The Back Shop designs and manufactures a range of chairs and associated products that eliminate back pain. Our chairs gently and comfortably ensure that you sit in perfect posture (the least possible pressure in the discs) relieving stress on your spine. Every spine is unique, and having measured over 50,000 spines during 36 years of business, we can ensure that our chairs will support your spine perfectly.

To date, 16,000 Back Shop customers are living and working pain free.
Lying (on back), standing (good posture) and sitting (good posture) causes least possible pressure in the discs. Sitting (bad posture), particularly for long periods, causes most pressure in the spine (10 times the pressure as sleeping).
The Principles and Laws of Engineering are Absolute

Buildings, airplanes, cars and submarines work subject to these forces. Skyscrapers withstand earthquakes and bridges can span rivers the size of small seas – all engineering in absolute precision, absolute perfection.

However, if a fault occurs in any part of one of these structures, engineering principles can be adversely affected, often with devastating results.

People are engineering in motion

The human body is the ultimate amalgamation of engineering laws in perfect symmetry. The spine, the foundation of the body, is constructed according to nature’s strictest laws.

When subjected to improper use (extended sitting, for example), it can develop a weakness; a fault in its ability to agree with engineering principles. To inspire its owner to stop putting it under pressure, the spine warns us with pain. This can be very severe at times!

Back Shop chairs uniquely support human engineering

Spineline™ and Postureline™ chairs are uniquely designed and manufactured adhering to the universal engineering principles of the spine. They work by getting the spine back into equilibrium with its natural engineering – its own natural ‘S’ shape. When equilibrium is re-established, pain dissipates.
The Natural ‘S’ and the Dangerous ‘C’

How many hours a day are you in ‘C’ shape?

Driving to Work: 1-2 hours?
At your Desk: 8-10 hours?
Watching TV / PC: 2-4 hours?

The Back Shop
Live Your Life Pain Free
The Patented Measuring Spinal-S System

Our Measuring Technique

- Sit as normal.
- We move you into perfect posture.
- Spine-print and physical dimensions recorded.
- Chair made to body dimensions and spinal tolerances.
- Result – Sitter is always kept in perfect posture.

“Your spine-print is as unique as your fingerprint.”
Colm Campbell. Founder of The Back Shop.
**Head Support** – Always sit with head supported – Head Weight Average is 14 lbs x zero pressure on neck.

**Arms** – Adjustable to correct height – When elbow is correctly supported you are sending about 15 - 20% of spinal pressure away to elbows.

**Contoured Made-to-Measure Chair Back** – The spine is body’s suspension system; the custom made chair keeps it in elongated ‘S’ shape.

**Adjustable angle** – Try sitting at least 5° back – takes stress out of spine.

**Feet on footrest** – Throws center of gravity back, changing the tendency to slump. Leaning back 5° (cannot go forward into dangerous ‘C’ without a conscious thought.)
The Back Shop Office Chair Range

The Back Shop designs, manufactures and sources three levels of spine alignment and full lumbar support office chairs - **The Spineline™, Postureline™** and **Backline™** ranges. Each range has unique benefits for businesses focused on keeping employees healthy, comfortable and productive.

**The Spineline™ Range**

**Spine Alignment Chairs:**

Made to your specific measurements – spine & neck, height, weight, leg & arm lengths.

Our **Spineline™** range eliminates pain for people who are suffering and is untouched in its ability to prevent back pain from occurring.

This unique range is particularly effective for people who are already experiencing back pain and for chronic sufferers. From €850.
The Back Shop Office Chair Range

The Back Shop designs, manufactures and sources three levels of spine alignment and full lumbar support office chairs – The Spineline™, Postureline™ and Backline™ ranges. Each range has unique benefits for businesses focused on keeping employees healthy, comfortable and productive.

The Postureline™ Range

Posture Alignment Chairs:

Designed from a series of height / spine formulas developed by The Back Shop.

Postureline™ chairs will give full spine support in most work environments. This range is particularly suitable for people in early stages of pain, or who want to prevent it from occurring. From €550.
The Back Shop Office Chair Range

The Back Shop designs, manufactures and sources three levels of spine alignment and full lumbar support office chairs – The Spineline™, Postureline™ and Backline™ ranges. Each range has unique benefits for businesses focused on keeping employees healthy, comfortable and productive.

**The Backline™ Range**

**General Alignment Chairs:**

24-hour, highest quality, rugged, adjustable, lumbar support chairs.

The Backline™ range is suitable for all people who wish to have full lumbar support to prevent pain from occurring. Ideal for younger employees to keep backs and necks supported and healthy. From €285.
Fleet Vehicle Support

Eliminate Back and Neck Pain while Driving.

Over the past 36 years The Back Shop has developed a range of in-vehicle products that eliminate back and neck pain. Our products gently and comfortably ensure you sit in perfect posture.

Perfect posture (least possible pressure in the discs) relieves stress on the spine, which causes back and neck pain. The Back Shop In-Vehicle Range enables you to drive for many hours every day completely pain free.

Perfect for lorries, vans and fleet cars, the Seat Mould is fully made-to-measure, ensuring glove like comfort and full spine support for extended driving periods. From €280
Back Shop Products
24 Hours Spine Support

Sleeping
8 hours a day

Driving
2/4 hours a day

Chilling
2/4 hours a day

Working
8/10 hours a day

The Back Shop
Live Your Life Pain Free
The Science of Sitting™ is a formula of arranging our environment to enable us to stay in perfect posture for the maximum amount of time during our working (and living) day. It is based on the pure engineering of the spine.

The How to Work Pain Free™ mini-seminar delivers secrets, insights and proven techniques to enable your employees to keep their spines healthy.

And when the spine is healthy, the foundation is set for great energy and successful business.

Investment - €40 per person.

To book a How to Work Pain Free™ mini-seminar please call (01) 671 21 61 or email info@back-shop.com