from and to combine.

Whoever you are – whatever your needs – HÅG SoFi stands out and fits in.



# HÅG SoFi mesh in short



- Provides you with comfort and ventilation benefits of a breathable, transparent backrest (5 colours).
- HÅG inBalance® technology ensures more subconscious movement.
- Adjustable seat height and depth, and unique fully functional lumbar support.
- The seat, lumbar support and headrest can be dressed up in a variety of colours from the HÅG Total Colour Standard and extended textile collections.
- Available with HÅG SlideBack™ armrests which allow you to move closer to your desk, invite you to sit sideways or use the armrests as elbow support.
- Environmental data given apply for model with black recycled plastic (PP).

# HÅG is about celebrating movement

Life engages us to move naturally. As humans, we are meant to move.

Inspired by the movement of the human body, HÅG intuitively merges design and balanced sitting.

By making sitting active, we add energy and flow to your workday.

The HÅG chairs are designed to help you stay healthier, more active and alert by enabling effortless movement of your whole body while you sit and work.

This is why we celebrate movement.



# Scientific studies -HÅG InBalance seating promote movement.



The Einar Stranden study showed that HÅG promotes 4x more movement than a chair without the centre-tilt movement

....preventing numbness and swollen feet often caused by prolonged sitting

Time	HÅG chair with HÅG inBalance®	Chair without movement
0 min	0	0
30 min	~150	~25
60 min	~300	~50

**4 TIMES MORE MOVEMENT**

### THE HÅG MOVEMENT

The HÅG centre-tilt mechanism (HÅG in Balance®) have a centrally placed tilting-point that ensures that you always sit in balance, above the natural pivot point of the chair. The mechanism allows you to tilt backwards and forwards with equal ease, using your legs to control the movement.

### NEW STUDY CONFIRMS HÅG IN BALANCE® CAPACITY TO PROMOTE MOVEMENT

A new scientific study, carried out at the prestigious Karolinska Institute in Stockholm, shows that you can actually be active, while sitting down with HÅG SoFi.

sitting in a HÅG SoFi with the centre-tilt mechanism in an open mode, outperforming a conventional dynamic chair\*.

As many as 73% of the subjects in the study reached levels of movement classified as light human activity (i.e. not sedentary) when sitting in a HÅG SoFi with the centre-tilt mechanism in an open mode, outperforming a conventional dynamic chair\*.

The study even shows that sitting down at the office (in a HÅG SoFi) actually can produce more movement than standing up!

**Standing** 33%     **Conventional dynamic chair\*** 33%     **HÅG SoFi with HÅG in Balance®** 73%

The chart shows the proportion of subjects with mean > 100 cpm using accelerometer data from waist when subjects were asked to perform a simulated work task in the laboratory. The data compares the results of sitting in a HÅG SoFi with a centre-tilt mechanism, a conventional dynamic chair and standing.

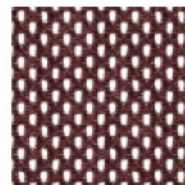
\*Conventional task chairs are mainly chairs with synchro mechanism. When leaning backwards in these chairs the chair seat will tilt backwards and the backrest will recline in a defined relation to the seat.

A brand of Scandinavian Business Seating



## Strength in function – Beauty in form

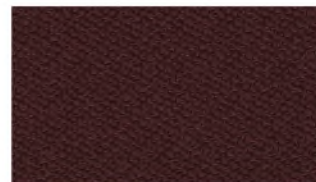
Visually warm and welcoming, the HÅG SoFi hides the fact that it's packed full of smart functionality. It's complete user-friendliness makes it ideal for multi-user working environments.



