

Ergo Kidz™ - Ergonomic Furniture For Malaysian Prim

TECHNOLOGY DESCRIPTION

This technology is a furniture dimension matching the need of school children based on user preference and proposed as a new concept of school furniture in primary school.

TECHNOLOGY FEATURES

A new proposed furniture dimension is able to tilt up to 150° or better reading and writing for the students. It comes with compartment with locking mechanism that safely secure school materials. It employs optimum display zone which reduces flexion of neck, upper back & shoulder during reading and writing.

ADVANTAGES

- Easy to use and handle
- Safe
- Avoid Musculoskeletal Disorders (MSDs)

INDUSTRY OVERVIEW

Prospect: Furniture Industry and Education Industry

Ergonomics risk is possible during early stage especially in school. At this stage, children's bone is still developing; and continuous exposure to unnecessary risk may inhibit normal growth of children and pose them to greater threat of MSDs in adult life. Furniture must be customized to fit children, allow movement and encourage good posture. Furniture that meets the needs of children, teachers and schools and is well designed will provide benefits for all. This product is a furniture dimension matching the need of school children based on user preference and proposed as a new concept of school furniture in primary school. It has the ability to tilt up to 150° for better reading and writing, and optimum display zone (reduce flexion of neck, upper back & shoulder during reading & writing). Global school furniture market is highly fragmented because of the presence of numerous small and large suppliers. The providers in this market compete on the basis of price and product differentiation to gain maximum market traction during the forecast period. In this market, the vendors are increasingly diversifying into the education sector by introducing innovative furniture that foster learning and comfort. The possible buyers of the patent would be the 2,400 furniture companies in Malaysia while the potential users are schools across the nation. In the year 2016, there are 815,410 early education students, 2,746,385 primary school students and 2,328,330 secondary school students.



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