

# BACK SUFFERERS NEED BACKFRIEND®

## MEDesign® Ltd

Backache during and after sitting afflicts millions of people worldwide. Many of them are healthy individuals who just find sitting uncomfortable, others are already being treated for their back pain.

Much of the pain and discomfort is due to poor seat design but it also depends on what you are doing. Your angle of vision, the load in your hands and on your shoulders, the operation of levers and pedals in your car can all lead to postural stress on the back. For this reason, no single seat or chair design may be exactly right.

To prevent backache, a backrest should take the weight off your spine up to mid shoulder level; the curves of the low back support must fit you properly and prevent your pelvis from rolling back; and the inclination of the backrest must be adjustable. Regrettably, none of the ordinary back supports already available solved all the problems.

Supports  
whilst  
sitting for  
greater  
comfort

Available  
in seven  
colours

Exported  
to more  
than 35  
countries

### AVAILABLE FROM

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The challenge was

- 1) was portable and would go into any chair;
- 2) needed no fitting, nor any straps to keep it in place;
- 3) supported both lumbar and thoracic regions of the spine;
- 4) gave full adjustment of backrest inclination; and
- 5) allowed the curve of the backrest above the seat-base to be height-adjustable.

All these requirements have been met in the MEDesign Backfriend.

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# BRINGS YOU COMFORT WHEREVER YOU ARE

## AT HOME...

The design of chairs and seats does not always provide good lumbar support.

As a result countless people find their backs become painful when sitting. And backache sufferers especially so.

Backfriend is a "seat within a seat" and is so convenient to use in any seat or chair in any house or relaxing in the garden. You can even use the backrest portion for support whilst semi-reclining in bed.

Such a simple way to bring more comfort into your home.



## IN THE OFFICE...

Any pain can seriously reduce your concentration and working efficiency. And backache is a serious pain.

But if you do have to sit for long periods at work (sometimes in less than adequate chairs) Backfriend will provide the same advantages and comfort as in your own home.

Backfriend makes life easier at work.

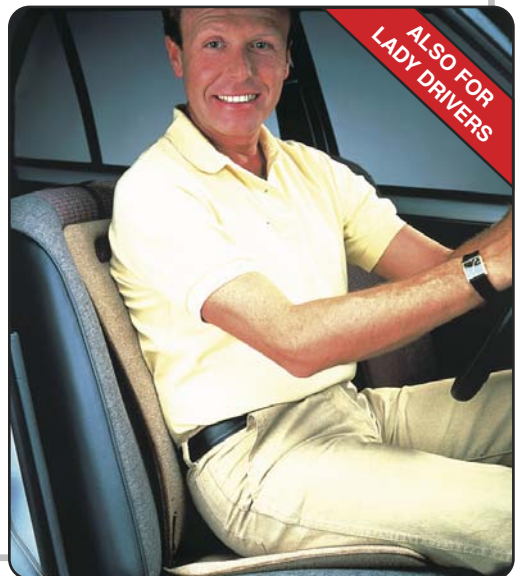


## OR TRAVELLING...

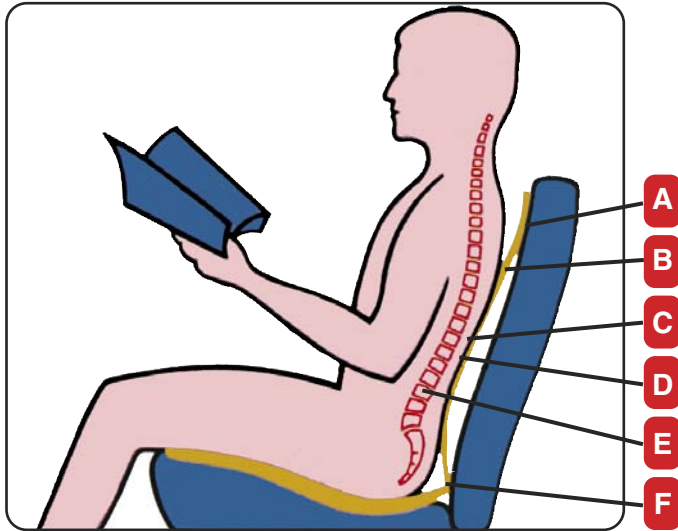
Travelling usually involves sitting, for a long time, with little chance to stretch your legs. For backache sufferers the seats in cars, trains, and aircraft can be dreadful and drivers are at special risk.

