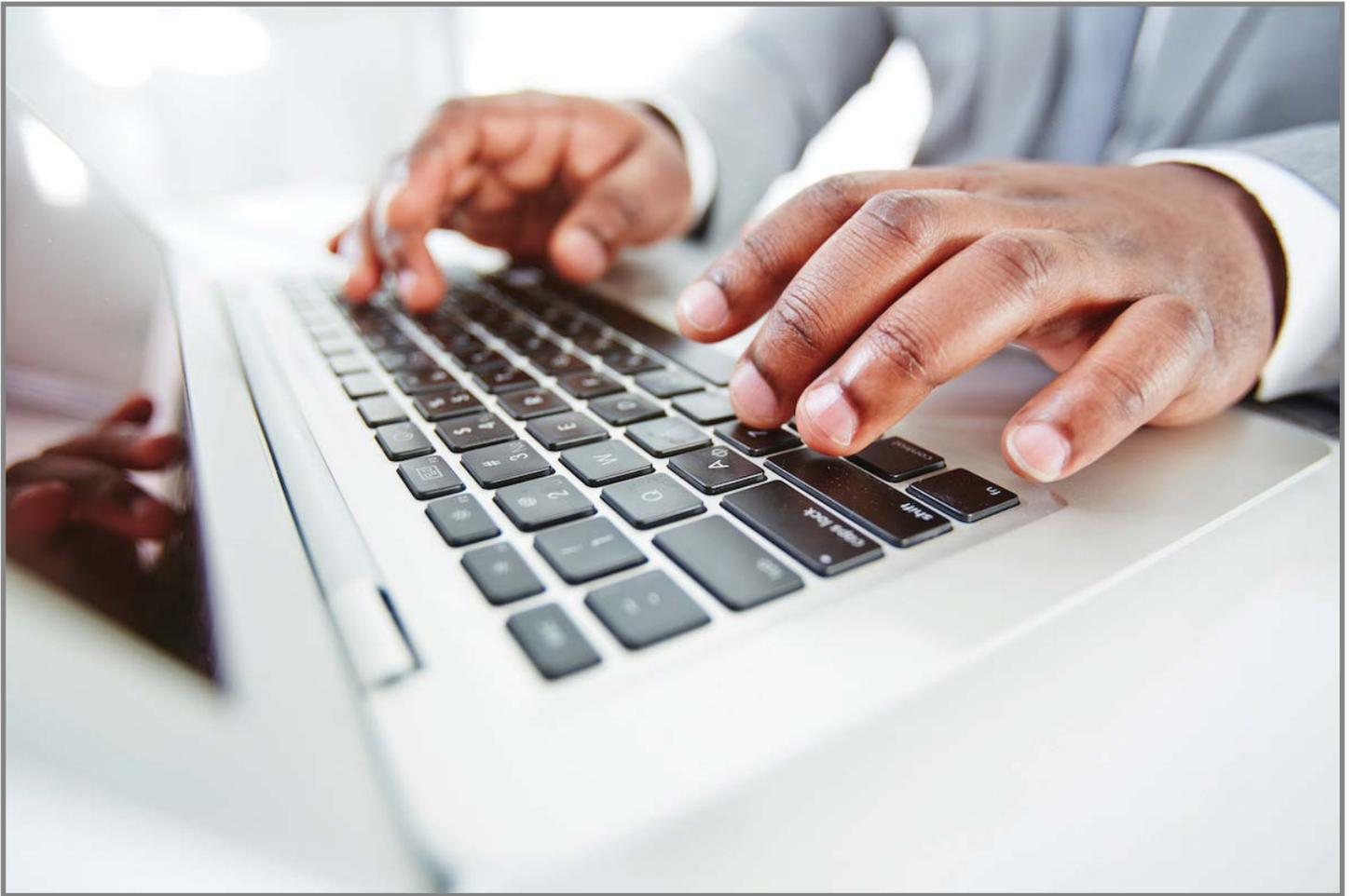


How to Break Free From our Sitting Culture...



**...and Start Feeling
Great at Work Again**

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Introduction:

Imagine no more back pain, more productivity and energy, a higher metabolism and hips and shoulders that no longer feel tight and knotted. All of these things and MORE can be yours when you take the right steps to overturning your sitting-dominated lifestyle and standing more.

