

PROJECT W

Designed by women...for everyone



GREGORY

innovating ergonomic seating



DESIGNED BY WOMEN...

Over the last 20 years the average office worker has changed significantly. With labour participation rates in women increasing to account for 47% of Australia's workforce, the office chair should've changed to suit this.

Smaller staff, that account for 25% of the workforce and are primarily female, have been told to organise the purchase of "special" chairs to cater for their needs. Over the past 10 years, Gregory has sold an abundance of petite chairs to this market, but when a quarter of the workforce is made to purchase petite chairs there is something very wrong with chair design.

The seed of PROJECT W was a discussion between Gregory's female employees who felt that the current "normal" for office chairs was no longer suitable. Gregory decided to bring together an extraordinary group of females with backgrounds across engineering, marketing, product assembly, science and procurement to bring office chair design into the future.

Project W is what they came up with.

Meet the team behind Project W

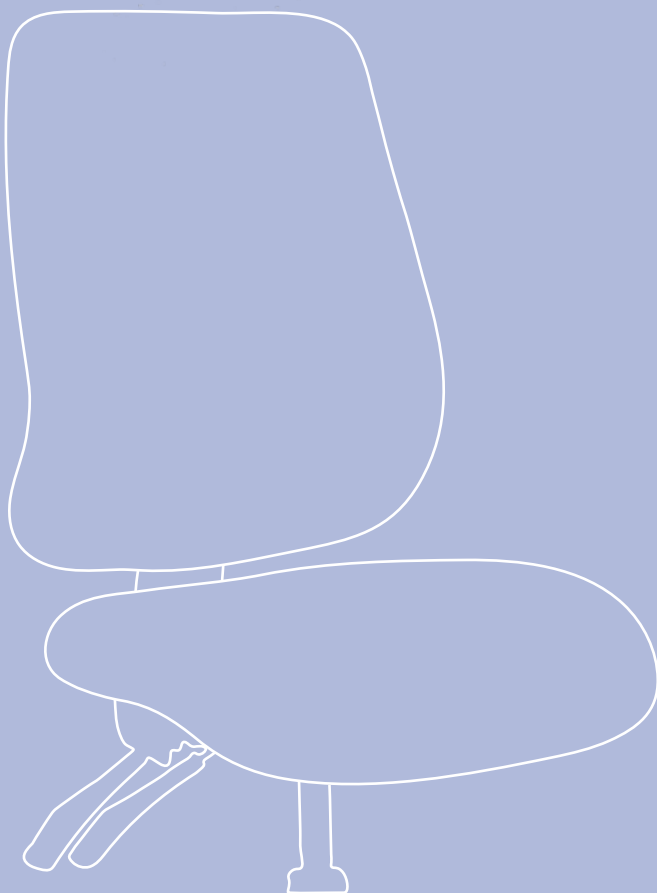


OUR RESEARCH

Gregory has been the Australian leader in ergonomic chairs since 1977. Project W is the most important advancement in chair design in the last 20 years revolutionising seating for over 50% of the population, redefining the standard in an office.

Due to the changes in demographics across Australian, the nation's height average has decreased annually since 1970 with a 6cm difference between national averages in 1970 and 2020. The average Australian female is now 5ft3 and the average Australian male is 5ft8. Many women below 5ft5 find difficulty adjusting their office chair so they can be seated comfortably and maximising the ergonomic benefits of the chair.

Project W's patented seat technology features a shorter seat depth of 380mm which is 70-80mm shorter than the average ergonomic office chair (but still wide). This new depth suits users who are up to 6ft3. The distribution of weight on a seat with a shorter depth is unchanged, 85% of a seated persons weight is through the ischial tuberosities 'sitting bones' while the other 15% is through the legs and knees. This optimised seat depth combats the issues with circulation cut off associated with users with shorter legs. The steep waterfall slope aids with circulation in both average and shorter users.



DETAILS

OUR GUARANTEE

10 years warranty - Components tested to 150kg
AFRDI Certified (components)

Sustainability

- FSC timbers
- Post-life recycling

Functionality

Versatile standard Australian made fabric. Featuring blue, green, brown & grey tones. Fabric stain protected and fire-retarded.



POSTURE

Chair height supports natural S-curve posture of the spine

ERGONOMICS

Curved back supports the thoracic spine to reduce shoulder, back and neck fatigue

ERGONOMICS

Enhanced lumbar support to relieve lower back issues

ERGONOMICS

Patented Dual Density foam now includes new coccyx relief system

ERGONOMICS

Optimised seat depth of 380mm supports heights up to 6ft3. Strong waterfall slope to reduce pressure behind legs

ADJUSTMENT

Adjustable seat tilt and adjustable back tilt with flexible mobility. Readable Braille levers

FIT FOR EVERYONE*

Gas-lift supports heights up to 6ft3



*Free upgrade of higher gas-lift for taller uses

Aesthetics

QUALITY

Easy clean, removable seat covers.
Variety of high-quality Australian
made fabrics available

DESIGN

Slim and
modern sculpted
back

DESIGN

Stylish polished aluminium
base

DESIGN

Readable braille

QUALITY

Quality castors to protect
your flooring



ERGONOMICS

The Project W seat features Gregory's patented Dual Density foam with new additional Coccyx relief system. Research conducted by Gregory indicated many female users experienced coccyx issues following child birth. And most women are not properly supported by the "regular" office chair, particularly in keyboarding. Additional adjustable lumbar support has been added due to feedback received from the research conducted by Gregory for Project W.

Project W features a modern sculpted back to support the thoracic spine and under the shoulder blades which reduces up to 12% of the neck strain. Project W features fully adjustable seat tilt, back tilt with flexible mobility with full lumbar and is height adjustable.

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