

HÅG SoFi[®] mesh

Introducing the latest addition
to the HÅG SoFi family



HÅG

Celebrating movement

Making working lives less ordinary

The HÅG brand is the result of a passion to reinvent and transform. At its heart is a creative spirit that has consistently strived to change the rules and to transform the ordinary into the extraordinary.

Since its creation in 1943, the HÅG brand (*pronounced H-AW-G*) has inspired many product innovations. The HÅG philosophy of freedom of movement has been coupled with a strong collaborative design ethic.

Leading Scandinavian designers such as Peter Opsvik, Svein Gusrud, Svein Asbjørnsen and Verner Panton have contributed to the HÅG story. Through creative collaborations, innovation and the fusion of design and function, HÅG has created products that inspire, energise and help transform working lives.



HÅG SoFi 7500 with black mesh back (MEH001).

Textile: Note 60999 from Gabriel.

The home of HÅG

All HÅG products are made in Røros – a remote town in Norway that is also a UNESCO World Heritage Site. Røros is often referred to as a living medieval town. It is a truly unique place. With a truly unique spirit.

This uniqueness extends to the HÅG workforce, drawn from the town's 3,700 inhabitants, who create products like no others. This is because the HÅG philosophy infuses daily life, and has done so for over half a century. Everyone in the town knows HÅG and what it should always stand for.

The search for perfection is clear in everything that the team in Røros does. At its essence is the desire to make life richer, more productive and less ordinary.



HÅG SoFi with mesh back in production at Røros factory in Norway

Introducing the HÅG SoFi mesh

The HÅG SoFi range was created to meet changing human needs in workplaces that were evolving at pace. This evolution meant that workers increasingly needed tools and solutions that empowered them to work better and differently.

We wanted to empower people to be able to do more, more effectively. All this should happen while minimising effort, both mental and physical.

With a wealth of design features and the flexibility for endless customisation, the HÅG SoFi was created to provide both choice and unlimited movement in multiple workplace environments and situations.

Our new HÅG SoFi model with a mesh back incorporates market-leading technology, and beautiful aesthetics, to provide a seating solution that offers great design, supreme comfort and endless flexibility. Every detail has been considered to take us further than before. Designed to help energise the user, the HÅG SoFi mesh helps improve focus and general well-being.

HÅG SoFi 7500 with light grey mesh back (MEDH002) and with headrest. Textile: Synergy Work LDS73 from Camira.

HÅG SoFi Comm 7212. Textile: Synergy Affinity LDS74 from Camira.





The result of a creative design collaboration

Keeping in line with HÅG tradition external designers were invited to join the in house design team to create the next generation of task chairs. The HÅG SoFi range is the result of a design collaboration with the award winning design agencies Frost Produkt and Powerdesign, aswell as the many experts and enthusiasts who are part of the HÅG network. As with everything HÅG does, the HÅG SoFi fuses aesthetics and function to produce beautiful and user-friendly solutions.



HÅG SoFi mesh 7500 with light grey mesh back (MEH002). Textile: Nexus Pewter 01 from Camira.



“The major challenge for us was to create a beautiful object from something that is in fact a highly advanced machine. With the HÅG SoFi we managed to ensure all features and mechanisms are compact and hidden away. By repeating similar visual keys in all parts of the chair, creating a coherent and harmonious design”

— Aleksander Borgenhov, Designer Powerdesign AS



HÅG SoFi 7500 with black mesh (MEH001) back.
Textile: Note 60999 from Gabriel.

“We wanted to make a truly user-friendly and uncomplicated chair that inspires new ways of working and collaborating, a chair that suits most people, and fits in anywhere.”

— Sondre Frost Urstad, Designer Frost Produkt AS



HÅG SoFi 7300. Textiles: Step 186 from Svensson (yellow colour) / Main Line Flax Paddington MLF39 (aubergine-colour) / Main Line Flax Bayswater MLF24 (light blue) / Main Line Flax Barbican MLF03 (light red colour) all from Camira.

