

BE-UP STUDY FINDINGS

In the Be-Up study, women who consented to participate were randomly assigned at the onset of labour to either a Be-Up birth room or a conventional birthing room. Participation willingness among pregnant women was very high.

The materials in the Be-Up room encouraged upright postures and active movement. Flexible foam cubes and the foam birthing stool were effective in supporting multiple body positions.

Women in the Be-Up room were significantly more likely to adopt hands-and-knees positions during labour ($p < 0.002$) and significantly less likely to remain in a supine position ($p < 0.001$). The foam cubes were especially valued by participants as supportive in coping with contractions.

Overall, the caesarean section rate was low at 11%. First-time mothers in the Be-Up room reported greater self-confidence and reassurance, with fear or panic occurring less frequently ($p < 0.022$).

These findings indicate that a Be-Up birth room provides a safe and effective environment for both mother and child, with complication rates comparable to conventional birthing rooms.

Research shows that women experience greater control during birth when they can influence their birthing positions (Nieuwenhuijze et al., 2013).

With Be-Up elements, clinics can create birth spaces that are comfortable, supportive of psychological well-being, and promote a sense of safety, while offering sufficient space for mobility (Carlsson, Larsson, Jormfeldt, 2020). These elements enhance the friendliness and functionality of the birthing room, enabling flexible, responsive midwifery care that better meets the individual needs of birthing women (Hammond, Homer, Foureur, 2017).

By supporting maternal autonomy and comfort, the Be-Up setup also reduces stress for midwives and increases their sense of safety.

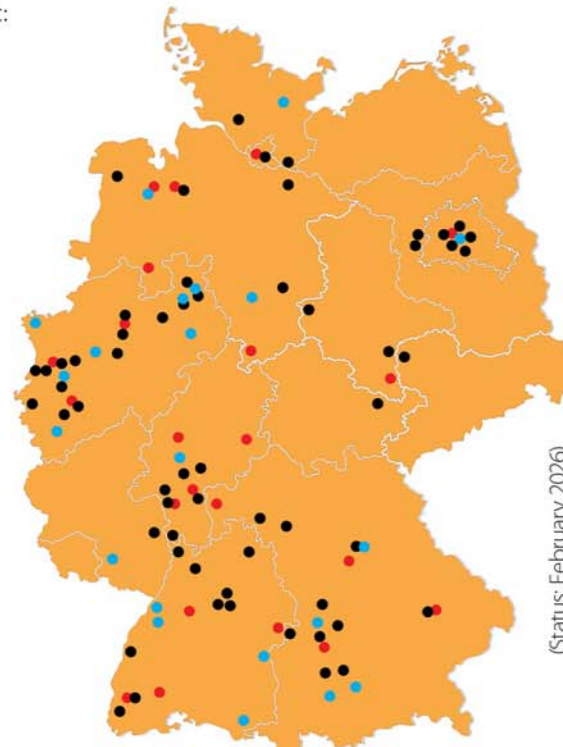
For more information, please visit: www.be-up-studie.de



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Our Elements are already being used here:

- University / College
- Birth Centers / freelance midwives
- Maternity Clinics

(Status: February 2026)

PRODUCT FEATURES

All foams used in our products are highly durable, dimensionally stable, and designed to provide maximum comfort (LGA tested).

The Skai Tovega cover is a premium-quality upholstery material widely used in healthcare, fully compliant with current medical device regulations.

Key features include:

- Tear-resistant
- Long-lasting
- Flame-retardant according to DIN EN 1021-1+2 and MVSS 302
- Easy to clean
- Abrasion-resistant
- Resistant to liquids (blood, amniotic fluid, moisture)
- Resistant to disinfectants
- Compliant with medical device standards (DIN EN 10993-5+10)

PROCESSING / WORKMANSHIP

All zippers on our premium products are concealed to prevent moisture penetration and enhance protection. This is further reinforced with a flap featuring hook-and-loop fasteners. For Taio and Dayo, additional handles and hook-and-loop fasteners make transport simple and ergonomic. Dayo's durability has been optimized with an additional PU inner cover, providing extra protection against moisture. All products* feature a non-slip bottom, ensuring enhanced safety for the woman, their partner, and the midwife.

* except for the product Imara

Available in the following colors:



We are happy to provide fabric samples, allowing you to experience the quality, texture, and color design firsthand. Custom colors are available upon request.

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beupgeburtaktiv

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The modern way to experience an active birth



Medizinische Fakultät
der Martin-Luther-Universität
Halle-Wittenberg



Bundesministerium
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BE-UP: BIRTHING ENVIRONMENT – UPRIGHT POSITION

Be-Up is an acronym for “Birth Environment – Upright Position”.

The Be-Up study was coordinated by Dr. Gertrud M. Ayerle at the Institute for Health, Midwifery, and Nursing Science, Faculty of Medicine, Martin Luther University Halle-Wittenberg (MLU). The study team also included Prof. Dr. Rainhild Schäfers, Elke Mattern M.Sc, and Theresa Oganowski M.A. from the University of Applied Health Sciences Bochum, as well as Prof. Dr. Sabine Striebich (MLU) and Dr. med. Ronja Ocker and Dr. med. Gregor Seliger from the University Hospital and Polyclinic for Obstetrics and Prenatal Medicine, Halle/Saale.

This multicenter, randomized controlled trial, “Be-Up: Active Birth,” is internationally unique in investigating how an alternatively designed birth room can affect labour and birth outcomes. It builds on prior research showing that various upright positions during labour and birth increase the likelihood of experiencing a natural birth. This can be explained by improved uterine blood flow in upright positions, as well as the supportive role of gravity and the baby's own weight, facilitating optimal fetal movement through the maternal pelvis.

