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Carex Health Brands Introduces New Logo and Website Focused on Customer Experience

Inspired by the brand's 35+ year commitment to caring for customers and a growing trend of consumers wanting to 'age in place'

[Middleburg Heights, Ohio]: Carex, a subsidiary of Compass Health Brands, today announced the rebranding alongside a redesign of its [website](#), which features over 600 available products and improved navigation with a stronger user experience. These changes transpired from the brand's 35+ year commitment to providing high-quality health and wellness products, alongside studies showing that [over 90% of people 65 years and older prefer to age at home](#). The brand revamped its focus on its digital presence to continue its well-established reputation as an authority in the home healthcare industry.

"For over 35 years, we have worked to earn the trust of consumers and caregivers to be the go-to for health and wellness products," said the company's President & CEO, Stuart J. Straus. "Our new Carex brand logo and website are a representation of our continued dedication to providing the best products, customer service, and brand experience."



Significant features of Carex's new website include:

- 600+ available products with free shipping on orders over \$75
- An easy to use and interactive search functionality
- Ability to navigate products based on their health condition

"With over 40 million caregivers aiding to a loved one or a parent, empowering them to confidently purchase home health care products is a mission we needed to focus on," explains Tony West, Senior VP of Retail. "Updating the look of our brand and offering a new positive shopping experience on our website allows us to connect with our customers in an impactful way."

The brand will continue to make additional features available to its users as it receives feedback and improves user experience.

Carex's website is live now. For more information on Carex, visit <https://www.Carex.com>.

About Compass Health Brands

For over 35 years, Compass Health Brands has been an established market leader in branded home medical equipment. The company serves a wide plethora of consumers, including home care patients, mobility product users, senior citizens, caretakers, and the general public. Its vast selection of high-quality brands including Carex, AccuRelief, Bed Buddy, TheraMed, Apex, ProBasics, Roscoe Medical, Meridian, StrengthTape, and TENS 7000 makes it the go-to brand for health and wellness products. Carex is a wholly-owned subsidiary of Compass Health Brands. For more information, please visit <https://www.compasshealthbrands.com>.

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