



Connecting our Bodypoint community to strengthen your position

January 2015

BP News

Welcome 2015!

As we welcome the New Year, perhaps you too have slowed down just long enough to reflect on 2014. Having [joined](#) Bodypoint in the second half of last year, I am energized by the strength of the brand and the caliber of the BP sales representatives, international partners and colleagues. And yet, funding remains constrained and most markets are either just recovering from or are still in recession.

So, how does a company like Bodypoint keep growing? The brand, well-designed products and you will certainly continue to carry forward the company that Dave and Matthew began in 1991. But, we cannot rely on this alone. That is why at our strategic planning meeting at the end of 2014 we identified product improvements, services and support that will help both you and Bodypoint grow in 2015 and beyond.

Stay tuned to this newsletter for announcements beginning with this January edition.

Wishing you a happy, healthy and very prosperous 2015!

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

Product News

NEW Front-Pull Style for PivotFit and Stayflex

Looking for the same features of the rear-pull top straps in a front-pull design? Want to easily position the upper body in pediatric mobility devices? Then check out the new **-C2** adjustable front-pull option available for PivotFit and Stayflex.

- Accommodates thick backrests
- Mounts low on the backrest with long adjustable webbing
- Easily mount through narrow slots of stroller backs
- Includes high strength nylon plastic end-fittings

Why Positioning Matters



Adventures in Wheelchair Positioning

Raising kids is never easy. As they grow and develop, their needs evolve and change, just as you would expect. Add the element of wheelchair positioning to the mix and that's where this journey gets 'adventurous'. Just ask the Frank family and their son, Jordan.

Jordan was born 9 weeks premature and was diagnosed with Quad Athetoid Cerebral Palsy at 6 months. As a baby, Jordan's earliest adaptive seating involved floor time, the sofa and pillows. But, as he grew, he needed more support. For many years, Jordan's parents found innovative ways to help Jordan hold himself upright and steady his position for sitting, walking, and controlling his involuntary movements. These creative and loving parents even went as far as building their own positioning products and mobility chairs to help him. But, as Jordan got older, his positioning needs grew beyond what his parents could simply solve. Read more about their positioning

- Compatible with the Flat-Mount, Cinch-Mount, and Cam Buckles (Cam buckles sold separately.)



To order or view the full selection of -C2 options, check out "NEW" items on pages 14-16 of the [2015 Price List](#)

Want more information?

- [Compare](#) the NEW front-pull style with the original (grommet style) front-pull option
- View [Pivotfit](#) and [Stayflex](#) Technical Bulletins
- View [Pivotfit](#) and [Stayflex](#) Product instructions

Tips & Tricks

[Webinar: January 20th, 6AM PST](#)

[Register](#) for this webinar on January 20th at 6AM PST and deepen your understanding of the new ISO/RESNA Standards for Postural Support Devices. We guarantee you will learn new ways to show and explain the value of the standards to your customers. Presented by Kelly Waugh, PT, MAPT, ATP from the University of Colorado - Denver, this webinar is a must see for starting off 2015.

Can't attend the webinar? Don't worry. The recorded version will be available on the Bodypoint Partner Center. Have questions on the webinar? Email [Jill Alm, Marketing and Education Manager](mailto:Jill.Alm@bodypoint.com).



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journey [here](#).

Check it out!

2015 NEW Products

For a complete list of the NEW products and offerings, as well as bulk pack hardware options, check out the [2015 Price List](#).

2015 Discontinued Items

Click [here](#) for a complete list of discontinued items and replacement offerings to those items.

Out & About

Trade Shows

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

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

National Complex Rehab Technology Leadership & Advocacy Conference | Arlington, Virginia | March 12

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.