Additionally, evidence indicates that women report higher satisfaction with birth when they are able to self-select positions that feel comfortable and supportive during contractions. Instead of a conventional delivery bed, Be-Up elements include a high mattress, a floor mat, and flexible foam components that women can use mobility and variably during labour. Midwives can simultaneously provide support using their traditional midwifery skills in a flexible and responsive way.

The Be-Up elements allow women to move freely according to their needs and comfort, or to lean and rest on stacked foam elements while exhaling through contractions. Partners can remain close, assisting with back and sacral massage to facilitate breathing and comfort.

Women can sit on foam cubes during contractions, leaning against their partner, who may be seated on another cube or on the mattress. The floor mat provides a soft, supportive base.

When seated on the mattress, women can lean against the angled wedge element for relaxation. The wedge can also serve as a “stepping” element to achieve an asynclitic pelvic position, which may be particularly helpful in aligning the fetal head during slow or protracted labour.

During contractions or the fetal descent phase, the U-shaped opening of the birthing cube provides ample space for the baby's head and body. This enables the women to maintain an upright, active birthing posture and, if desired, receive her baby directly.

The floor mat is ideal for the hands-and-knees position, with support from either the mat or the mattress. The mattress can also be used for side-lying rest, ensuring comfort and flexibility throughout labour.



Ummi “born from the mother” (cube)

Our Ummis, available in three sizes (Mini, Midi, Maxi), offer a versatile and ergonomic seating solution for the birthing person, their partner, or the midwife. Designed for flexibility, Ummis can be easily stacked to achieve the optimal height, promoting close physical connection, through hands-on support or by enabling the accompanying person to massage the women*. By fostering stability and proximity, Ummis help the birthing individual stay grounded, focused and connected with their body – while being actively supported by their companion. They are particularly well suited for upright and forward-leaning positions, such as the supported squat (“shepherd’s stance”) and kneeling variations. In practice, Ummis are most often combined with a rope or a rebozo/sling, enhancing mobility, comfort and continuous support throughout labour.

* We use the term “woman/women” for clarity and medical precision, while respecting individuals’ preferred identities in personal care.



Nneka “my mother is the greatest” (birthing stool)

During active labour or second stage of labour, the U-shaped opening of Nneka provides ample space for the baby’s head and body to descend freely. It supports an upright, active birthing position, enabling the woman to remain engaged and to pick up the baby herself when it is born. Thanks to its thoughtful design and specially developed foam, Nneka supports prolonged use by promoting comfort, adaptability, and reduced pressure on the pelvic floor. At the same time, partners or accompanying persons can remain actively involved, offering hands-on support throughout the birth process. Beyond its function as a birthing stool, Nneka also serves as a versatile positioning aid. Its shape, flexibility, and high-quality construction make it ideal for supporting the abdomen in hands-and-knees positions or for positioning the legs in side-lying - enhancing comfort and facilitating optimal positioning at every stage of labour.



Imara “the strong-willed one” (wedge cushion)

Imara is more than a positioning wedge- it is a versatile support tool that can also be used as a stepping module or as a stable kneeling aid. This multifunctionality enables a wide range of dynamic maternal positions during labour and birth. By facilitating asymmetrical positioning of the pelvis (asynclitism), Imara can help promote optimal fetal head orientation - particularly in cases of slow or protracted labour progress. Its adaptable design supports active movement, targeted positioning, and hands-on guidance, making it a valuable addition for individualized labour support.



Here's a link to our Instagram Account

be-up Elements

NAMING

The names of our products are inspired by given names from various languages across the African continent. Each name carries a powerful meaning, reflecting the profound connection between the woman and their child during labour and birth. With this approach, we aim to express our deep respect and appreciation for birthing individuals and their newborns, honouring the strength, dignity, and significance of this transformative experience.

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einer aktiven Geburt
In 3 neuen Farben erhältlich.

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www.be-up.

We invite you to discover our versatile and modern solutions in person.
Book an appointment to experience our products live in our showroom.

If you are interested in receiving a non-binding offer or would like further information, please do not hesitate to contact us.
Email: kontakt@be-up.info or by phone: +49 52 25 / 87 20 508

Dayo “great joy; joy is coming, joy in life” (floor mat)

Dayo is designed for durability, offering significantly greater resilience than conventional floor mats. Which is making it ideal for continuous use in active birth settings. It supports a wide range of upright and mobile positions, including deep squatting, hands-and-knees, kneeling, and standing. Seamlessly compatible with all be-up elements, Dayo enhances flexibility and workflow in the birthing environment. The unique shape lets the midwife assist the woman closely, maintaining both ergonomics and hygiene without stepping onto the mat. In addition, Dayo is easy to clean and designed for efficient hygiene management in clinical settings. The specially engineered bottom enables the midwife to lift and carry Dayo with minimal effort. Dayo is available in sizes M and L.



Taio “born to be happy” (mattress)

Taio serves not only as a comfortable space for rest and retreat but also integrates easily into active birth settings. It can be combined with all be-up elements, ensuring continuity of care throughout labour and beyond. If perineal suturing is required, Taio provides a stable and accessible surface. In this context, Ummis can support flexible leg positioning without the need for rigid fixation, as seen with conventional leg holders - helping to preserve a positive and connected birth experience even during clinical interventions. The surface materials are designed for easy cleaning, supporting high hygiene standards in everyday clinical use. In addition, Taio offers ample space for the accompanying person, both during and after birth. Integrated carrying handles allow for safe, ergonomic lifting and easy transport.

