

USPs ZEGRA®-posture-trainer 3.5 (www.posture-trainer.com)

In comparison to other types of posture trainers, some of the **ZEGRA®-posture-trainer 3.5** USPs are as follows:

Models with shoulder straps have the following disadvantages:

- The Sensors of these type of posture trainers slip easily, when the arms and thus the shoulder-straps are moved and will subsequently no longer work reliably.

The harness composed of the straps typically needs to be adjusted in more than one direction (at least vertical (length of shoulder strap) and circumferential(with of chest strap)). That makes its handling cumbersome, especially when the length or width of the straps has to be adjusted repeatedly, due to change of clothing or when multiple individuals share a posture-trainer.

- The harness does not look as good as the single chest strap of the ZEGRA®posture-trainer, which features silicon strips, that prevent slippage. When worn directly on the skin in this manner, the ZEGRA®-posture-trainer does not slip at all, and if worn on the a users clothing only, when the clothing slips. The single belt only needs to be adjusted in one direction only, which is width. To some extent this happens automatically by means of its elasticity.

Finally the ZEGRA®posture-trainer looks much like a heart rate monitor and thus gives its user a sporty image, rather than posture trainers that are reminiscent of a corset. The more sporty image is likely to increase the acceptance among most posture-trainer users.

Posture Trainers, wich require the the user to apply of the sensor on her or his back has the following disadvantages:

- Depending on shoulder flexibility of its user, applying and operating a posture sensor on her or his back will make it anywhere from impossible to cumbersome users to apply and operate the sesnsor in this location.

- A sensor on the back is easily jammed between back and back rest, when leaning against te bck rest. Which will be uncomfortable and change the reading of the sensor.

The ZEGRA®-posture-trainer on the other hand is worn on the front of the body, where it can be easily seen and manually operated by its user.

Posture Trainers with an Inclination-sensor have the following Disadvantages:

- Inclinationsensors are small and inexpensive but have the disadvantage, that they respond not only to slumping but also to leaning with a straight back.

Thus inclination sensors can not differentiate healthy and unhealthy spinal posture and thus tend to irritate its users due to a lack of a clear guidance.

The ZEGRA®-PostureTrainer on the other hand responds to slumping only and not standing, sitting, leaning or lifting with a straight back.

Published ZEGRA®-posture-trainer studies regarding its effectiveness.

The ZEGRA®-Posture-Trainer is the only one with a number of published outcome studies in peer reviewed journals. While a number of ZEGRA®-PostureTrainer-Studies have been published, the competition has so far at best – only reported on planned studies or of results that never got published. That speaks for the quality of the ZEGRA®-PostureTrainer. Other indications of its quality are, that thus far there were no returns and that its R&D was awarded with the Physio-Award of my German home state in Germany (Baden-Wuerttemberg).

Best regards,

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