

Now Work for 18 hours without stressing your back
TEMPUR® pressure relieving seat cushions for the workaholics



New Delhi, April 9, 2009: TEMPUR® introduces pressure relieving seat cushions that combine support and comfort in a unique way to enable people working on desks and computers for long hours to do it without stressing the spine. TEMPUR® Seat Cushions distribute weight evenly across the entire sitting surface that makes sitting for long duration most comfortable. The anatomical design in combination with pressure relieving effects of the TEMPUR® material, provide maximum comfort to the hip area and spine while sitting in an upright working posture.

TEMPUR® Seat Cushions provide unparalleled comfort and support to hip joints and back by reducing pressure from the spine or other joints allowing muscles to fully relax in a natural position thus eliminating the main cause of stress caused by continuous sitting.

According to medical experts, back problems usually stem from abnormal strains on the spine with resultant damage to tissues. One of the chief causes is Chronic / postural, i.e. spending hours in a specific posture, such as sitting on a desk or in front of a computer for long hours. Due to changed office environments, most people spend 4 to 6 hours sitting before a computer on any given day. For some it is even higher, averaging 6 to 8 hours per day. This makes people more prone to muscular and joints problem in the lower back. TEMPUR® Seat Cushion is designed keeping in mind health and comfort for those working for extended hours and offer total sitting comfort. TEMPUR® Seat Cushions not only provide the most comfortable sitting arrangement but also guarantee to help relieve back, neck problems, and circulatory problems.

“It is a must make investment for all professionals, especially those working in BPO’S or software sector. We decided to introduce this particular product in the country, from the wide range of TEMPUR product line, due the large number of knowledge workers, who are beginning to show the adverse affects of long-working hours in upright sitting position”, says Paramjeet Singh, MD, Springwel Mattresses Pvt. Ltd. the company that distributes the world famous TEMPUR® products in India.

The TEMPUR® Seat Cushion is available in India through all Springwel stores ranging from Rs. 7000 to Rs. 10,000 and carry a 3 year warranty.

About TEMPUR®:

Tempur is an International company that specialises in developing, producing and selling comfort products made from the unique TEMPUR® material. TEMPUR® is a high-tech, visco elastic material developed originally by NASA for the US space programme in the 1970’s. Tempur acquired the right to produce the material at the end of the 80’s. This facilitated the transfer of NASA’s technology to private homes and to health care sector throughout the world.

TEMPUR® mattresses, pillows, and small accessories (for use in offices, cars, on the move etc) are temperature sensitive providing an exceptionally high-level of pressure management, reducing agitation, and friction and pressure peaks. TEMPUR® products come with a 15 year warranty and are known to be virtually maintenance free, being allergy resistant, microbial/fungal growth resistance and latex free.

About SPRINGWEL:

Springwel Mattresses Private Limited is among the pioneers of Spring Mattress technology in India. Springwel Mattresses are much more Sleeper Friendly combining comfort with deep down support. These mattresses are available at leading showrooms, all over India, which has been possible due to an ever increasing and satisfied base of customers. Springwel has over 400 retail outlets in India, employees 200 across its manufacturing and retail operations with consolidated revenues of Rs. 45 crore in 2008.

For further information please contact:

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