

# Nightingale Highlights

MARCH 2019



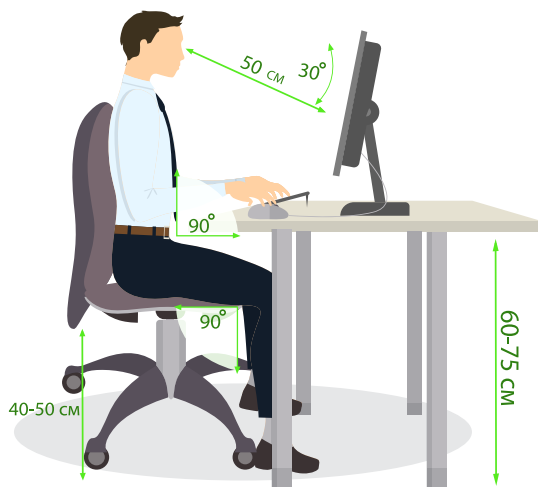
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# 5 Strategies for a Healthier Sit

Years ago, people would sit only to unwind after a hard day of manual labour. Today, the majority of the population sits all day for work as well as for leisure. Bad sitting posture is the cause of numerous ailments, from back pain to tendon strain to even arthritis! Further, strain and fatigue lead to injury and lower productivity. By reducing these, we can improve our quality of life and work exponentially.

Many solutions—from standing desks to stability balls—have been proposed, yet these are not practical (or comfortable) for everyone. The best way to reduce sitting fatigue and ensure proper spinal, muscle, and tendon health is to sit in an ergonomic position.

**Here are some strategies for a healthier sit:**



## 1. MAINTAIN AN UPRIGHT POSITION

If your head is in front of you by even just one inch, it effectively doubles the weight your body must absorb, straining the muscles in the spine and pulling things out of alignment. Practicing strengthening exercises—particularly for the back—outside of the office is a great way to improve posture. Some examples are ‘supermans,’ rows, lat pull-downs, and deadlifts. Still, no amount of human strength is going to solve fatigue in those who sit in the same position all day. The most important step is to find a chair that supports the curve of the spine and head.



## 2. CONSIDER YOUR SPINE HEALTH

Closely related to our number one solution is our number two: spine health. The spine is incredibly important: it provides the main support for your body, allowing you to stand upright, bend, and twist. Importantly, the spinal cord connects your body to the brain, allowing movement of your arms and legs. When sitting, our lower back has the natural, but unhealthy, tendency to relax and go into a slouched position. Seek a chair design that supports the upper back and extends downward to cradle the lower back, pelvic area, and natural lumbar C-curve.

## NIGHTINGALE HIGHLIGHTS



### 3. MOVE EVERY HOUR

Prevent lactic acid build-up that leads to fatigue. When we sit for lengthy periods of time, a limited supply of blood to working muscles causes lactic acid to build up. Build up, or pooling, of lactic acid is what causes muscle cramping. Something as simple as going for a walk around the office every hour or doing some simple yoga stretches at your desk can help to relieve tension, boost circulation and—most importantly—provide a rush of fresh, oxygenated blood that will improve concentration and brain-power.



### 4. REDUCE PRESSURE ON THIGH AND SIT BONES

The femoral artery, at back of each thigh, is a major freeway that facilitates blood flow throughout the body. When we sit, the femoral artery bears the pressure of both our body weight and the seat underneath. This reduces blood circulation, especially when the chair seat is hard or ill-shaped. Further, sitting puts the bulk of our weight on the sit bones: a position that requires continuous muscle movement in order to maintain an upright position. Over the course of a day, this leads to sitting fatigue. Chairs with thick memory foam seats and a 'waterfall slope' will help to reduce pressure exerted on the femoral arteries and the sit bones, ultimately boosting circulation and improving health and comfort.



### 5. SYNCHRO-TILT

A chronic 'bad sitting experience' consistently pulls on the tendons, causing pain where the tendon is attached to the bone. This tension pulls the body out of balance, causing misalignment. A chair with synchro-tilt supports the body's natural movement to eliminate stress on ligaments, tendons, and cartilage.

## NIGHTINGALE HIGHLIGHTS



### Nightingale Winner in Canadian Business Awards

Nightingale has been selected as a winner in the Canadian Business Awards by Corporate Vision (CV) Magazine for our performance in 2018.

In this year's round of the Canadian Business Awards, Corporate Vision looked for companies whose performance was strong.

Businesses in Canada who not only have strong financials but also strong company ethics were heralded for their efforts, and Nightingale's commitment to our employees' job-security, work environment, and work-life balance were praised as contributing to our continual success. Despite challenges to the Canadian economy, Nightingale had a strong year.

In addition to expanding our product line, we expanded our roster by hiring a variety of wonderful sales reps.

According to Edward Faulkner, Coordinator of the CV awards, these two growth markers were key in Nightingale's being named one of the top Canadian businesses of 2018.

You can read more about Corporate Vision magazine at their website: [www.cv-magazine.com/home](http://www.cv-magazine.com/home)

For more about Nightingale's awards and recognitions, please check out our brand new awards page on our website, which can be found at [nightingalechairs.com/awards](http://nightingalechairs.com/awards)

Inspired by open-concept modern workspaces, the **Bless** offers a twist on the classic desk chair. Affordable, durable, and comfortable, it offers freedom of motion to match your creative output.



