**BioFit Showcases Newest Seating Models, Integrated Technology at NeoCon 2016**

CHICAGO (June 13, 2016) – BioFit Engineered Products, a globally recognized manufacturer of specialized ergonomic seating solutions, introduced a proprietary digital technology available on all models of its premiere line today at the opening of NeoCon 2016 in Chicago. The company also rolled out a custom branding feature available on another of its newest seating offerings. Headlining the exhibit are designs from the company’s top seating line − MVMT™ – and the official launch of the exclusive MVMT QR Code Profile System. Also featured is the Neon chair from the bimos by BioFit Collection, now available with optional logo imprinting to promote customer brands. Other highlights include the Fin sit-stand of the bimos collaboration, product demonstrations and consultation on key differentiators of specialized workplace seating.

MVMT seating was developed for use in the technology, laboratory, healthcare and industrial sectors, and in standing desk applications. Jointly created with Studio Fifield of Milan, Italy, the line combines precision and durability with an aesthetic not normally associated with traditional laboratory and technical workspaces. Today, BioFit publicly introduced the MVMT QR Code Profile System, the first technology of its kind in the commercial furniture industry. The system provides customers with handheld, digital access to user information and other tools correlating to the exact MVMT unit purchased, eliminating the need to maintain printed instructions and forms as well as various website URLs.

With the system, information specific to each individual unit is available by scanning the QR code on the label located on the under-seat control of every MVMT series chair. The system was developed to enable end users to become quickly and easily familiarized with their new chair and serve as a handy reference resource. Each QR code directs to a unique microsite containing precise profile details including a picture of the unit, its manufacturing code, date of manufacture and time remaining on its original 13-year warranty. Each microsite also features a series of short, user-friendly operational and assembly videos, eliminating the need to retain and pass on printed instructions to shared or subsequent users of the chair. Plus, users can configure, get an estimate and order additional MVMT models from the profile microsite, and file a warranty claim should the need arise.

BioFit President Ed Metzger explained: “When developing the MVMT line, we wanted the entire user experience to be on the technological forefront. This not only included the form and functionality of the chair itself, but things like providing users with the ability to configure and order a new chair and know how much time was left on their warranty – right from a direct link to a site on their smart phone.”

The bimos by BioFit Collection combines original design from European seating leader bimos with the proven ergonomic tradition of BioFit. This morning, BioFit introduced examples of the optional logo imprinting capability available on the Neon – the flagship model of the line. Featuring a quick-change replaceable upholstery system, Neon was developed primarily for use in technology, laboratory, educational, healthcare and industrial workplaces. The new logo imprinting capability provides customers with the option to individualize their seating purchase and support their brand with their corporate colors and mark. Another model from the Collection is also on exhibit: the swiveling Fin sit-stand for tasks requiring prolonged periods of standing.

Located in Bowling Green, Ohio, BioFit Engineered Products is a leading manufacturer of LEED-compliant ergonomic chairs and stools, GREENGUARD-certified mobile tables, carts and accessories for healthcare, education, laboratory, industrial, technology and office environments. Visit BioFit booth #7-8070 at NeoCon, June 13 – 15, at The Mart in downtown Chicago to experience the company’s latest products. For more information, visit www.biofit.com or call 800.597.0246.