



# TO THE point!

Connecting our Bodypoint community to strengthen your position

December 2014

## BP News

What a year--it seems as if it has just flown by! Thanks to our hardworking partners and strong team, Bodypoint is poised for a bright future. Not only are we growing in our established markets, Bodypoint has gained a foothold in China while we continue to develop our Latin American markets. In response, we have invested significantly to improve our business infrastructure which involved completing eight Kaizens, a Japanese business philosophy of continuous improvement of working practices and efficiency. These Kaizens have helped establish and improve our QA process, pricing, supply chain management, shop floor flow and helped us focus even more on why positioning matters to our users. We have also hired four new employees in production, supply chain management, and sales and marketing. Finally, this year culminated a decade long effort by Bodypoint to develop ISO and ANSI/RESNA standards for postural support devices.

Although this time of the year is always busy, we want to slow down to send you a heartfelt thank you and raise a glass to even more success in 2015.

Happy Holidays,

Dave Hintzman, President

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## Product News

### Discontinued Products for 2015

## Why Positioning Matters



### Life's Changes

Kathleen Simpson recently attended the Beijing Rehabilitation Show in China and spoke to many wheelchair users looking for positioning solutions. One woman approached Kathleen intent on replacing her rigid thoracic brace with a Bodypoint anterior trunk support. The active, young paraplegic woman even removed her thoracic brace to show Kathleen her scoliosis. Knowing that the Bodypoint harness would not provide the same level of rigid support, Kathleen discouraged this and further explained that the back she had was not high enough to accommodate the harness and provide the proper angle of pull for the support.

The next day, the woman returned and explained that she would be getting a new, higher back with more support. She was now ready to talk about Bodypoint harnesses again. Only now, she revealed WHY she was looking for a



As the Bodypoint product offering continues to evolve, there are several part numbers that will be discontinued at the end of 2014. Please click [here](#) for a complete list of items that will no longer be for sale on January 1, 2015; replacement part numbers are indicated wherever possible. Please contact Customer Service at +1-206-405-4555 or [sales@bodypoint.com](mailto:sales@bodypoint.com) for assistance with any of these product transitions.

## Tips & Tricks

### [How to Find the Position of a Wheelchair Hip Belt](#)



Check out this new [video](#) and get instant credibility with your customers. This tried-and-true wheelchair positioning tip from Bodypoint demonstrates how to find the appropriate angle and attachment of a wheelchair positioning hip belt. Trust us, this 90 second video will change the way you and your customers look at pelvic positioning.

**[Subscribe](#) to the Bodypoint YouTube Channel for instant access to new videos.**



STRENGTHEN YOUR POSITION

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support--she was pregnant. Knowing this, Kathleen was able to talk through Bodypoint anterior trunk support solutions. They determined the Standard PivotFit™ Front-Pull Style would best accommodate her thoracic spine, changing positioning needs, and growing baby bump. As the saying goes, "Mama knows best!"

## Check it out!

### End of Year Orders

If you have an order that requires shipment by December 31, please submit it to Bodypoint no later than December 5.

### Holiday Schedule

Bodypoint offices are closed December 25-26 and January 1st. There will be no shipments on December 24th and 31st.

### Dynamic Seating

The October Mobility Management issue features a Dynamic Seating article, including a reference from Bodypoint. Check it out [here](#).

## Out & About

### International & U.S. Trade Shows

International Seating Symposium,  
Nashville, Tennessee | Feb. 26-28

## Connect with Us



## We want to hear from you

Do you have feedback or ideas for a future issue? Send a note to the editor [jillalm@bodypoint.com](mailto:jillalm@bodypoint.com).

