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THE TRUCK SEAT THAT BREATHE

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BREATHING TRUCK SEAT

The Idea of GEOX Breathing Seat Which Revolutionary Designed to Serve Drivers of Trucks and Commercial Vehicles

Empirical Research and Innovative Idea
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INTRODUCTION

It was in the early 1990s that Mario Moretti Polegato [1], suffering from hot and sweaty feet, used a pocketknife to cut holes in the soles of his sneakers, thereby creating the first pair of “shoes that breathe”. Succeeding, he decided to embark on his own, opening a small company to manufacture these “breathing” shoes under the GEOX brand name. On 28 July 2009, the board of directors (BOD) of GEOX approved the footwear and apparel company’s half-year results, which showed consolidated sales of US$653 million. That was an outstanding accomplishment and appreciation for GEOX that had only been in the business since 1995 [2]. However, while the GEOX (Moretti) innovation has invented to facilitate the process of taking air into and expelling it from the shoes of footwear users, the technology has an enormous potential power to facilitate the working process of a larger numbers of labors in different sections - different industries.

A LESSON FROM HISTORY OF INNOVATION

On 10 April 2017, Mario Moretti Polegato participated the Top Experiences event which organized by Polytechnic of Turin. The following brief innovative idea has submitted personally to the Dr Mario Moretti by the author. Meanwhile, the author desires to share openly the comparable idea with readers those work to improve the job condition of Heavy Truck Drivers (HTD) concerning the Occupational Health and Safety Assessment Series (OHSAS). The history of innovation taught a valuable lesson in which the usage of innovative product a bit later when it survives the fluid phase and enters the transition phase of Innovation’s Dynamic, might diffuse in many other similar or familiar segments of different applications [3]. For example, once the chain has invented, the design of bicycles has changed dramatically (in a positive manner and) in kind of revolutionary design fashions. Indeed earlier, in 1941, Georges de Mestral [4] who invented “Hook and Loop Fastener”, went on a walk with his dog. He noticed that his dog and his pants were covered with numbers of labors in different sections - different industries.

In conclusion, the briefly introduced idea proposed to yield the importance of an innovative truck seat design which might characterize the possible opportunities and emphasize those negative health effects which are concealed behind the traditional truck’s seats.

REFERENCES

[4] National Inventors Hall of Fame entry (1999), Georges de Mestral (1907 - 1990), Highland Park St. NW