

BACK SUFFERERS NEED BACKFRIEND®

MEDesign® Ltd



Offers
positional
relief
from
back pain

Available
in eight
colours

Exported
to more
than 35
countries

AVAILABLE FROM

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Backache during and after sitting afflicts millions upon 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.

The challenge was therefore to develop a support that:

- 1 was portable and would go into any chair;
- 2 needs no fitting, nor any straps to keep it in place;
- 3 supports both lumbar and thoracic regions of the spine;
- 4 gives full adjustment of backrest inclination;
- 5 allows the curve of the backrest above the seatbase to be height adjustable.

All these requirements have been met in the
MEDesign Backfriend.

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BRINGS YOU COMFORT WHEREVER YOU ARE

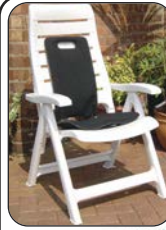
AT HOME...

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. Backache is no exception.

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.

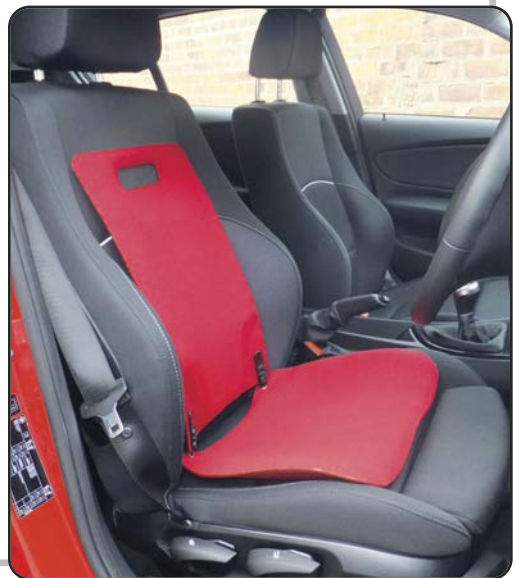
Backfriend makes life easier at work.

OR TRAVELLING...

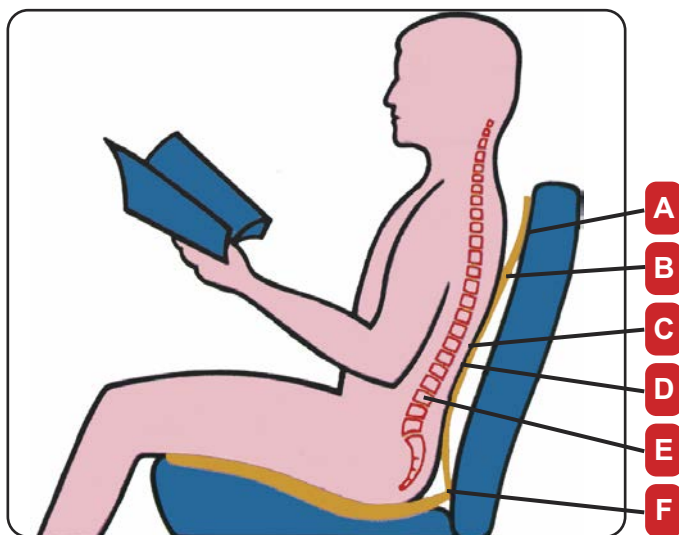
Travelling usually involves sitting, for long periods of time, with little chance to stretch your legs. For backache sufferers the seats in cars, trains, and aircraft can be dreadful and drivers are at special risk.

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

IDEAL FOR DRIVERS - where an improved sitting position, plus greater comfort promotes a better view and greater sense of security.



PORTABLE - SUPPORT & 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 is designed to bring relief from backache or sciatic pain.

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. A custom made carrycase for your Backfriend is also available for even easier portability.

- A** Hand grip for easy carrying.
- B** Robust lightweight construction.
- C** Quality fabric covering in 8 colours.
- D** Firmly padded for comfort in fire resistant CMHR polyether foam.
- E** Maximum anatomical support in spinal area.
- F** Adjustable hinges ensure the backrest curve is always at the right height for every individual.

HOW TO USE BACKFRIEND®

1. Place on chair and undo velcro fastening.
2. Ensure seatbase is fully pushed back into the seat so backrest is completely supported and the hinges are in the upright position.
3. Always use the velcro to fasten the back and seatbase together when not in use prior to moving or carrying your Backfriend.
4. Your thighs should be well supported by the seatbase. If your chair is too low, raise the seatbase with cushions, if too high then use a footrest.
5. As with any seat, avoid sitting for extended periods in the same position.
6. When using the Backfriend do not carry wallets etc... in trouser back pockets. The fabric may wear against the hinges. Ensure that velcro parts are unable to tease or catch materials which may come in contact.

MODELS AVAILABLE



Oatmeal
BFS01 SP
EAN: 5060464550003
BFS02 DP
EAN: 5060464550010



Cobalt Blue
BFS03 SP
EAN: 5060464550027
BFS08 DP
EAN: 5060464550072



Ocean Green
BFS04 SP
EAN: 5060464550034
BFS09 DP
EAN: 5060464550089



Burgundy
BFS05 SP
EAN: 5060464550041
BFS10 DP
EAN: 5060464550096



Black
BFS06 SP
EAN: 5060464550058
BFS11 DP
EAN: 5060464550102



Sienna
BFS07 SP
EAN: 5060464550065
BFS12 DP
EAN: 5060464550119



Anthracite
BFS14 SP
EAN: 5060464550126
BFS15 DP
EAN: 5060464550133



Mulberry
BFS16 SP
EAN: 5060464550140
BFS17 DP
EAN: 5060464550157

MODELS

Single Padded (SP) Model has 1" (25mm) padding on both the backrest and seatbase. This is the version most customers (80%) prefer and is the ideal choice for use in a car. *For optimum pressure dispersion and luxurious comfort (unmatched by synthetic fibres) we recommend the use of the optional real wool fleece covers - see accessories for details.*

Double Padded (DP) Model has 1" (25mm) padding on the backrest and 2" (50mm) padding on the **seatbase only**. This is intended for users who are permanently sitting e.g. in a wheelchair. Or for those users who prefer 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.

