



News Release

For Immediate Release

SATECH, Inc. Announces the Launch of the Build-Your-Own Custom Fall Protection Mat
SmartCells Cushioning: We'll be there When You Can't Be

Chehalis, Wash., -- September 2013—

SATECH Inc. is proud to introduce the latest innovation in its renowned SmartCells **Fall Protection** line of products: the Build-Your-Own Custom **Fall Protection Mat**. The all-new Build-Your-Own (BYO) fall protection mat is ideal for consumers caring for 'aging in place' family members; it provides consumers with the ability to design and implement a custom fall protection mat in the areas where it is most needed.

"Folks who fall, don't always land where we hope they will," says Al Shelley, Marketing Director at SATECH, Inc. "so, having a modular, expandable design is an important and flexible alternative to bedside fall mats."

Adding BYO mats to SATECH's market-leading array of fall protection mats and flooring is timed to coincide with National Fall Prevention Awareness week beginning on Sunday September 22, which brings public awareness to the potential lethality of a fall, and its associated complications, for our loved ones.

BYO **Fall Protection mats** consist of attractive inter-connecting mat segments that simply lay on top of an existing floor, and are perfect for any area where falls are likely to occur, like bathrooms, bedrooms and hallways.

According to Center for Disease Control expert Judy Stevens, 30-35% of people over age 65 fall each year, one in five of those falls involve a serious injury, and 65% of those falls result in an emergency room visit.

A bone fracture, or any other fall-related injury for that matter, can be extremely dangerous and is often considered the beginning of an elderly person's demise. In fact, the CDC also found that "approximately 20% of older adults hospitalized for a hip fracture die within a year and about 50% will suffer a major decline in independence."

SmartCells **Fall Protection** products offer effective solutions to this issue. The unique SmartCells dual – stiffness technology provides stability for balance impaired persons and care givers, while at the same time providing life-saving cushioning to protect our loved ones when they fall.

SmartCells BYO **fall protection mats** combine effectiveness with style and quality, including features like a low profile height (1/2") and molded-in beveled edges which reduce tripping hazards and allow most wheeled objects to roll over the mat, without needing to move it out of the way.

SmartCells Fall Protection mats are made of latex-free rubber that will not absorb liquids, which reduces the risk of contamination and infection and allows them to be easily cleaned. Independent testing, using widely accepted protocols (ATSM F355 – 10a) indicates that SmartCells cushioning technology is 2 – 4 times more effective at attenuating impact forces than mats that are nearly twice as thick.

With the recent introduction of SATECH Inc.'s new website, consumers can view different variations of SmartCells products, learn about the technology and determine which solution is best for them. Ordering a SmartCells BYO fall protection custom mat is painless; simply email SATECH Inc. a sketch of the area that needs protection and we'll design the mat that is best for you, plus provide simple assembly instructions.

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, or view the following video: <http://www.smartcellsusa.com/about/videos/>.

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