

HÅG SOFi



THE HÅG MOVEMENT

HÅG

A brand of Scandinavian Business Seating

MOVE



Follow HÅG on Facebook



You were not designed to sit still. But for life and activity. Yet our modern life style often comes with long and still office hours. Luckily HÅG knows a lot about creating movement. We provide seating solutions that animates you and your workplace. A HÅG chair will forever change your concept of sitting. At its core our unique BalanceMovementMechanism™ intuitively keeps you in balanced and continuous motion, without you having to think about it. A HÅG is crafted for tasks and for creativity. It is a fusion of Scandinavian holistic design, ergonomic philosophy and environmental pioneering. It is unlimited movement for people and businesses – The HÅG movement.



Movement is life. Natural, nourishing, healing. But as our working days include more sitting, movement and variation – when sitting – has become vital.

At the core of a HÅG chair our unique BalancedMovementMechanism™ works to intuitively keep you in balanced motion. A HÅG chair inspires you to vary your postures. Not only your body and arms, but your legs also. Often they remain static with feet parked at the floor. And as the legs are essential for the blood circulation this affects your entire system. It also affects your creativity and work performance. In a HÅG chair you cannot avoid moving your feet.

The workings of the Balanced Movement Mechanism™



BALANCE IS THE BEST STARTING POINT FOR MOVEMENT

A centrally placed tilting point intuitively keeps you in balanced and continuous motion.

As the seat and the backrest are linked together, the seat front rises when you lean backwards and stimulates your ankle movement.

The seat lowers as you lean forward to work. Keeping you awake, alert, collected, creative, animated... All that you have to be during a workday.

Experience HÅG SoFi



CASUAL

For you who feel at home at work. The casual HÅG SoFi is for the informal work spaces. Using soft toned textiles and with subtle contrasts creating an unpretentious atmosphere, an overall comforting and likeable expression.

Stands out and Fits in.
Whoever you are, whatever
your needs – prepare for a
small revolution.

Attract, captivate, inspire. The HÅG SoFi is designed to be customised. Ranging in appearances from subtle, refined and coherent to expressive and daring. There is a wide variety of models, materials and colours to choose from and combine.

FORMAL

HÅG SoFi is striking and timeless in a conservative cut. In this clean and coherent appearance, surfaces, colours and details connect to blend in or to make an impression. Always creating a captivating look.

LEGACY

EDGE

This HÅG SoFi makes a statement. A fashionable look for the colourful work environment, trendy and a bit daring. HÅG SoFi – a chair that surprises, using contrasting colours to accentuate details and lines. With a playful attitude it challenges and inspires.



To be seen, felt and sensed –
HÅG SoFi is a visual, tactile
and animating up-close
experience.

Subtle and refined appearance.
Coherence in materials
and colours.

Perceived quality through
tactile surfaces.

Inviting, generous volumes,
inner adjustable lumbar support,
rich contact surfaces.

BalancedMovementMechanism™
by HÅG inBalance™

Shapes are carefully designed
from all angles. Visual balance
between backrest and armrests.

HÅG SoFi has it all

Customizable – HÅG SoFi is easily given individual appearances.

Sleek headrest stem.

Easy adjustment through high end, tactile controls

Intuitive adjustment of seat height and seat depth.



Uniqueness and wide appeal, the HÅG SoFi collection has it all. It collects and perfects all the best design features representative of the HÅG brand. Experience HÅG SoFi.

Ranging in appearances from quiet to expressive it can stand out and fit in any work environment. Adding style or simply adding presence, according to your needs.

Sitting in a HÅG SoFi its progressive shapes create a sense of privacy as well as space for collaboration. At the core, the BalancedMovementMechanism™ answers to your slightest move and keeps you in balanced and continuous motion. The innovative HÅG SlideBack™ features a comfortable armrest. Levers and handles are intuitively placed, easy to find and to adjust.

HÅG SoFi has it all. It is a manifestation of holistic Scandinavian design. The best of ergonomics, sustainability, quality and visual design in a complete package. Prepare for a small revolution.

The HÅG SlideBack™ multi functional armrests with a slide back feature.*



* The HÅG SlideBack™ multi functional armrests displays a functional slide back feature. Armrests move rearwards in a straight linear movement. Simply push back and park. Now you can also sit sideways. The armrests also easily transform to generous elbow rests.

HÅG is a documented pioneer in sustainability –

both within quality standards and environmental performance. We never compromise on either. And HÅG SoFi is at the forefront of the development.

SUSTAINABLE

HÅG's quality standards are high. Products are tested in accordance with a number of international quality standards for functionality, dimensions, finish and durability. And we always excel. HÅG is also resolved to pioneer a sustainable development.

Every HÅG chair is designed and manufactured according to five basic life cycle principles. And HÅG SoFi is at the forefront of development. It is today the most sustainable task chair collection in the industry, compared to other chairs with similar functionality and comfort. Components mainly consist of recycled and recyclable material. We do not use any harmful chemicals. And no glues. Our aim is to continue as best in class.



OUR BASIC PRINCIPLES OF SUSTAINABILITY

1. Low weight
2. Few components
3. Good materials
4. Long lifetime
5. Cradle to cradle closed lifecycles

MINIMIZED ENVIRONMENTAL IMPACT:

- I. Lowest possible "Carbon footprint"
- II. No toxic chemicals
- III. Reduced use of non-renewable resources

MINARIE



HÅG SOFI IS AT THE FORE-FRONT OF DEVELOPMENT

- Backrest shell in recycled PP
- Replaceable textiles without the use of specialist tools
- Environmentally friendly paints – silver, black, white
- Armrest tops in recycled aluminium or PA
- Seat shell & covers in recycled PP (black)
- Armrest stem, traverse and foot base in recycled aluminium



THE ENVIRONMENTAL AWARD
NORWEGIAN DESIGN COUNCIL



Stand out. Fit in.