We know that integrating standing into a sitting dominated culture isn't easy and it isn't the norm. It requires a cultivation of new habits as well as encouragement, education and community. We're here as a one stop shop to provide all of that, and more, to you.

If you're reading this ebook you're probably already on to the sad truth that sitting at our 40+ hour a week jobs is slowly killing us. Dubbed as the "[new smoking](#)", sitting all day at our desk jobs is wreaking short and long term havoc on our bodies, that sometimes we can't even see or feel until it's a little too late.

“Physical inactivity has become a global pandemic, say researchers in a series of related papers published in the journal Lancet. According to one of the reports, lack of exercise causes as many as 1 in 10 premature deaths around the world each year — roughly as many as [smoking](#).” - [Time Magazine](#)

Unfortunately our culture is dominated by the art of sitting. We sit on our commutes (just [4.6% of the population](#) commutes by biking or walking), we sit at work for 8 or more hours and then we sit at home while we eat or watch T.V.

We live in a world and society where sitting is the default and sadly no amount of exercise can compensate for a lifestyle dominated by it.

“...Sitting too much—even among people who exercise regularly—led to higher rates of hospitalization, heart disease and cancer, as well as early death.” - [Time Magazine](#)

Now that we've beat that subject to death, I think it's safe to say we're all on the same page. As a society we are sitting way too much and we need to start transitioning our minds and bodies to thinking about standing more.

Baby we were born to.... stand?

“Our bodies have evolved over millions of years to do one thing: move,” says James Levine, M.D., Ph.D., of the Mayo Clinic in Rochester, Minn., and author of “Move a Little, Lose a Lot.” “As human beings...For thousands of generations, our environment demanded nearly constant physical activity.” But thanks to technological advances, the Internet, and an increasingly longer work week, that environment has disappeared.



Because we’re built as “movers”, our bodies expect a certain level of physical activity and are designed to run well when movement is involved. Prolonged sitting causes your body to begin shutting down at the metabolic level. Big muscle groups like quadriceps and hamstrings are meant for movement and circulation as well as calories burned begins to plummet when they’re stationary.

“Key flab-burning enzymes responsible for breaking down triglycerides (a type of fat) simply start switching off. Sit for a full day and those fat burners plummet by 50 percent.”

Unfortunately, the bad news doesn’t end there. Beyond the detrimental metabolic and fat burning consequences of sitting too much, your body also suffers from lower blood flow and higher blood sugar levels. What does that mean for you?

Studies have found that you increase your risk of developing diabetes by 7 percent for every two hours you spend sitting a day.

Your risk for heart disease also goes up, you’re more prone to depression and spending the day on your backside also wreaks havoc on your posture and muscle balances. Knowing all of this it’s no surprise that 80% of Americans experience lower back pain.

Taking a Stand to Make a Change

Well, we admit that last section was a bit depressing. We hope you're still with us to hear the good news! America is waking up. There are more tools out there than ever to help Americans be healthier at their offices and we at CubeFit are on a mission to help desk workers reclaim their health and wellness by empowering them with the necessary tools and information.

We believe that integrating standing into your day is key to improving your quality of life and reclaiming your health and wellness, despite the fact that you might not be able to change your job situation.

Standing has benefits that touch on the physiological, the physical, and the psychological, leaving no part of your mind or body unaffected.

Standing has countless benefits including:

- Increasing productivity (by up to as much as 40%)
- Reducing depression
- Improving posture
- Reducing muscle and joint pain
- Decreasing the likelihood of developing chronic pain or injuries
- Burning an extra 500-1,000 calories a day
- Reducing chances of getting cancer by 20-35%
- Reducing your risk of developing diabetes by up to 90%
- Reducing your risk of heart disease by up to 18%

The benefits are clear, yet the transition from sitting all day to standing throughout your 9 to 5 can be surprisingly difficult.

Following are some tips and best practices to help you make the switch and tough out the fatigue, soreness and mental hurdles. We don't want you to leave a life of increased health and happiness on the table because you weren't prepared to disrupt your lifestyle and culture of sitting.

Stick with these tips, surround yourself with people pursuing similar health and wellness goals, heck! Even shoot us an email if you need some help and encouragement. We want to see you succeed and reclaim your time at the office to start making it work FOR you instead of against you.