HÅG SoFi 7500. Black mesh back (MEH001) and textile Note 60999 from Gabriel / Light grey mesh back (MEH002) and textile Nexus Pewter 01 from Camira.



There are lots of reasons why a HÅG SoFi with mesh back is the ideal choice

All our chairs are designed to ensure movement; without people having to think about it. This means one less thing to worry about and more time to focus on what really matters.

Our HÅG in Balance® technology and intuitive controls, enable users to be at ease with minimal effort.

In a HÅG chair, the front edge of the seat tilts upwards when you lean backwards and down when you lean forwards. This stimulates ankle movement, in turn activating lower leg circulation and enhancing circulation throughout the body. The result is greater energy and improved efficiency at work.

Our new HÅG SoFi model continue the HÅG tradition of moving people and making life less ordinary. This is how we celebrate movement.

HÅG

Celebrating movement

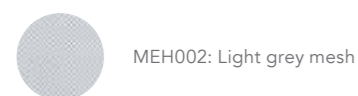
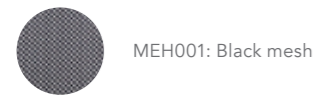
HÅG SoFi 7500 with light grey mesh back (MEH002). Textile: Nexus Pewter 01 from Camira.

Providing endless possibilities

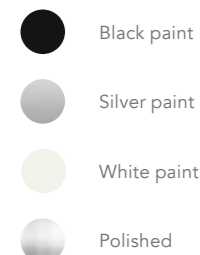
There are almost endless opportunities to configure your chairs exactly how you want them.

We carry a huge range of fabrics and colours – so that you can have exactly what you prefer. No more need to compromise. Just choose exactly what works for you.

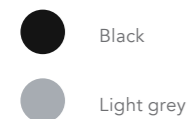
Mesh



Aluminium colours



Plastic parts



Unique features and benefits:

Innovative mesh
A warp knitted heavy duty mesh, using an innovative yarn construction to give increased strength. This provides enhanced comfort, support and appearance.

Lumbar support
Precise and comfortable padded lumbar support that easily adjusts to your body

Coherent colour way
Choose coherent black or grey back frame and mesh.

A wide collection of fabrics and colours
Choose from the HÅG Standard and Extended collections for the seat, lumbar support and headrest.

Optional headrest
Gives you support for shoulders, neck and head.

HÅG SlideBack™ armrest
Unique armrest innovation allows you to move closer to your desk, invites you to sit sideways or to use the armrests as elbow support.

HÅG in Balance®
The unique HÅG centre tilt mechanism ensures subconscious movement.

Foot support
Provides comfortable ways to move and vary the position of your feet.



HÅG SoFi 7500 with mesh back †

Task chair



HÅG SoFi 7500 with light grey mesh (MEH002) back*



HÅG SoFi 7500 with black mesh (MEH001) back*



HÅG SoFi 7200 with fully upholstered back*



HÅG SoFi 7300 with fully upholstered back and headrest*/**

Communication chair



HÅG SoFi 7502 with grey mesh (MEH002) back



HÅG SoFi 7502 with black mesh (MEH001) back



HÅG SoFi 7202 with fully upholstered back



HÅG SoFi 7302 Polished Exclusive*

* Armrests are optional extras

** Headrest is optional extras

**Optional headrest**

Gives you rest and support for shoulders, neck and head.

HÅG SlideBack™ armrest

Unique armrests innovation allows you to move closer to your desk, invites you to sit sideways or to use the armrests as elbow support.

HÅG in Balance®

The unique HÅG centre tilt mechanism ensures subconscious movement.

Foot support

Provides comfortable ways to move and vary the position of your feet.

63 Central Street, London EC1V 3AF
Telephone: +44 (0)20 8683 9930
email: info@sbseating.co.uk
www.hag-uk.co.uk

sbseating.co.uk