MEH003, Burgundy



Kvadrat, Steelcut Quartet, 0354

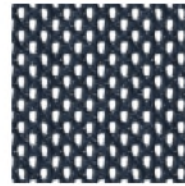
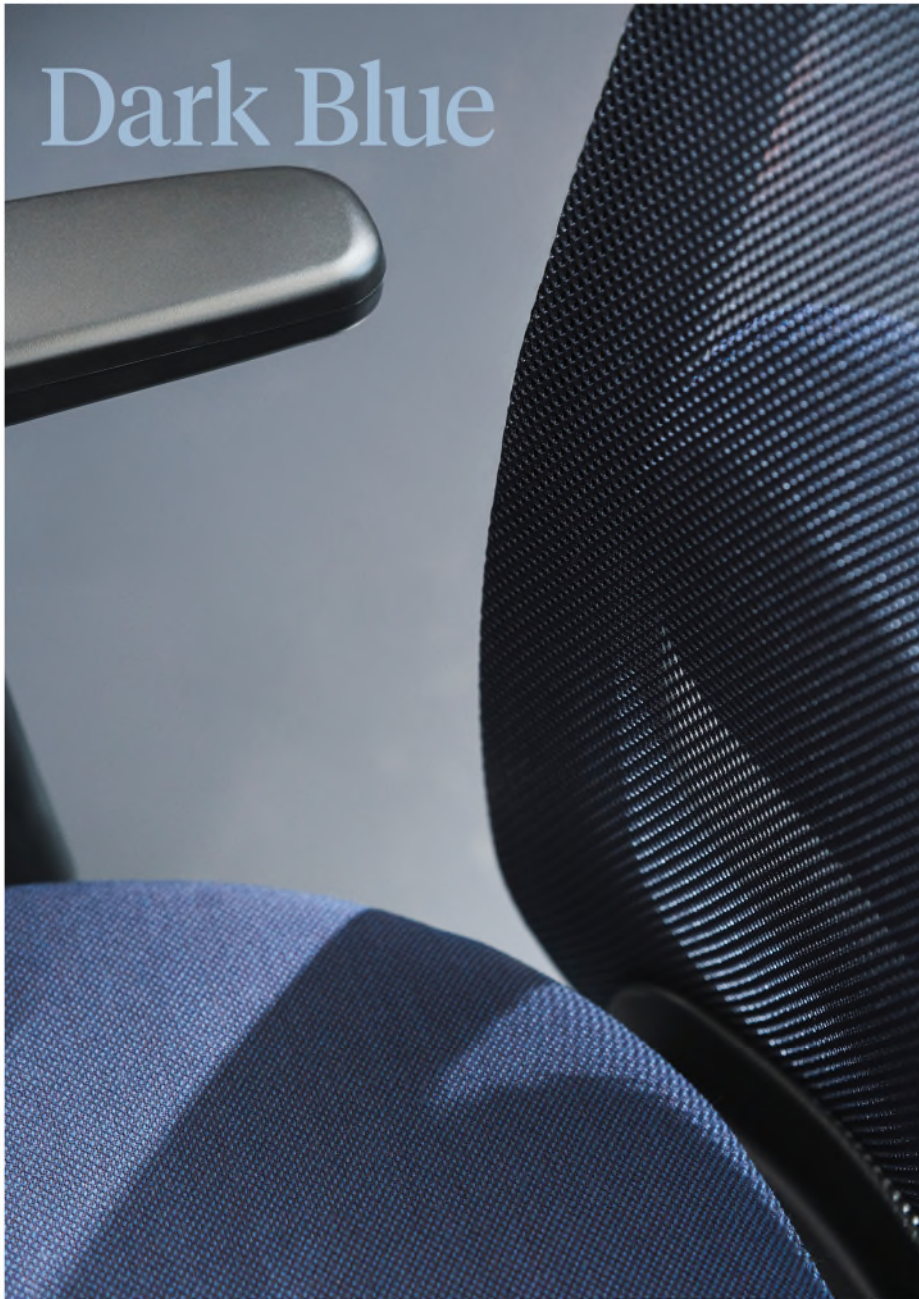


Kvadrat, Vidar 4, 0693



Gabriel, Capture, 3701

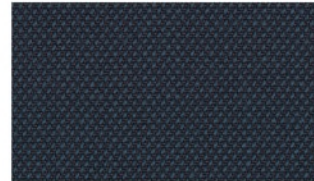




MEH004, Dark Blue



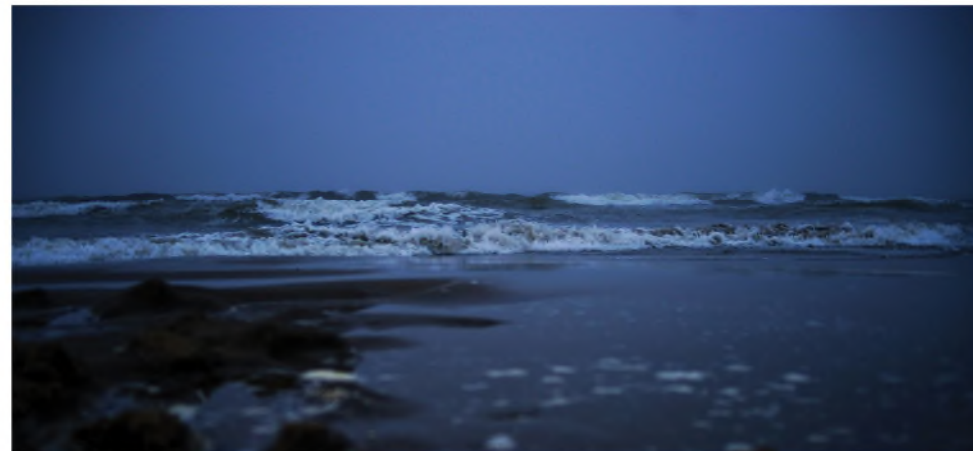
Camira, Sumi, SUR08



Kvadrat, Steelcut Trio 3, 796



Gabriel, Capture, 6001



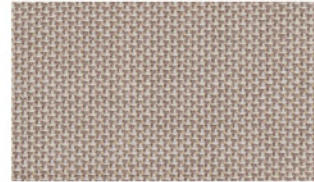
Please note that the textile colours shown in these images may vary from the actual colours. Photos: BOW/Unsplash



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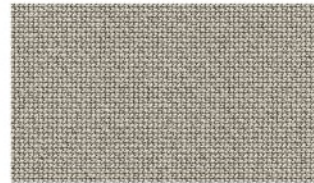
MEH005, Putty Grey



Camira, Penta, PEN20



Kvadrat, Steelcut Trio 3, 205



Gabriel, Cura, 60112



# Images





# HAG

