

Features & Benefits

- People buy benefits – what the product will do for them or their clients
- Features alone are not enough – can lead to them thinking “So what?”
- Easiest way to convert a Feature into a Benefit is to add the phrase “which means that...”

Feature	Benefits
<p>Integral Footplate Can be deployed at any point in the range of motion and stows away seamlessly behind the legrest.</p> <p>Patent Pending</p>	<p>HCP / Carer: No storage problems or problems of footplate going missing. Doesn't affect surfaces of the legrest. No compromise of form over function. Fewer back problems.</p> <p>Occupant: Safer & easier to rise to standing for greater independence. Can be extended to accommodate larger feet, and the angle can be adjusted to allow the client to achieve maximum comfort when their legs are elevated. Can get stand aid under too.</p>
<p>Floating-Tracking legrest. Allows the legrest to smoothly follow the biomechanical movement of the lower legs as they pivot at the knee joint, giving uniform support to the lower legs and knee whilst preventing drag to the skin.</p> <p>Patent Pending</p>	<p>HCP / Carer: Easier adjustment for handler, no need to lift the legs</p> <p>Occupant: Constant contact, full support, non- dragging. Moves in synchronisation with skeletal / body movement. Heel support at all times. More even distribution of body weight. No pressure points. Less pain. Less distress and agitation for the occupant. Un-noticeable – you don't feel a thing.</p>

Feature	Benefits
<p>Instant seat width adjustment – no tools require or extra supports Tailored seat width adjustment built into the chair itself- it is also designed to cope with off-set postures without the need of additional supports. Simple single handed adjustment system makes the chair easy to use and ideal for multiple users with no need to remove upholstery or use tools for adjustments.</p> <p>Patent Pending</p>	<p>HCP / Carer: Tool free adjustment. Nothing to remove. Doesn't get damaged. Nothing to lose (and then replace). No storage problems in multi-use environments. Ease of use and set up – more likely to set up correctly. Easy to adjust / change. Easy to re-set for another user – one chair solves all.</p> <p>Occupant: Better support, more comfort.</p>
<p>Seat depth adjustment A large range of seat depth adjustment controlled by a single control which operates a high quality sliding mechanism. The back of the chair moves over the seat cushion so that the front edge of the seat, affecting seat height and the operation of the legrest, is not compromised.</p>	<p>HCP / Carer One handed tool free. Very obvious, no crawling around making it easier, safer to adjust. More solid, locks into place on both sides. Solid & Stable, less worry - no need to keep checking.</p> <p>Occupant Stable pelvic position</p>
<p>J- Strips – covering technology Neat fitting covers using J-strip technology from the automotive industry instead of the usual hook and loop fastenings and no staples. The clean, crisp appearance is achieved through the use of profiled 'J-strip', which clips over the frame of the chair to give the correct tension to the covers.</p>	<p>HCP / Carer Fine in high infection potential areas. Fixed cover appearance – wash each panel easily. Can replace each panel if one is damaged – no need to have whole chair recovered – less cost of repair.</p> <p>Occupant Cleaner, smarter finish to chair.</p>

Feature	Benefits
<p>EPP (Expanded Polypropylene) foam shaping A light but tough material which is moulded into the shapes which give the clean, modern appearance. Big volumes can be made with a small amount of EPP, helping us reduce our materials consumption and cut down on transportation costs. The moulded parts are made from a single material and in the distant future, when the chair has reached the end of its serviceable life, the EPP can be easily extracted and recycled.</p>	<p>HCP / Carer More flexible; by-product of the oil industry – green, re-uses waste. Whole chair is completely recyclable. No absorption, water proof. Finish is of the highest quality regardless of the craftsperson! – Q.A. is consistent. It is lighter than wood.</p>
<p>Plus Pad (along with EPP) The shaping generated by the moulding of the EPP panels means that the quantity of fabricated foam needed to style the SmartSeat has been greatly reduced. In some of the panels, only a very thin skim of foam is used to fill out the covers and give a clean, crisp appearance</p>	<p>Occupant Get better form feel and finish – ‘sharper’ looking end product. Less needed – materials more ‘green’.</p>
<p>Environmentally friendly All the chair parts can be recycled. The EPP is a by-product of the oil industry, and has no waste during manufacture</p>	<p>HCP/Carer Meets recyclability requirements.</p>
<p>3 section back, with dynamic springing The three part back cushion utilizes formed wire technology commonly used in car seats. This reduces the amount of material required to generate the back support and the natural flex and spring of the wires results in reflexive, comfortable support. The back has three separate sections for lumbar, mid back and upper back. The lumbar section is curved to support the lordosis. The middle section can be interchanged to be either flat or laterally contoured for moderate trunk support.</p>	<p>HCP / Carer Can add and remove shaping in the field – highly flexible – for the changing needs of an occupant and in multi user environments. More configurable. Upgrade easily.</p> <p>Occupant Responsive, reflexive support. Lumbar support is built in. Interchangeable cushions.</p>

Feature	Benefits
<p>Removable arms – as standard Both arms can be removed allowing easy access and transfer from both sides.</p>	<p>HCP / Carer In built transfer arm – at no extra cost – no need to add to your order. Both left and right are removable. Helps with transfer and access – e.g. colostomy change or dressings.</p> <p>Occupant In situ treatment – less disruption and distress for occupant</p>
<p>Extended arm rests Arms are purposely longer than the seat, allowing the occupant to get their upper body over their toes for rise to standing.</p>	<p>Occupant Easier to move to stand position, greater independence</p>
<p>Four locking castors – at no extra cost There is a fully braked castor on each corner of the chair so from any position at least two can be activated to stabilize the chair during transfer.</p>	<p>HCP / Carer & Occupant Stability.</p>
<p>Seat cushion Easy to remove – fits one way only</p>	<p>HCP / Carer Can't replace incorrectly, it only fits one way. Easier cleaning for infection control.</p> <p>Occupant Cleaner environment.</p>
<p>Belt fixing Easier to fit positioning aids and belts by simply looping the loose ends of the strap webbing around the positioning wires on the frame and secured in place with a try-glide buckle.</p>	<p>HCP / Carer Easier and less damaging to fingers and knuckles.</p>
<p>Recessed push handle</p>	<p>HCP / Carer No shirt pockets ripped! – and safer / easier to use.</p>

Feature	Benefits
Adjustable floor to seat height Critical for safe standing transfer. It can be adjusted on site and has three seat height settings which allow the chair to be configured to suit the occupant.	HCP / Carer Can make bespoke on site. Can be re-adjusted for another user.
Adjustable Laterals Answers all issues of support pad thickness and placement with easy to use, tool-free width and height adjustment	HCP / Carer Simple and safe to adjust. Occupant Less distress. More comfortable.
New tray A plastic tray with low profiled edges to aid activities and leisure.	Occupant Easy to see contrast with food. Easy to pick things up in corners. Less spillage (moulded edge to prevent spillage all around).
Tilt cylinder The cylinder has been reversed to work in harmony with the chair whilst occupied.	HCP / Carer Easier to control TiS movement. Easier for shorter carers. Occupant Doesn't push occupant forward. Less agitation for patient.