

Press Release

P.A.S. CO.,LTD.

**“P!NTO” - a good habit for your correct posture –
The new Japanese technique of seating design
debut at Milan SuperDesign Show during MILANDESIGNWEEK2016
12-17.04.2016 - Selected Objects @Superstudio Piu', Via Tortona 27 Milan**



P!NTO, the presenter of “a good habit for your correct posture”, debut at **Milan Super Design Show –Superstudio Piu' (Via Tortona 27 Milan)**, one of the most attractive locations of Fuori Salone hold on April 12th to 17th 2016 during **MILANDESIGNWEEK2016**, the biggest European event of design. The various P!NTO line-ups are created by **unique “seating design”** approach of an occupational therapist Hisako Nomura. **By just sitting on them, regain us the natural “axis” of the body.** New P!NTO is launched today right here at the Super Design Show 2016, in collaboration with the product designer Eiji Shibata and the sophisticated furniture collection.

P!NTO

P!NTO was launched in 2013 as a ready-made seating system, which is the “ETHREEM” technique. P!NTO is a completely new seating product with new features, significantly for the

comfort to create a well-aligned posture and allow easy movement in the office and other sitting situations.

With our daily activities, our bone alignment gets distorted easily. That leads to an imbalance of the muscles. Poor blood circulation, lymph flow, stiff shoulders and pain are all coming from those bad habits in posture.

To obtain “a good habit for your posture”, Team PINTO think our design can make our bodies to the most neutral position; the correct bone alignment and the muscle tones and free from the imbalance and the pressure. PINTO was developed with the “ETHREEM” technique, the three-dimensional solidity system, which is possible to catch the neutral situation/silhouette of seating. This technique has come from her years of experience as an occupational therapist, seating designer Hisako Nomura, which eventually became the series of PINTO line up. It is our unique “seating design” with our PINTO line-ups. By just sitting on them, regain us the natural “axis” of the body. Let PINTO align your neutral, comfy self that you born with.



The technique of P!NTO

ETHREEM technique is a unique way of measuring for the seating system developed by Hisako Nomura to releases tensions from the clients. It's done in a very sensitive and delicate way, and we have positive outcomes in their postures, motor skills improvement, and breathing.



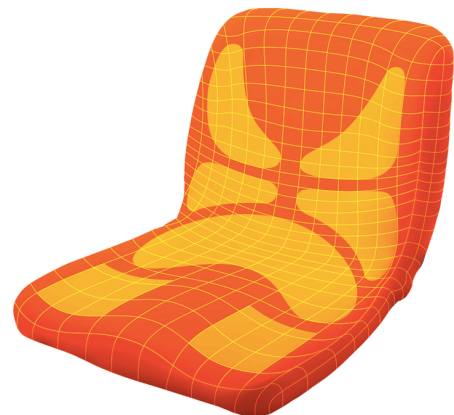
The mechanism of P!NTO

The surface of PINTO is designed for maintain a good posture with next 4 support mechanisms;

Rib support: Supports breathing movements for the ribs, and prevents body to collapse from the sides.

Lower back support: Bad posture prevention by well-aligned pelvis, i.e. back bent forward, tacked pelvis.

Buttock support: Prevents leaning on the sides and gives the proper alignment. The Ischia is the crucial



point to maintain our balance.

Thighs support: Releasing the unwanted tensions from thighs and gives the proper thigh alignment to allocate hip joints movement.

P!NTO line-ups

P!NTO / return to natural beauty

This is the origin of P!NTO collection. The surface of pinto supports the round Ischia, prevents backward tilting, spinal alignment, maintains the chests in the position to breathe at ease, keeps the thigh positioning in the middle of the seat, and facilitate hip joint movement.



P!NTO DRIVER / functional movement with stability

You can rest assured your driving with for Shoulder blade support along with those 4 supports of original P!NTO for ribs, lower back, pelvis and thighs.

The surface created by the analysis on the daily movements of the occupational therapist makes to move stably and functionally.



P!NTO CHAIR LIVING / free from pressure

Our original P!NTO led us to develop the P!NTO CHAIR LIVING for your more comfort and joy in your own living room or lounge. You can adjust the angles and height for your preference.

While being fully supported from the head to toe, feeling secure but still facilitate the movements, you can release the strains of our body completely.



P!NTO CHAIR / P!NTO evolution

P!NTO CHAIR is the latest collection of P!NTO launched today at SuperDesign Show. The original P!NTO is evolved in sophisticated furniture.

The three-dimensional silhouette of P!NTO was developed in all his form, finished fluid line without the



joint. Presents also a locking concept model that demonstrates the potential of PINTO LIVING.
Designed by a Japanese product designer Eiji Shibata.

For further information:

<http://pin-to.net>

<http://pinto-chair.net/>

P.A.S. Co.,Ltd – profile

PINTO is developed by P.A.S., a specialised manufacture for high quality assisted and rehabilitation products, seating systems for people with disabilities and a variety of cushions, seats and seating systems for all abilities through the fullest the enriched experience and knowledge of occupational therapists. P.A.S. stands for his vision to create “Perception and Action Space / P.A.S.” in 1999.

<http://www.pas21.com>

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