To avoid the pain all you have to do is take your Backfriend. Then you are sure of a comfortable seat anywhere. (For use in cars we recommend the single padded model).

**IDEAL FOR LADY DRIVERS** - where better vision, plus greater comfort promotes a greater sense of security.



# AT LAST - COMFORT...



## BACKFRIEND®

Designed from expert knowledge with the anatomical, orthopaedic and ergonomic aspects of pain free seating firmly in mind. And it is recommended by physicians and surgeons both in the UK and abroad.

**Above all else the Backfriend is adaptable.** Whether the chair you have to sit on is soft and sagging, as upright as a church pew or even a bench against a wall, Backfriend can be used to provide more comfort while sitting.

**BRINGS YOU SUPPORT AND COMFORT. USE IT WHEREVER YOU GO. SUPER LIGHTWEIGHT.**

Backfriend is constructed from a very strong material but it is still light to carry. The inbuilt handle and easy closing fastener enable you to carry it wherever you go. Or, for even easier portability, a custom made carrycase for your Backfriend is also available.

- A** Hand grip for easy carrying.
- B** Robust lightweight construction.
- C** Quality fabric covering in 7 colourways.
- D** Firmly padded for comfort in fire resistant CMHR polyether foam.
- E** Maximum anatomical support in spinal area.
- F** Easy to adjust hinges ensure the back rest curve is always at the right height for you.

## HOW TO USE BACKFRIEND®

1. Select the height of the backrest at which you are most comfortable.
2. For maximal relaxation, have the backrest at 15 - 20° from the vertical.
3. To get the best from Backfriend your thighs should be well supported by the seatbase. If your chair is too low, raise the seat base with cushions, if too high use a foot rest.
4. If used in a semi or fully reclined position, raise the front of the seatbase slightly to maintain your position.
5. As with any seat, avoid sitting for an extended period in the same position.
6. Do not carry wallets et al in trouser back pockets when using the Backfriend. The fabric may wear against the hinges.

# MODELS AVAILABLE

## Single Padded (S/P) Model

The Single Padded model has 1" (25mm) padding on both the back and seat.

## Double Padded (D/P) Model

The Double Padded model has 2" (50mm) padding on the **seatbase only**. This is intended for users who are permanently sitting e.g. in a wheelchair. Or for a user who prefers extra thick padding.

**(NB: Backfriend is NOT recommended for use in scooters or power wheelchairs).**

### Fabric:

All models are upholstered with a top quality, fire resistant, furnishing fabric.

**Padding:**CMHR fire resistant, polyether foam.

## Backfriend Colour Range:



COBALT BLUE



OCEAN GREEN



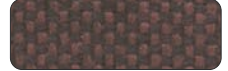
BURGUNDY



OATMEAL



BLACK



SIENNA



ANTHRACITE

## MODELS

### Single Padded (S/P) Models

BFS 1 Oatmeal

BFS 3 Cobalt Blue      BFS 4 Ocean Green

BFS 5 Burgundy      BFS 6 Black

BFS 7 Sienna      BFS 14 Anthracite

### Double Padded (D/P) Models

BFS 2 Oatmeal

BFS 8 Cobalt Blue      BFS 9 Ocean Green

BFS 10 Burgundy      BFS 11 Black

BFS 12 Sienna      BFS 15 Anthracite

## DIMENSIONS

BACKREST      11½" x 19" (295 x 480mm)

SEATBASE      16" wide x 14½" deep  
(410mm x 365mm)

WEIGHT      3.5 lb (1.6Kg)

## HEIGHT ADJUSTMENT

The factory setting of the backrest height is appropriate for the majority of users.

We recommend it be used at this height or at least until you are sure that it really does need to be adjusted.

NB: see "Care of the Backfriend" section.

