



News Release

For Immediate Release

**SATECH, Inc. Proudly Launches All-New Anti-Fatigue Product Line**  
SmartCells® Insoles: Anti-Fatigue on the Go

**Chehalis, Wash., -- September 2013—**

After years of research and development, SATECH, Inc. is proud to announce the launch of a new generation of anti-fatigue insoles for industrial and consumer use. Based on the same renowned technology as their anti-fatigue mats, runners and flooring, the SmartCells® anti-fatigue insoles provide relief on-the-go for individuals who spend extended time on their feet and are too mobile for mats or runners.

“For years our clients and ergonomic experts have been urging us to adapt our unique SmartCells® technology to footwear, and we are proud to finally make this goal a reality,” says Bryce Betteridge, President of SATECH, Inc. “There’s a new footprint in town; it’s not gel, it’s not foam. It’s SmartCells®!”

SmartCells® Insoles are available in three styles that easily slip into most shoes: a Standard flat style, for use with or without orthotics, as well as Therapeutic and Active Orthotic styles that offer additional arch and heel support, personalized for size and tuned to the nature of the users’ activities.

SmartCells® cushioning technology is distinguished by the array of “Smart” cells that cushion and absorb force like miniature springs, and are highly responsive to changes in pressure, so that when an individual’s weight is shifted they return their stored energy.

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

Throughout the extensive product development effort, SATECH, Inc. received valuable input from researchers and users to enhance comfort and fatigue relief. A corporate ergonomic study evaluating workers using SmartCells® Insoles found a 22 percent decrease in discomfort that interfered with their ability to work. Feedback from users has been overwhelmingly positive with typical comments from early adopters such as:



- “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 want to put my shoes on and just go anywhere. I look forward to wearing them.”
- “[I feel] better and able to move easier. I have noticed I move faster and with less knee/leg discomfort.”

With the SATECH, Inc. online retail store and exclusive discounts for online consumers, shopping for SmartCells® products has never been easier. SATECH Inc. wants to see where your SmartCells® insoles have taken you and is offering an additional discount on your next SmartCells® insoles purchase if you share photos of where they have taken you on the “Where-In-the-World is SmartCells®” blog.

The product launch of SmartCells® Anti-fatigue Insoles is perfectly timed to provide customers with plenty of opportunity to order them as Holiday gifts for anyone on their shopping list who is frequently standing or on-the-go.

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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