

PRESS RELEASE:

## SCANDINAVIAN DESIGN WITH FUNCTION

The Rodeo chair is a perfect example of a form that also has a function with a clear beneficial value. The person sitting, is in constant motion and therefore strengthens the core muscles.

University of Stavanger performed measurements in 2015 and in 2016, showing a significant improvement in spinal strength of one sitting on a chair Rodeo, compared with regular chair.

Rodeo chair is designed by professionals, based on established knowledge. **RODEO - promotes global spinal health.**

### MEET RODEO AT **ICFF NY**

Meet us **May 20 - 23, 2018 at stand number 1641**. The Founder Frode Skretting who is Specialist in General Physical Therapy MNFF Director of Product Development and Professional Qualification Master of Physiotherapy will meet you there.

### AWARD FOR DESIGN EXCELLENCE

**In 2015 we were awarded The Award for Design Excellence.**

The jury's verdict: "This is a piece of furniture with clear sculptural qualities. The aesthetic expression allows Rodeo to stand out. It has good proportions and appear evident in his expression. With wood as the main element, the design expression is calm and subtle. The design combines a welcoming, soft shape with ergonomic qualities. The jury believes Rodeo is innovative in its simplicity."

**DOGA** AWARD



**RODEO HOLDING AS**

Professor Olav Hanssensvei 7a, PB 8034, 4068 Stavanger, NORWAY

**[www.rodeochair.no](http://www.rodeochair.no)**

# RODEO®

GLOBAL INNOVATIVE SPINAL HEALTH

Find our logo and various documents in our press-kit at:  
[www.rodeochair.no/product-info/press](http://www.rodeochair.no/product-info/press)



**DOG A AWARD**

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