



**News Release**

**For Immediate Release**

**SATECH, Inc. Honors National Falls Prevention Awareness Day with Fall Protection Sale**  
SmartCells Cushioning: We'll be there When You Can't Be

**Chehalis, Wash., -- September 2014—**

SATECH, Inc. is pleased to announce that in support of Falls Awareness Month all SmartCells Fall Protection mats and flooring will be 5% off through the rest of September.

In an effort to raise awareness of the potential fatality of senior citizen falls, Falls Awareness Month, has been observed by the senior health care community nationwide every September since its initial debut in 2008.

The climax of Falls Awareness Month, National Falls Prevention Awareness Day, is scheduled to be observed on the first official day of fall, September 23.

According to the National Council on Aging (NCOA), the organization responsible for leading and organizing Falls Awareness month, the theme for this year is "Strong Today, Falls Free Tomorrow" and seeks to raise awareness about how to prevent fall-related injuries among older adults.

"It's appropriate that resources and discussions are directed to fall prevention," says Al Shelley, Marketing Director at SATECH, Inc., "but the reality is that in spite of all our precautions, fall still occur. The conversation needs to broaden to include not just fall prevention, but injury prevention. "

Implementing protocols and strategies to prevent falls is a worthy and significant objective, as NCOA statistics confirm: every 15 seconds an elderly loved one is seen in the Emergency Room due to fall related injuries.

SmartCells Fall Protection mats and flooring 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 mats are available in a variety of colors (Black, Light Brown, and Grey) and configurations ranging from pre-sized mats (3x5 and 24x68) to build-your-own mats to fit custom-sized areas.

SmartCells Fall Protection flooring provides a cushioned sub-floor under selected commercial floor coverings.

SmartCells Fall Protection mats and flooring 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. On SATECH Inc.'s website 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](http://www.smartcellsusa.com) or view the following video: <http://www.smartcellsusa.com/about/videos/> .

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