Uniqueness and wide appeal. The HÅG SoFi collection is designed to be customised. To meet your needs and wants. Ranging in appearances from subtle, refined and coherent to expressive and daring. In HÅG SoFi clean, articulated shapes and surfaces, colours and details create an animating up close experience. And captivating looks. There is a wide variety of models, materials and colours to choose from and combine.

HÅG SoFi collects and perfects all of the best design features representative of the HÅG brand. It is a manifestation of holistic Scandinavian design. The best of ergonomics, sustainability, quality and visual design in one complete package.

Sitting in a HÅG SoFi creates a sense of privacy as well as space for collaboration. At the core the Balanced-MovementMechanism™ answers to your slightest move and keeps you in balanced and continuous motion. The innovative HÅG SlideBack™ features a comfortable armrest. Levers and handles are intuitively placed, easy to find and to adjust.

Whoever you are, whatever your needs — HÅG SoFi stands out and fits in.

Design: Frost Produkt, Power Design and Scandinavian Business Seating Design Team. Patent- and design protected.



AWARD FOR DESIGN EXCELLENCE
NORWEGIAN DESIGN COUNCIL

HÅG SoFi® collection

HÅG SoFi Standard collection consists of 6 different combinations of aluminium and plastic colours. All models can be upholstered in textiles from the HÅG Total Colour collection. In this way HÅG SoFi can be dressed to provide the desired expression to stand out or fit in. HÅG SoFi Designers choice is the design team's 9 personal favorites. Among countless possibilities, colours and materials are carefully selected and combined to present HÅG SoFi at its best, and expresses Formal, Casual and Edge styles.

Standard collection



HÅG SoFi 7310* black frame
Black aluminium and black plastic parts.
Shown here in fabric Remix RMX 183.
High Back. Headrest optional.



HÅG SoFi 7310* black frame
Black aluminium and black plastic parts.
Here shown in fabric Remix RMX 183.
High back.



HÅG SoFi 7210 black frame**
Black aluminium and black plastic parts.
Shown here in fabric Remix RMX 183.
Medium back.



HÅG SoFi 7320* silver frame
Silver aluminium and grey plastic parts.
Shown here in fabric Remix RMX 123.
High back.



HÅG SoFi 7330* silver/black classic
Silver aluminium and black plastic parts.
Shown here in fabric Remix RMX 163.
High back.



HÅG SoFi 7340* polished exclusive
Polished aluminium and black plastic parts. Shown here in fabric Antigo Soft ATG 56100. High back.



HÅG SoFi 7350* white/black contrast
White aluminium and black plastic parts.
Shown here in fabric Remix RMX 163.
High back.



HÅG SoFi 7360* white/grey clear
White aluminium and grey plastic parts.
Shown here in fabric Remix RMX 123.
High back.



HÅG SoFi 7212 Communication black frame
Black aluminium and black plastic parts.
Four star base. Shown here in fabric Remix RMX 183. Medium back.

*Also available with medium back (72x0)
**Also available with high back (73x0)

Designers choice

HÅG SoFi 7360-SPS008*
Fabric: Svensson Markspelle Uno 3418 (red). White contrast stitching. High back.



HÅG SoFi 7220-SPS003**
Fabric: Kvadrat Hallingdal 130 (light grey) with Kvadrat Remix 123 (light grey) on the rear of the backrest. Medium back.



HÅG SoFi 7220-SPS004**
Fabric: Kvadrat Remix 823 (light grey/blue) with Kvadrat Polo 913 (light blue) on backrest facet. Medium back.



HÅG SoFi 7310-SPS001*
Fabric: Innvik Tex 1661-48 (blue) with black on seat and backrest facet. High back.



HÅG SoFi 7360-SPS007*
Fabric: Svensson Markspelle Uno 4380 (blue) with Uno 5636 (green) on backrest facet. White contrast stitching. High back.



HÅG SoFi 7210-SPS005**
Fabric: Väveriet Step 900 (dark grey) with Wollsdorf Antigo Soft 56100 (black leather) on backrest facet. Medium back.



HÅG SoFi 7320-SPS002*
Fabric: Innvik Tex 1661-06 (light grey) with darker grey on seat and backrest facet. High back.



HÅG SoFi 7360-SPS009*
Fabric: Svensson Markspelle Uno 4320 (grey) with Uno 3418 (red) on backrest facet. Red contrast stitching. High back.



HÅG SoFi 7260-SPS006**
Fabric: Kvadrat Hallingdal 407 (yellow/white) with Kvadrat Hallingdal 457 (yellow) on the rear of the backrest. Medium back.

*Also available with medium back (72x0)

**Also available with high back (73x0)



Scandinavian Business Seating owns the brands HÅG, RH and RBM and is a market leader in the design and manufacturing of seating for private and public office environments. Together all employees work to realise the company's vision – To make the world a better place to sit.

Scandinavian Business Seating has its head office in Oslo and production units in Røros, Norway and Nässjö, Sweden. Additionally the company has sales companies in Denmark, Sweden, Germany, the Netherlands, UK, France and Singapore.

Scandinavian Business Seating

Upper Tulse Hill Trading Estate
5 Somers Place
London
Sw2 2AL

Tel: 020 8683 9930
e-mail: info@hag-uk.co.uk
www.hag-uk.co.uk

www.sbseating.com