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 for details.

DIMENSIONS

Backrest - Width: 29½cm (11½")
Height: 48cm (19")
Padding: 2½cm (1")

Seatbase - Width: 41cm (16")
Depth: 36½cm (14½")
Padding: SP - 2½cm (1")
DP - 5cm (2")

Total weight: 1.6kg (3½lb)

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.

Before making any adjustments or changes: *watch the fitting videos on our website www.medesign.co.uk/videos.php*

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.
3. 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.

COMMENTS FROM USERS

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

Mrs B. - Kent - "I only wish that I had bought my Backfriend when I first saw it advertised, instead of thinking nothing could be that good. It can and it is."

Miss C - London - "I just wanted to say how great your Backfriend product is! I'm a freelance worker which means going into lots of workplaces with bad chairs. This has helped out no end! A really great product."

Mrs G. - Hants - "My Backfriend arrived before our departure on holiday and IT WORKS! I don't know how but I have travelled 7 days to France and Spain without a single problem with my back or coccyx - absolutely amazing. I was seriously worried about a one month driving holiday so the Backfriend has made me a very happy lady!"

Ms J - Brazil - "I just wanted to tell you how happy I was that your website is so easy to use from overseas. My compliments to your professionalism and I look forward to receiving my latest Backfriend. I believe this is number 5 that I have ordered over the years since I first had back surgery 30 years ago - it goes everywhere with me in cars, trains and aeroplanes and has attracted much interest along the way."

Mrs N. - Devon - "I recently ordered a Backfriend for my friend in Germany which was quickly and safely delivered. He is extremely pleased with it. I just want to say thank you to MEDesign both for the superb product (I have had mine for several years) and the very efficient service which you provided."

Ms T - Notts - "Just wanted to say a big thank you to MEDesign for my Backfriend. I am chuffed to bits with it and looking forward to taking it with me to my regular haunts which have uncomfortable seats. Your service has been so efficient and enjoyable (the gentleman who took my telephone order has a wonderful sense of humour)."

Mr W - Hants - "I have to admit that the seat has been and still is phenomenally successful and exceeds all expectations I had for it. In fact to be honest I harboured a few reservations as to the literature's claims when I ordered it!! But those reservations were put to bed within three days of receiving it. Whilst it is by no means the most comfortable seat I've ever sat in it is without a doubt the most successful and I have absolutely no reservations in recommending it to any one as a sure fire workable aid to chronic back pain. In closing I wish to thank you and your team for the excellent product - long may you as a company flourish!!"

Ms Y - UK - "I am a massive fan of the backfriend!!!! Mine gave me back my life! I don't exaggerate. I had a nasty accident resulting in several fractures (including 3 fractured vertebrae), a friend visited with her backfriend for me to try. EUREKA!! It was bliss. When I returned to work as a teacher, mine came to school every day - I even had a backfriend monitor who carried it to and from assembly. It came on holiday with me, to church (I could never have sat on the wooden pews), on trains and planes, to theatres and restaurants and whilst driving it was invaluable. Anyone who drives long distances should have one. Thank you for giving me my life back."

Mr. P. - W Mids - "I have had 2 or 3 Backfriends over the last 25 years and they have been a great help with a long standing back problem. I manage my back quite well with exercises now so the Backfriend is mainly kept in reserve but I have recently had another condition where it helped as it hurt when I sat on any type of seat. I tried the Backfriend, not expecting it to help, and it was perfect. I have just driven 740 miles in a week in complete comfort. Thank you Backfriend."



ACCESSORIES & SPARES

Backfriend Carrycase

Code/MPN: BFC

EAN: 5060464550911

Reinforced heavy duty material with two carrying handles and adjustable shoulder strap with integrated pad. Especially useful for carrying your Backfriend when the optional wool fleece covers are fitted.



Backfriend Real Wool Fleece Covers

Code/MPN: FCB Backrest

EAN: 5060464550928

Code/MPN: FCS Seatbase

EAN: 5060464550935

Optimum pressure dispersion and luxurious comfort unmatched by synthetic fibres. Cool in summer and warm in winter. Machine washable.

Backfriend Hingelocks

Code/MPN: BFSS

EAN: 5060464550836

2 x Backfriend Hingelocks

Backfriend Hinges

Code/MPN: BFSH

EAN: 5060464550829

2 x Backfriend Hinges



INDEPENDENT PRODUCT REVIEWS

Gadgethead Magazine

"Altogether, an impressive product that can improve your posture and eliminate back pain, it is worth every penny."

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 (review of 14 back supports)

"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."

Medical Devices Agency Report A12

"...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 Newspaper

"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 Magazine

"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 Magazine

"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

"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 just one of the wide range of products from MEDesign related to back pain whilst supporting a healthy spine. Please ask for a copy of our Back Pack catalogue showing the full range.



Bedboards



Orthopaedic Pillows



Prism Bedglasses



Bed Rope Ladders



Patient Hand Blocks



Raised Toilet Seats



Comfort Back Belts



Coccyx Wedge Cushion



Birling Bed Rest



Therapearl Wraps



Gel Neck Cushions



Overbed Tables