Changing Things Up

Transition from a Culture of Sitting to Standing

Did you know it takes 30 days to form a habit?

Well...unknow that fact right now!

This soundbite popularized by a doctor in the 1950's based on an unreliable "study" is actually, shockingly, not entirely accurate. And worse yet, it tends to get people discouraged when they feel like they haven't made any progress after 30 days in forming or breaking a habit. New, more modern and scientifically tested studies have shown it actually takes [closer to two months](#) to form a new habit. So don't be discouraged if standing throughout your day still doesn't feel natural at the 30 day mark.

Standing less and sitting more certainly IS a habit that you'll need to train yourself into. It doesn't feel natural or comfortable to stand for periods of time at first. But things worth your time and effort are rarely easy right?

Here's our recommended game plan to help you successfully make the transition and start using your office time to make you healthier.



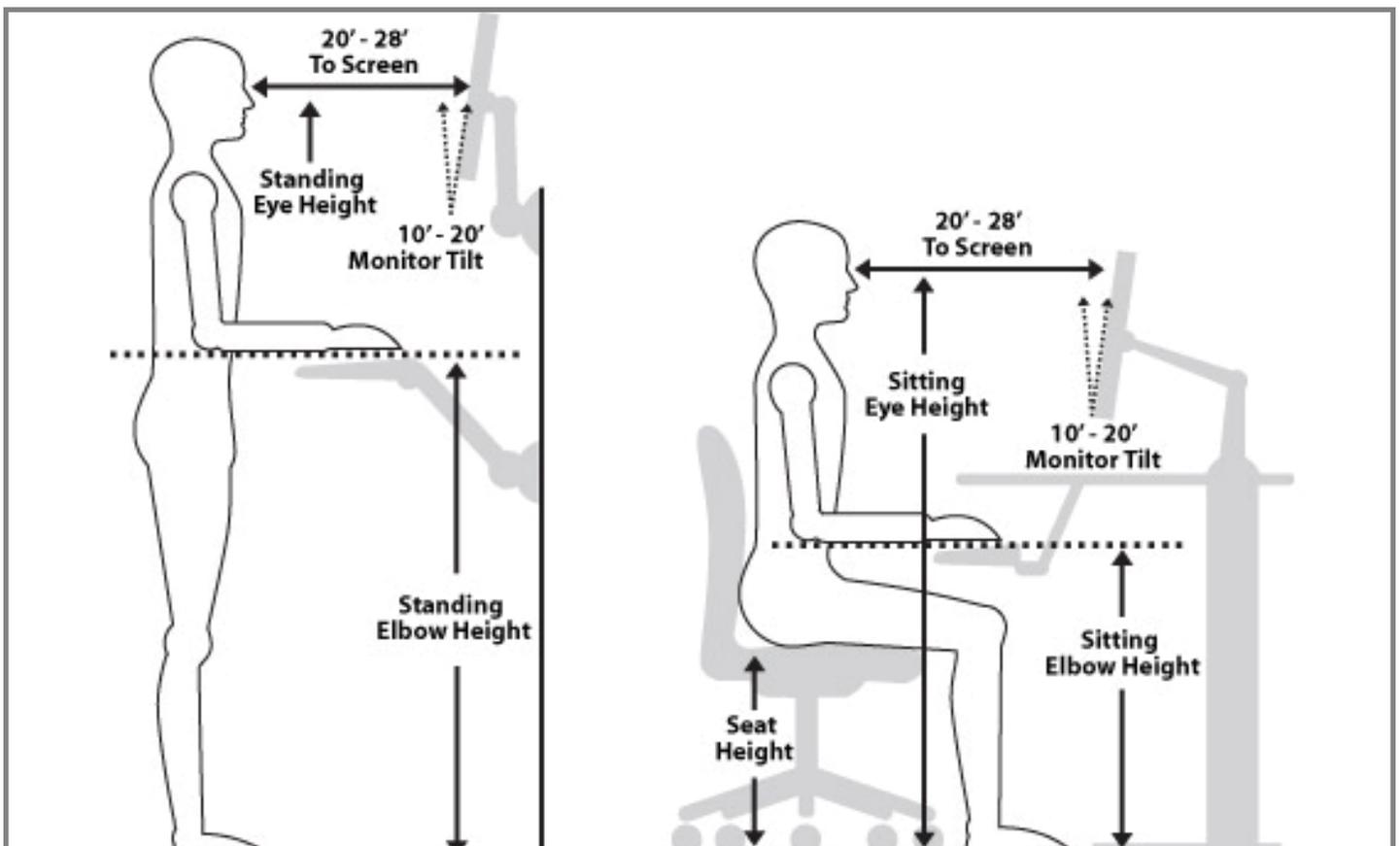
Play 1:

Get Your Setup Right

Once you've selected a standing desk that best suits your needs, make sure your workspace is not only organized but that it's also ergonomically correct.

