

**CONTACT:**

Laura Ehrlich  
Public Relations, BodyBilt  
Strategist, BrandExtract  
281.740.4410  
[lehrlich@brandextract.com](mailto:lehrlich@brandextract.com)

**FOR IMMEDIATE RELEASE**

*Interviews with BodyBilt executives and images available upon request*

**ErgoGenesis Announces New BodyBilt Ergonomic Mid-Back Mesh Chair That Provides Customized, Affordable Comfort, Perfect for Working From Home or Office**

NAVASOTA, TX – Oct. 14, 2020 – ErgoGenesis Workplace Solutions, the leading manufacturer in ergonomic seating, today released the Midcelli, an innovative new mid-back task chair with the BodyBilt patented adjustable back design which includes elastomeric mesh and air cell lumbar technology. It is value-priced for office and work-from-home users alike.

*“At BodyBilt, we are always looking to improve and respond to customers’ needs. As the leaders in ergonomic seating solutions we continue to research and develop products that are not only comfortable but also ergonomically advanced to perfectly fit the unique needs of the individual,” says CEO Tony Gerbino. “Our studies have shown that a mid-back height better fits the typical user. We took the design a step further to include our patented mesh back ergonomic back design which includes elastomeric breathable mesh and our state-of-the-art air cell lumbar technology. This combination of science, technology and style is the type of design that our customers have come to expect from BodyBilt.”*

The Midcelli also has a new feature, unlike other BodyBilt task chairs - Ultra Arms. The space-saving design of these new arms incorporate a huge range of adjustments and allows for easier movement in a tighter workspace while maintaining complete ergonomic wrist and arm posture.

*“We build all our chairs by hand, here in Texas, and we are therefore able to adjust our design and manufacturing as the customer needs change,” continues Gerbino. Unlike anything else in the industry, the BodyBilt Midcelli offers unique technology for comfort and correct ergonomic posture. This includes back compression and support, arm adjustability, and a contoured seat which distributes pressure more evenly and maximizes comfort. And because this is perfect for the typical user, we also made it more affordable, without compromising quality.”*

- more -

*BodyBilt Announces Launch of New Mid-Back Midcelli Task Chair – Page 2*

The BodyBilt Midcelli chair is available in a variety of seat fabrics, colors and contours, and can be purchased through a BodyBilt representative or through the online BodyBilt store:

<https://bodybilt.com/bodybilt-store/>

***About ErgoGenesis***

*Headquartered in Navasota, Texas and a portfolio company of Houston-based Freestone Partners, LLC, a private equity firm, ErgoGenesis, the manufacturer of BodyBilt ergonomic office seating, tools and workspaces, is dedicated to producing ergonomically correct solutions that provide comfort resulting in increased productivity. The company's national sales force markets BodyBilt products to companies of all sizes, government entities, educational institutions, healthcare facilities, emergency call centers and individuals throughout the U.S. and abroad. For more information, visit [www.BodyBilt.com](http://www.BodyBilt.com).*

###