



News Release

For Immediate Release

SmartCells Fall Protection Products Featured at LeadingAge -- Idea House, Interface, Best Bath

Chehalis, Wash., --October 2013--

SATECH, Inc. is pleased to announce that its renowned line of **SmartCells Fall Protection** products will be featured in the Idea House, Interface and Best Bath exhibits at the 2013 Leading Age Annual Meeting and Expo taking place on Oct. 27-30 in Dallas, Texas.

The Annual LeadingAge expo provides thousands of senior living professionals the ability to network while attending educational sessions about aging-in-place solutions and showcasing products that help the elderly remain independent and age-in-place safely.

The Idea House, demonstrating technological advancements and new design concepts, will showcase **SmartCells Fall Protection** flooring in a fully furnished home environment. Interface will exhibit the SmartCells cushioning system with a wide assortment of Interface floor coverings, as well as provide an introduction to the new, modular SmartCells build-your-own fall protection area mats. Best Bath will highlight SmartCells Fall Protection matting as an integrated safety solution in their walk-in showers.

“With no recorded hip fractures on any **SmartCells Fall protection** surface, our products will be there to cushion the falls of your loved ones when you can’t be,” says SATECH, Inc. President, Bryce Betteridge.

A recent study conducted by the American Association of Retired Persons found that nearly 90 percent of seniors prefer to age-in-place and that even if it meant day-to-day assistance, 82 percent of seniors still wish to live independently in their own home.

Nearly 35 percent of people over the age of 65 fall each year and each fall can be potentially fatal for this vulnerable population. Simply preventing a fall isn’t enough; we need to prevent injuries from falls.

Sadly, we can’t always be there for our elderly loved ones so it is important to establish the necessary safety precautions to keep these loved ones safe and protected while honoring their wishes to age-in-place and remain independent.

SmartCells Fall Protection products help prevent falls as well as prevent serious injury. 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 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 products 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 other products that are nearly twice as thick.

Making sure elderly loved ones are protected even when you can't be there for them has never been easier. With the recent introduction of SATECH Inc.'s new online retail store, consumers can view different variations of SmartCells products, learn about the technology, determine which solution is best for them and order **SmartCells fall protection** products from the comfort and convenience of their home.

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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