



**News Release**

**For Immediate Release**

**SATECH, Inc. Announces the Formal Launch of the Latest in Anti-Fatigue Technology**  
SmartCells Insoles: Anti-Fatigue on the Go

**Chehalis, Wash., -- August 2013—**

After years of product development, SATECH, Inc. will formally launch their latest line of renowned anti-fatigue products, SmartCells Anti-fatigue Insoles, in September.

The all-new line of SmartCells Anti-fatigue Insoles incorporates the same anti-fatigue technology trusted by leading companies to keep their workers comfortable, productive and pain-free.

To help eliminate muscular fatigue, joint-stress and pain from a wide range of sustained standing, walking and running activities, SmartCells Insoles will be available in three styles: Standard, Therapeutic Orthotic and Active Orthotic.

Standard SmartCells Insoles easily slip into most shoes and provide immediate relief from pain associated with standing for long periods of time. Additionally, SmartCells Therapeutic Orthotic Insoles offer increased arch and heel support, while SmartCells Active Orthotic Insoles offer enhanced stability and support for those who are more vigorous in their activities.

All three SmartCells Insoles products are ideal and intended for use by those who are too mobile to utilize SmartCells anti-fatigue mats, runners or custom flooring.

The SmartCells anti-fatigue technology is significantly different than typical foam or gel insoles, which can break down quickly and lack critical features to optimize fatigue relief. SmartCells become softer as they are compressed, just the opposite of foam, and are highly responsive, unlike gel, acting like miniature springs to absorb and return energy. The result is an extraordinarily comfortable cushion that actively adjusts to body movements and is unique to any insole on the market.

“For a long time our clients have suggested that we integrate our SmartCells technology into shoes, since many of their workers spend so much time walking around. After years of careful product development and iteration, we have finally done it! There’s really nothing like it,” says Bob Bishop, Production Manager at SATECH, Inc.

SmartCells Insole prototypes have been available through SATECH, Inc.’s website, [www.smartcellsusa.com](http://www.smartcellsusa.com), for early adopters and consumer testing. Feedback has been overwhelmingly positive with typical comments such as:

- It’s like walking in new shoes every day.
- My leg muscles were aching on a normal basis after a day at work. Now they feel good...no aches. Back muscles seem to not ache, as well.

- I have noticed I move faster and with less knee/leg discomfort.

In addition to SmartCells Anti-fatigue Insoles being offered to existing clients in the industrial, healthcare, transportation, office and distribution marketplace, they are also available to consumers at [www.SmartCellsUSA.com](http://www.SmartCellsUSA.com). The product launch is timed to make sure all customers can order them in time for holiday shopping.

SATECH Inc. is a technology company that specializes in the development and marketing of SmartCells cushioning solutions that enhance performance, reduce fatigue and help prevent fall-related injuries. SmartCells mats and flooring have broad application in the industrial workplace, healthcare markets, and everyday consumer households. For more information, please call (360) 748-8711, visit [www.smartcellsusa.com](http://www.smartcellsusa.com), or view the following video: <http://www.smartcellsusa.com/about/videos/>.

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