- The top of your monitor should be at eye level so your head isn't craning up or down
- Your keyboard should be positioned so your elbows are bent at about a 90 degree angle
- Wrists should be able to lay flat when you're typing so they're angled too far up or down

Make sure you're organized and have a place for everything after you rearranged your workspace to make room for your standing desk. If you introduce a standing desk into your office but your workspace is a mess and you can't find anything you're going to be frustrated and more likely to throw in the towel.



<http://www.victoriamassagetherapy.ca/userfiles/image/Ergonomics.jpg>

Play 2:

Take it Slow

We love enthusiasm but rush into anything too quickly and you're likely to burn out. The same holds true for integrating standing into your daily office life. Start slow and small with baby steps. We recommend alternating sitting every hour or so (or for as long as you comfortably can stand for). This would look like sitting, setting a timer (or using our CubeFit Chrome extension) for an hour and then standing when the timer goes off. Repeat the cycle and sit back down after an hour to avoid fatiguing too early on. Remember this is a long distance lifestyle change not a quick-fix sprint. Eventually your leg muscles and feet will build up a tolerance to standing and it will feel normal to stand for several hours without soreness.



Play 3:

Stretch and Restore Muscle Balances



Something most desk workers suffer from is tightness and muscle imbalances. Standing at your desk can help begin to correct these problems but being limber and loose before starting to stand for an hour or more at a time is very important. Stretch out your calves, hamstrings, quads and back before you start standing to avoid muscle issues down the road. You might want to also consider proactively fixing some muscle imbalances that you developed from excessive sitting. Check out our other ebook for a comprehensive exercise plan to help you do this.

Play 4:

Incorporate Movement

Anything in excess can be detrimental, INCLUDING standing. Too much standing, especially the kind that doesn't involve movement, can actually be harmful to the body so try to limit your standing stints to 3-4 hours max. Also try to incorporate movement into your legs while you're standing. This could look like taking walking breaks, tapping your foot or stretching every once in awhile as you work. Check out our standing desk mat with topography designed to massage your feet, help you stretch and incorporate more movement into your standing.



Camille Arneberg

Co-Founder CubeFit

Certified Personal Trainer, National Academy of Sports Medicine

Swollen to the size of a softball, my knee sat red puffy and helpless as I placed yet another bag of frozen peas on it. It was the day after I completed the Marine Corps Half Marathon and my usual springy step had been reduced to a hobbling limp. I spent the months following that half marathon seeing doctors and physical therapists who gave me varied diagnoses, medications and x-ray scans. No course of treatment was working and as the months passed by and I could hardly walk 200 feet without pain I began to feel less and less hopeful that I would ever run again.

After almost a year of trying physical therapy, blood flow stimulation technology, complete rest and more, the simple cause of my debilitating knee injury was uncovered. An excessively shortened hip flexor and weak glute muscle (despite my training runs) from prolonged sitting had kicked my knee into overcompensating hyper-drive and caused trigger points in my quadricep. Sitting at my desk job so much without properly stretching and strengthening in addition to my 30+ miles a week of running had put too much stress on my knee causing it to give out on me.

I'm happy to say that I am now free from that office job and back to running 4 miles at a time without knee pain. Trigger point therapy and correcting extreme muscle imbalances from too much sitting and only running has almost completely healed my knee problem. And now I'm able to integrate standing throughout my day, go for walks to break up projects and workout when I want. You may not work for yourself but this lifestyle IS possible no matter where you work or who you work for. Nothing is more important than your health and we at CubeFit are committed to equipping you to live like nothing has ever been more true.

