



Repose enjoys comfortable success at NAIDEX exhibition

Midlands-based healthcare seating manufacturer, Repose Furniture Limited, enjoyed its most successful year yet at the NAIDEX exhibition, where its launch of three innovative products that challenge the traditional designs of healthcare seating led to a significant order for 20 multi-tilt chairs from Irish distributor, Fred Storey, a division of one of the largest pharmaceutical suppliers in Ireland.

Over the three day exhibition at the Birmingham NEC earlier this month, hundreds of visitors tested Repose's newly launched chairs; the Barcelona, the Multi Movelax, and the Multi R.E.P. Each of the chairs is specifically designed with a contemporary look and feel, as well as being functional, in order to make patients feel more comfortable and relaxed in their surroundings.

The family company, based in Brierley Hill, is at the forefront of developing healthcare furniture that is attractive to the patient as well as functioning to a high standard for their specific needs. Repose have recently introduced the use of Gelacell into the production of their cushions, a sophisticated material designed to eliminate peak pressure points, with the ability to contour in response to the transfer of weight and return to its original position.

This was Repose's seventh year exhibiting at NAIDEX, and has been key in their business development. Indications that the company is moving forward are demonstrated by the valuable partnerships they are forging as a result of the show. Repose met with the British Healthcare Trades Association, one of the UK's most established trade associations and as a result secured their membership earlier this week.

Tracey Lloyd, commercial director of the BHTA said: *"We are delighted Repose has come into membership. It is a company we've been keeping an eye on for some time, and one we have seen flourish as their product range has expanded."*

Repose is also at the start of a journey with the Health Design and Technology Institute in association with Coventry University, as they look to conduct bespoke and academic research into the usability of Repose products.

Lisa Wardley, managing director of Repose said: *"We are confident that securing membership with the BHTA will be a positive step forward in providing our customers with the added reassurance that our organisation works to the highest standards. The research with HDTI will also highlight the positive aspects of our growing range of chairs, and our customers will benefit from the insight such research always brings in understanding what end users really want."*

Repose Furniture Limited is a family-run business and manufactures all of its products in the UK.

Lisa Wardley added: *"We pride ourselves on the high standard of workmanship and attention to detail throughout our whole range. The multi-range is designed for the user and carer to change the postural cushion and pressure care seating requirements, and offers cost savings without the need for purchasing a new chair just because you need a different style back or seat. And the variety of materials and fabrics you can choose from is extensive as well as being waterproof, anti-MRSA and hard wearing."*

Editor's Note:

Repose Furniture Limited is based in Brierley Hill, West Midlands, and designs and manufactures high quality specialist seating solutions, with a strong emphasis on practicality and performance.

Specialising in chairs for the healthcare and home sectors, Repose offers a range of products in both traditional and contemporary designs, but the strength of the business is in the provision of bespoke design and manufacturing to suit their clients' specific requirements. Each chair can be made in a range of different materials and fabrics, and a variety of multi-functions and accessories, with the emphasis on comfort and providing health benefits such as relieving pressure points.

Repose is a family business which has over 100 years combined experience in manufacturing mobility and specialist rise and recliners and complementary furniture.

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