



# TO THE point!

Connecting our Bodypoint community to strengthen your position

February 2015

## BP News

As we prepare for the 2015 International Seating Symposium (ISS), we want to make sure that you have tools and fresh content with which to keep the Bodypoint brand energized. There is a lot more for you to see at [Bodypoint.com](http://Bodypoint.com), such as technical bulletins and new lifestyle photos in the Partner Center. We also hope that you will invite your top clinicians to Kelly Waugh's ISO Standards for Postural Support Devices presentation at ISS in Nashville on [Saturday, February 28, 2015 at 9:30am](#). For those of you who wanted to, but could not join the webinar preview on January 20, read-on for instructions on how to access a recorded version.

We look forward to seeing and meeting with many of you at the end of the month in Nashville!

Until then,

Nicole Muehlenhaus, Director of Marketing and U.S. Sales

## Product News

### ISO/RESNA Wheelchair Standards for Postural Support Devices (PSDs)

Would you turn on a light knowing it hadn't passed the electrical code? Would you travel in a car that hadn't undergone safety tests? Let's face it, we rely on standards everyday.

In the world of seating and mobility, we rely on standards too. The Bodypoint January webinar, presented by Kelly Waugh, PT, MAPT, ATP, emphasized the importance of the ISO and RESNA Wheelchair Seating Standards Part 1 and 3.



## Why Positioning Matters

### Lifestyle Images: Now Available in the Partner Center



The Bodypoint brand centers on this goal: to be a champion of proper positioning and to help more people become dedicated to the same. Accomplishing this goal relies on a dedication to empowering wheelchair users and those who work to advance the postural support industry. Our brand expressions should bring this idea to life. So, to help you will this goal, we have added new lifestyle images to the Asset & Image Library.

Before you finish your design, ask yourself these questions:

1. Does this work portray people in a

By sharing this information, **you empower your customers to ask for standards tested products.** Since Bodypoint is the only known manufacturer testing postural support devices to the Part 3 standard, this is a huge competitive advantage.

- **ISO 16840-1:2006 Wheelchair Seating Part 1** - identifies and defines information about the person, which helps in the proper application of PSDs.
- **ISO 16840-3:2014 Wheelchair Seating Part 3** - provides important data about the product design and quality of the PSDs which leads to better outcomes.

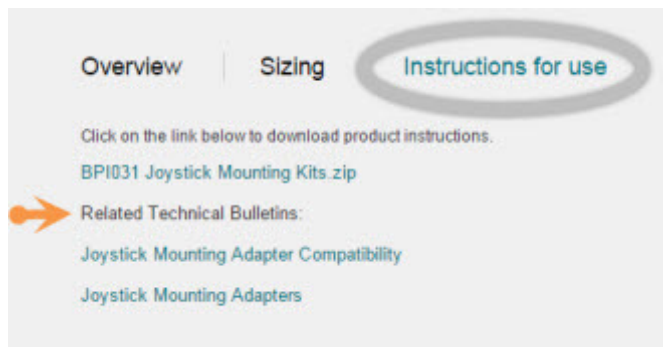


[View](#) the recorded version of the webinar (69 minutes) or [login](#) to the Partner Training section of the *Partners* page. The PPT slides and notes can also be found in the Asset & Image Library under Presentations.

See Kelly Waugh present at the ISS 2015 in Nashville, TN on **New ISO Standards for Postural Support Devices: What Should I Know?** [Saturday, February 28th: 9:30-10:45am.](#)

## Tips & Tricks

### Technical Bulletins: Now on Bodypoint.com



50 Technical Bulletins are now publically available on Bodypoint.com. The Technical Bulletins are located on the product pages under the 'Instructions for Use' tab.

For customers requesting detailed specifications and/or more in-depth product information, simply send the technical bulletin link from the Bodypoint website.

From the Bodypoint Customer Support Team, the top 3 requested technical bulletins:

- [Joystick Mounting Adapter Compatibility](#)
- [Chest Belt](#)
- [Monoflex](#)

positive and uplifting way?

2. Is the language clear and the layout concise?

3. Is it thoughtful, dignified and considerate?

As our partner, when using the Bodypoint logo in promotional materials, submit your artwork and layouts to [Jill Alm](#), Marketing & Education Manager for approval prior to publication. For a copy of the Bodypoint brand guidelines, [login](#) to the Asset & Image Library.

## Check it out!

### Superbowl Season

Can you spot the Bodypoint products in this [2014 Superbowl ad?](#)

### Industry Resources

Find industry resources under [Literature](#) on Bodypoint.com.

- [RESNA Position Paper on Positioning vs. Restraint](#)
- [ISO 16840 Part 1 Wheelchair Seating Standards resource manual](#)
- [Glossary of Wheelchair Terms](#)

### Standards of Practice

Published in Posture and Mobility magazine, this [article](#) looks at sources available to access 'Best Practice' in posture, seating and mobility.

## Out & About

### Trade Shows

2015 Numotion Leadership Conference & EXPO | Orlando, Florida | Feb. 6

Bodypoint Training Seminars | Jerusalem, Isreal | Feb. 17-19

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

National Complex Rehab Technology Leadership & Advocacy Conference | Arlington, Virginia | April 21-23



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## Connect with Us



## We want to hear from you

Do you have feedback or ideas for a future issue? Have an email address to add to this email publication? Send a note to the editor [jillalm@bodypoint.com](mailto:jillalm@bodypoint.com).