Company on the ball with new design

By FERGUS MAGUIRE

A NEW Lambton company has its eye on the ball and its sights set on international markets.

AOK Health has just signed $7.5 million in overseas sales for its ‘dynamic seat’ called mediBall PRO.

The large, inflatable plastic ball is designed to improve body strength, posture and physiological stability.

Managing director Bradley Wilson said the new export deals would see the business quadruple over the next two years.

He said the success of the health and fitness product was the result of intensive marketing and the research help of Newcastle University.

University engineers helped the company test a new plastic called Duralon, which was used to make the mediBall.

The material allows the ball to sustain a load of 500kg and, in the event of a puncture, to slowly deflate.

Mr Wilson said the balls were used as a therapeutic seat, to rehabilitate bad backs and to enhance athletic performance.

‘Normal chairs stop your body from moving so you don’t make normal postural adjustments,’ he said.

‘The mediBall makes your body correct itself very minutely all the time to find your own balance and not restrict your nervous mechanisms.

‘The movement stops the aggravation of lower back pain and makes sitting fun.’

Mr Wilson said the ball’s anti-burst capacity was helping it win sales around the world.

‘If you have a bad back the last thing you want to happen is for the ball to explode.’

He said people often thought the mediBall looked silly until they sat on one.

The mediBall has been selected as a training tool for Olympic athletes.

Newcastle Council general manager Janet Dore and Newcastle Knight Andrew Johns were among those to use the device, he said.

Back seat: AOK Health managing director Bradley Wilson with the mediBall PRO.