## CARE OF THE BACKFRIEND®

1. Forcing the Backfriend into too narrow a space or knocking the edges against hard surfaces, will damage the edge seal.
2. Some initial wear will occur on the bottom corners of the backrest due to friction against the seatbase.

## CLEANING

Minor stains may be removed with a damp cloth or sponge. Major cleaning is best done with any reputable dry foam cleaner of the type sold for cleaning car fabric upholstery.

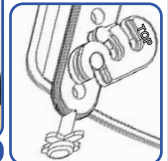
## ACCESSORIES & SPARES



Carrycase



Fleece Covers



Hinge & Hingelock

# BACKFRIEND GUARANTEE

Defects in materials or manufacture which occur within 12 months from date of purchase will be repaired or replaced, at the option of MEDesign® Ltd., free of charge.

Repairs required because of accidental damage, fair wear and tear, misuse, are chargeable.

A refurbishment service is available for old Backfriends. Contact MEDesign® Ltd. for details.

This guarantee is additional to your standard statutory rights.

# COMMENTS FROM USERS

The following extracts are from a few of the many unsolicited letters we receive. The originals can be seen at the Clock Tower Works.

**Mr W. - Hants** - "Parcel arrived safely. Contents absolutely blooming marvellous !"

**Mrs L. - Kent** - "I have just returned from holiday having driven 4 hours each way without the slightest backache or discomfort. It also improves my easy chair and I shall now have the remedy when I work as a Temp and am given the usual broken office chair. Thank you so much for a first class product and first class service."

**Mrs B. - Wilts** - "I would compliment your company on its very pleasant and efficient staff who dealt with my request so promptly - a rare thing nowadays ! The Backfriend too is exceptional, an excellent product."

**Mr S. - Bucks** - "The Backfriends I bought earlier this year have transformed my life. I suffer from recurrent coccydynia (or did!) and sitting especially on long car journeys was terribly painful - now I can sit anywhere, pain free, thanks to your wonderful product. This new one is for my husband so it should make him happier too."

**Mr W. - Herts** - "I am delighted with my Backfriend; it has had a profound effect during a very difficult time."

**Mrs C. - Northants** - "I am delighted with the service I have received from yourselves and I'm very pleased with the seat."

**Mr L. - Essex** - "We were impressed with your helpfulness and promptness in sending replacement hinges; hardly a big money making order for you but it says something about your attitude to customer care. Many thanks."

**Mr C. - London** - "I would not be exaggerating if I stated that it has changed my life. I am 32 years old and I played tennis yesterday for the first time in a year and I have taken up football again. I would like to wish your company every success and you can rest assured that I will be recommending your products whenever I get the opportunity."

**Mrs F. - Shropshire** - "I have now had my Backfriend for 2½ years and couldn't be without it. It is quite incredible how aches and pains disappear quickly when using the seat. A marvellous invention."



## BUSINESS PURCHASERS

AA	Cancer Research UK	Glaxo	Marks & Spencer	Royal Mail
Age Concern	C.B.I.	Hewlett Packard	Ministry of Defence	R.S.P.B.
Barclays Bank	Citibank	Honda	Mobil Oil	Scottish & Southern
Blue Circle Cement	Co-op Insurance	H.M. Courts Services	National Blood Service	Siemens
British Gas	Dairy Crest	H.M. R & C	National Probation Service	The Open University
British Petroleum	D.S.S.	H S B C	NSPCC	Thomson Directories
British Aerospace	Express Newspapers	I B M	Octel	United Distillers
British Telecom	Foxboro	John Lewis	Pilkington Glass	Vent-Axia
BUPA	Girobank	Evening Standard	Prudential Assurance	Vodafone

## EXPORTED WORLDWIDE INCLUDING

Australia	Cyprus	Greece	Jamaica	Malta	Portugal	Sweden
Belgium	Denmark	India	Japan	Mexico	Singapore	Switzerland
Botswana	Finland	Ireland	Korea	Netherlands	South Africa	Turkey
Canada	France	Israel	Kuwait	Norway	Spain	UAE
Chile	Germany	Italy	Luxembourg	Poland	Sri Lanka	USA

