

Backapp, FOCUS ON SUSTAINABILITY



The UN's sustainability goals

The UN's sustainability goals are the world's common workplan to eradicate poverty, fight prejudices that separate us and to stop climate changes by 2030. <https://sdgs.un.org/goals>

Backapp



We desire to change the world for people stuck seated at their desk all day. Our goal is to develop products that exercise the stabilizing back muscles to help people across the world to achieve improved health and wellbeing. This is possible through the unique Backapp technology covered by technical patents.

The Backapp products are designed and developed in Norway and produced in Sweden.

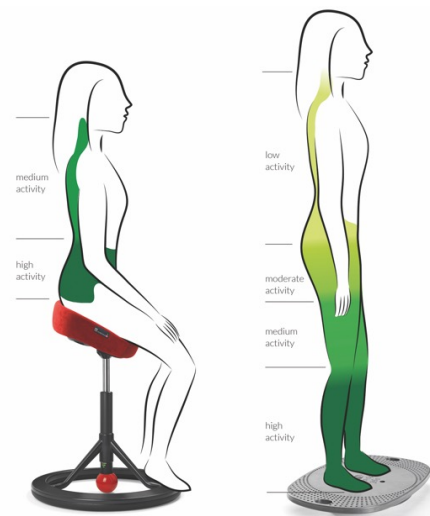
Health



Our main task in Backapp is to contribute to improved health around the world for office workers so they can perform at their highest level of productivity.

- The UN's sustainability goal has health as goal no. 3

Muscle-skeletal disorders annually costs the Norwegian state 255 billion NOK (\$25 billion). These disorders affect most of us sooner or later in life and is an important reason for poor health, weight gain, absenteeism from work and disablement. Back pain is the most common of these disorders, and constitutes most of the costs to society.



Health effects

<https://www.backapp.com/no/effekt/>

We have

- Conducted scientific studies of the Backapp technology at the top universities in Europe
- Conducted studies with physical therapists
- Conducted studies with office workers
- Conducted "Field trials" in 8 large companies in Scandinavia

The results from the Field trials shows that with Backapp products:

- Office workers became better in terms of experiencing back and neck pain
- Office workers were more alert and productive at work

kamstrup

OK

KGH
CUSTOMERS
SERVICES
A Maersk Company



SIEMENS tretton37

Environment



Backapp has established environmental declarations according to ISO 14040-14044 (EPD) that documents production, raw materials and distribution for all products.

- The UN's sustainability goal has responsible use and production as goal no. 12

Read environment declarations here:

- [Backapp Smart](#)
- [Backapp Wheels](#)
- [Backapp Hipp](#)



All Backapp suppliers are ISO certified.

Local production in Sweden

Backapp products are produced in Anderstorp, Sweden.



- All suppliers in Sweden are less than 20 km away
- Backapp requires that all suppliers meet environmental standards.



- Environmentally sustainable logistics.
- Backapp use mainly Postnord and DB Schenker.
- Our main market is Scandinavia. By producing in Sweden, there are only short distances to customers.

Recycled aluminium

Backapp Smart base and Backapp Wheels are made with recycled aluminium. 300 cans of coke cans is used for each Smart Base.



Recycled cardboard

Backapp products are packed and shipped in recycled cardboard and is 100% recyclable.



Environmentally advanced delivery model

- Backapp produces to order
- Raw materials are continually updated
- No rejected parts are kept in stock.

Replacement parts are readily available

Backapp guarantees that parts for its products will be available for 10 years. All moving parts can be ordered from our network of dealers..



Durability

Backapp products are made to very high quality standards to last a long time.

Warranty

Backapp products have 5 years warranty.

Reclamation

- Issues with products can be entered into the order system with all information related to the complaint.
- When a claim is approved it is introduced with first priority into production.
- Claims are addressed at every weekly production meeting.

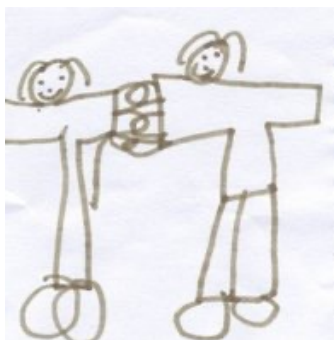
Society's responsibility



- The UN's sustainability goal no. 1 is to eradicate poverty



- The UN's sustainability goal no. 4 is good education



Backapp annually gives a part of its profits to the non-profit "Action Friendship" and encourages all our business partners to support projects in "Action friendship". Since 2001 the organisation has worked in the Unkraine. In 2022 Action frendship sent 1.1 million NOK (\$100,000) to the Ukraine to support humanitarian help and childrens education.

<https://aksjonvennskap.no/engelsk>