Gerald Zingraf

Co-Founder CubeFit

Standing Desk Early Adopter

I began my first day at a software startup company and noticed one of my new colleagues standing at her desk throughout the entirety of the day. I shared a few meetings with her within my first week and noticed that this standing behavior carried over into meetings as well. It didn't take long for me to get the "sitting is the new smoking" sales pitch that would change my life. I began doing my research and found that sitting for over eight hours a day truly was quietly killing me. That made logical sense to me. Our bodies aren't designed to sit hunched over a computer at a desk for the majority of our day, regardless of the exercise I did after work to make up for it.

I was sold as an early adopter of this new "stand at work" lifestyle. Instead of losing 8-10 hours a day of physical activity, I would be able to redeem that time and stay fit while I was at work. The formula was simple: stand instead of sit. It only took three weeks to find out that my simple formula was incomplete. After experiencing some unusual pain in my left leg, I went to the doctor to get it checked out. After a few visits, I was sent on to a vein specialist for an official diagnosis. The valves in my great saphenous vein were failing. Most probable cause - standing all day.

Without going into too much detail, I was able to undergo surgery to remove the longest vein in my body. I wore compression pants for a month and was ordered to go on short walks about every half hour to stimulate blood flow. So what did I do wrong? I thought that the solution to the sitting problem was simple. If sitting was bad for you, then standing would be better. I had it all wrong. Sitting isn't bad for you. Standing isn't bad for you. The sedentary lifestyle is bad for you. Sitting all day slowed my heart rate and blood flow while causing higher chances for heart disease. Standing all day without movement caused weak blood flow to put pressure on the valves in my veins. It seemed like there was no true solution - working in an office would surely kill me.

I did more research about standing at work. I caught the bug. Once I knew that it was bad for me, I had to make a change. The first change didn't work. I was going to be sure to get it right the second time. The secret to fighting the sedentary office lifestyle is not standing, but a combination of sitting, standing, stretching, and taking small breaks. Now I have incorporated a routine into my day that not only keeps my body moving, but it raises my productivity as well. Studies show that increasing your heart rate will increase the amount of oxygen your brain receives. That has a direct impact on the quality of work you are doing.

This experience has inspired me to team up with three other awesome CubeFit founders to help create a healthy office environment for others. We are constantly researching, experimenting, and designing new ways to be healthy in the office so you don't have to. Our goal is to take back those 8+ hours every day that are leading us to an earlier death through stress and sedentary working. We aren't just trying to sell healthy office products. We teamed up to educate and inspire office workers everywhere to create a healthier world.



About CubeFit

You spend the majority of your waking hours at your office.

At CubeFit our number one priority is helping you make those hours work FOR you not AGAINST you.

When two of our founders sustained leg and knee injuries from excessive sitting at work, the idea and passion for CubeFit was born.

Founded by a certified personal trainer (and physician endorsed), CubeFit is on a mission to empower a new generation of office workers during their 9-5 by equipping them with tools to be healthier, happier, reduce chronic conditions and live longer lives. We envision a world where active and healthy habits are seamlessly integrated into your workday and you no longer need to escape your office to find balance and wellness.

Imagine actually burning calories while you type out that status report or engaging your core muscles to strengthen your back and stretching overly tightened hip muscles while you answer emails. With CubeFit products, all of that and more, is possible.

Think of us as your new best friend at work that's here to help you get active, get healthy and even get productive.

But we're more than just a company.

In addition to selling products that help you bring healthy habits into your office, CubeFit is a lifestyle and a resource for everyone and anyone looking to restore balance to their lives at the office whether that's through our free workout routines, standing desks or ergonomically designed mats.

At CubeFit we're committed to making it easy, fun, intuitive and affordable to blend healthy living with the daily grind.



Resources

Resources for benefits:

http://www.cdc.gov/pcd/issues/2012/11_0323.htm

<http://lifehacker.com/a-standing-desk-makes-me-more-productive-even-if-it-s-1766137972>

<http://healthland.time.com/2012/07/18/lack-of-exercise-as-deadly-as-smoking-study-finds/>

<https://www.census.gov/prod/2014pubs/acs-25.pdf>

http://www.huffingtonpost.com/james-clear/forming-new-habits_b_5104807.html

http://www.cdc.gov/pcd/issues/2012/11_0323.htm

<http://lifehacker.com/a-standing-desk-makes-me-more-productive-even-if-it-s-1766137972>