## LOCAL AUTHORITY PURCHASERS

Bedfordshire	Cleveland	Greenwich	Lancashire	Powys	Somerset	West Sussex
Birmingham	Croydon	Hampshire	Leicester	Renfrewshire	Staffordshire	Wirral
Bradford	Cumbria	Haringey	Lincolnshire	Rochdale	Stockport	York
Brighton	Dorset	Hastings	Newport	Salford	Surrey	
Bristol	Dudley	Hereford	Northumberland	Sandwell	Tameside	
Cambridge	Edinburgh	Hertfordshire	Nottingham	Sefton	Tayside	
Cardiff	Glamorgan	Humberside	Oldham	Sheffield	Walsall	
Cheshire	Gloucestershire	Kent	Oxfordshire	Shropshire	Warwickshire	

## INDEPENDENT PRODUCT REVIEWS

### The Good Web Guide website - "Best Health Buy"

This neat little accessory looks set to be as ubiquitous as silver scooters among the slipped disc contingent. Foldable, portable, it gives support for both the lumbar and thoracic regions of the spine. You can use it with any seat or chair, including cars, theatres and planes and it weighs just 4lb."

### What Car? Magazine, December 1995, p.47

"The MEDesign Backfriend is the only one we recommend. It can make a bad seat good thanks to its slim, fibreglass base and back. Beautifully designed to allow freedom of movement, excellent support while avoiding pressure points. It will work whatever the car although, because it raises you, tall bodied people should watch their heads. Highly recommended."

### MDA Report A12, June 1995, pp.18-19

"...Six of the 7 subjects rated the Backfriend as comfortable or very comfortable, and 4 of these considered it to be more comfortable than their own car seat...all 7 subjects felt it provided good overall support, and 6 felt that it provided the correct amount of lumbar support...Subjects commented on the ease of fitting and portability and also on the firmness and texture."

### Daily Telegraph, 12.12.92, p.XV

"Motorists who need extra support or who suffer from back trouble can take advantage of the Backfriend, an adjustable, hinged support to help you sit correctly. I have had one on standby for years, and also find it useful when working at a desk."

### Health & Fitness, October 1991, p.70

"If your work involves a lot of sitting, the state of the art Backfriend, supports both the upper and lower back and is adjustable and portable. (It was a big hit with everyone using computers at Health & Fitness)."

### Good Housekeeping, September 1987 p.190

"This support is rigid and helps preserve posture. It would be good for the car and the office, because driving and desk-bound work aggravate back pain. It is well made, lightweight, portable, adaptable - an excellent piece of equipment."

### British Osteopathic Journal 1983, 15.2

The Backfriend really comes into its own when used as a combined seatbase/backrest combination where the base helps to maintain correct anatomical relationship between pelvis and spine. It is equally suitable for car drivers, office workers, plane or train travellers and the backrest can even be used for support when semi-reclining in bed."

The design of Backfriend was directed by Dr J D G Troup, Ph.D, MRCS, LRCP, MFOM, F. Erg. S, who was internationally acknowledged as a leading expert in back pain.

The main cause of backache when sitting is biomechanical. Without a backrest the pelvis tends to tilt back and muscular effort is needed to prevent this; thus postural stress is imposed on the spine.

The design of the shape of the backrest is crucial and its height above the seat base also has to be controlled.

These are the main anatomical and orthopaedic considerations but, in addition, the essential need for adaptability and portability of the Backfriend posed a variety of problems in the design and construction of the ideal back support.

The Backfriend solves all these problems and we believe it to be unique amongst products which aim to support the spine in the optimal position to avoid backache when sitting.

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BACKFRIEND is a registered trade mark of MEDesign® Ltd.

The Backfriend is one of the wide range of products from MEDesign related to back pain. Other products include:



Bedboards



Orthopaedic Pillows



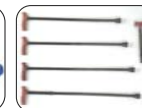
Bedglasses



Bed Rope Ladders



Patient Hand Blocks



Walking Sticks



Leg Rests



Bathboards



Toilet Seats



Kwik Park Lens



Portapillows



Flower Gatherers