

GAMING IS A MARATHON. YOUR CHAIR SHOULD MATCH.



A data-driven look at how durability, comfort, and long-term use impact both gaming performance and environmental sustainability.

Gamers spend thousands of hours seated, requiring sustained focus and physical endurance. Most chairs, aren't built to support that level of use over time, leading to discomfort, poor posture, and the need for frequent replacement. A chair built to last not only reduces waste but also supports better posture, sharper focus, and more consistent performance. Better support isn't an extra feature, it's essential for how people actually play.



DID YOU KNOW:

- Gen Z gamers spend ~8 hours per week gaming!
- Prolonged sitting is linked to back pain and posture strain.
- Gen Z gamers spend ~8 hours per week gaming.

L A  B O Y[®]

THE OBJECTIVE OF THIS INFOGRAPHIC IS TO CLEARLY SHOW THE CONNECTION BETWEEN GAMING, ENDURANCE, AND SUSTAINABILITY IN A WAY THAT ACTUALLY FEELS RELEVANT TO GEN Z. INFOGRAPHICS WORK WELL FOR THIS AUDIENCE BECAUSE THEY'RE QUICK TO READ, VISUALLY ENGAGING, AND EASY TO SHARE. BY USING REAL DATA AROUND GAMING HABITS, PHYSICAL STRAIN, AND FURNITURE WASTE, THE MESSAGE FEELS MORE CREDIBLE. IT ALSO REINFORCES THE IDEA THAT DURABILITY ISN'T JUST ABOUT COMFORT, IT DIRECTLY SUPPORTS PERFORMANCE WHILE BEING A MORE RESPONSIBLE, LONG-TERM SOLUTION.