# \$338\*

\*SUGGESTED SELL PRICE IN USD

# NIGHTINGALE IS BEST MANAGED!

 CANADA BEST  
MANAGED  
COMPANIES



## Nightingale named Top 50 Best Managed Companies second year running

Nightingale is a two-time winner of the prestigious and coveted Canada's Best Managed Companies prize awarded by Deloitte, CIBC, and Queen's School of Business.

Now entering its 26th year, the Best Managed Companies competition recognizes businesses that not only have solid profits, but exceptional

strategy, innovation, practices, ethics, commitment to employees, capability for future growth, and drive for continual reflection.

Companies work closely with coaches from Deloitte and CIBC and must pass several rounds of scrutiny before being named one of Canada's 50 Best Managed.

**Deloitte, CIBC, Queen's School of Business name Nightingale one of Canada's Top 50 Best Managed companies — again!**

# About the Best Managed Program

The Best Managed Program from Deloitte offers many benefits. Aside from media attention and a special issue in Maclean's (Canada's prime culture and business magazine), Best Managed offers a plethora of networking opportunities, prestige, the ability to meet with movers-and-shakers and celebrate our great product, and, most importantly, the ability to work with coaches and look inwardly at best business practices, ultimately strengthening our knowledge of what has made us successful and where we can improve. This is truly what will drive our business forward in years to come.

Deloitte's intention is for Best Managed to act as an incubator and accelerator of Canadian innovation, passion and ingenuity for small and medium-sized

businesses. In their Canada 150 Project, they look at how Canadian business can grow and prosper in coming years. The goal is to make Canada the undisputed best place to live and work in the next 25 years.

This is a lofty goal that involves employing more Canadians and growing Canadian business; the companies that are awarded Best Managed are both part of an ecosystem and a case study of success: why are certain businesses so successful, and how can other Canadian businesses learn from this model.

Nightingale is proud to be a case study in Deloitte's Canada 175 Project and to benefit from Deloitte's power and influence to boost Canadian businesses.



## WE PUT PURPOSE BEFORE PROFIT

- We hire to retire
- We hire from within whenever possible
- We pay for employees to enroll in courses that encourage their growth
- We offer flexible work hours
- 64% of our staff are visible minorities

## NIGHTINGALE HIGHLIGHTS



### OUR CHAIRS ARE BETTER

- Designed and made in our Mississauga headquarters
- Top quality suppliers are held to our rigorous testing standards
- Limited Lifetime Warranty
- Three tenths of 1% Warranty Rate: our chairs are built right and built to last



### INNOVATION

- We have our own University to continually train staff, dealers, and customers
- We do hundreds of CEU courses across the country each year
- We have our own Innovation Lab for original designs
- On-site, government certified testing lab



### WE BRING OUR A-GAME

Nightingale was named one of Canada's 50 Best Managed Companies because of our commitment to quality products, to environmental sustainability, and to our employees. We are always forward looking—setting industry standards rather than following them. Our drive to push the envelope of current chair technology and our sleek design styles allow for a product that looks just as good as it feels. The efforts of all our employees—from customer care and marketing down to the manufacturing plant—have built our success as a company that is personable, reliable, and caring.

# Announcing Our New 'Awards and Recognitions' Page on Website

As we continue to work on website and literature updates, we are pleased to announce that we have launched an Awards page on our website.

You can access the page through our homepage by clicking on the "We Bring Our A-Game" or any of the awards logos, or you can visit the page directly at [nightingalechairs.com/awards](http://nightingalechairs.com/awards).

On this page, we provide background information about each of the awards programs that have recognized Nightingale over the past year: their history, mandates, and what they look for in the products, designers, and companies that they select as winners. It also gives us the chance to show our stuff: we are proud to get recognition for the great work that we do, and can't help wanting to spread the good news!





## Digital Assets Page Now Live

Nightingale's digital assets page provides designers with one-stop, easy access to CAD (2D and 3D), Revit, Sketchup, brochure, and high-resolution images.

We are excited to finally announce the launch of this platform, which has been long in the making.

See what the hype is about; visit [nightingalechairs.com/digital-assets](https://nightingalechairs.com/digital-assets), and scroll through to select any chair.

Our digital assets are easy to find, download, and navigate.

If you have any inquiries about the digital assets page, feel free to contact [mdesmond@nightingalechairs.com](mailto:mdesmond@nightingalechairs.com) for more information.

### NAVIGATION INSTRUCTIONS

- 1 From the drop down menu, select *Resources*
- 2 Click *Digital Assets*

Seating My Chair Maker Resources **1**

**Digital Assets 2**

Digital Assets  
Literature Request



**EC6 Series 635**

CAD

Revit

Sketchup

Brochure

**EC5 Series 535**

CAD

Revit

Sketchup

Brochure

Video

**EC3 Series 335**

CAD

Revit

Sketchup

Brochure

Video

**EC2 Series 235**

CAD

Revit

Sketchup

Brochure

Video

## ABOUT US

Founded in 1928, Nightingale is a leading office seating manufacturing company with a growing global presence. Premium quality products are hand-assembled in our cutting-edge facility. Our commitment to comfort, quality, and innovation has driven our vision to be a global industry leader.

 **Nightingale**

 **BEST  
MANAGED  
COMPANIES**



MALIBU 2200

## CONTACT

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ISO 14001 & 9001 CERTIFIED  
TB117-2013 COMPLIANT

