



Connecting our Bodypoint® community to strengthen your position®

Summer 2016

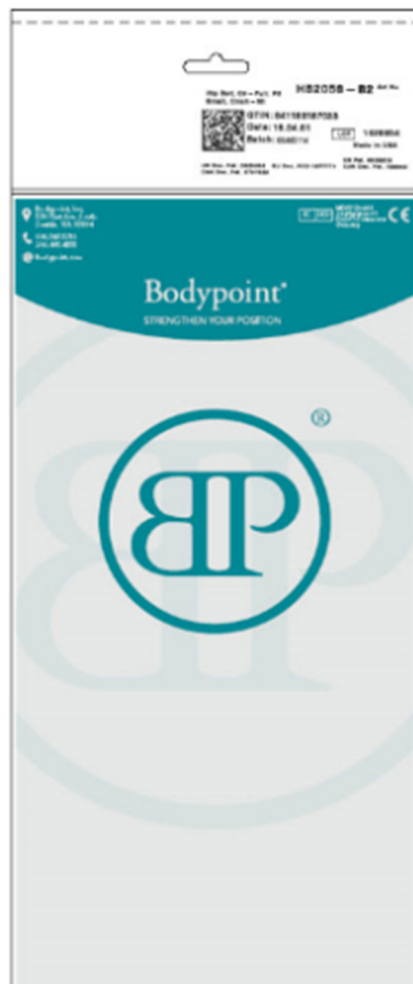
BP News

Packaging Improvements: No More Header Cards!

Beginning August 15, Bodypoint products will sport a new sleek wardrobe. Highlights include:

Convenience

- Product information and barcode label now remain on the package after opening, without being torn off with the header card
- Opaque front side displays the Bodypoint brand for recognition at a glance
- Transparent back side reveals product quality and craftsmanship
- Plastic bag retains hanging hole for showroom merchandising



Why Positioning Matters



Athletic on and off the court

[Andreas Collin](#) is a star on the [Sweden National Wheelchair Rugby Team](#) and the [Gothenburg Lions](#), Sweden's current champions. He has a spinal cord injury and is classified with 2.5 points.

The Swedes are four-time European Champions and considered the most successful team on the continent. They came 6th in the 2012 Paralympics and hope to better that in September.

Despite his team and personal athletic success, for Andreas, the bigger story is his

Safety & Sustainability

- Simple, easy-to-open perforated plastic bag remains tamperproof, without needing to remove header card and staples
- Entire bag is now a heavier plastic for additional durability

[View bag close up](#)

We're excited about these changes, which are based on customer feedback, but do let us know what you think at sales@bodypoint.com.

Product News

Bodypoint Catalog 6.1 and 2017 Price List Design Files Now Available



The [Partner Center](#) now includes the newest [Bodypoint Catalog Volume 6.1](#).

This catalog includes:

- User images and stories
- A more open, concise layout
- Product beauty shots and descriptions of product benefits
- Footplates and Adjustable Angle Footplate Kits (pp. 16-17)
- New hip belt part number scheme and updated sizing guides (pp. 18-19)
- BP value statements (back page)

The design files include the Creative Cloud InDesign files and an IDML file that is compatible with InDesign files version CS4 or later.

On the back page (page 20), you'll see four value statements that set us apart from the competition. These are key to our positioning

new daughter, Ellie. With the comfort and support of the Bodypoint Universal Elastic Strap, Andreas is able to lift, carry, hold and hug his daughter by himself, close to his body, as every father wants. Without it, he would require help from his wife.

In Ellie's crucial early months, a postural support is helping her bond with her dad.

Thanks to [HEA Medical](#), proud sponsors of the Gothenburg Lions, for submitting this story. Share your story [here](#).



Check it out!

Save the Date

Rehacare Dinner: 29 September 2016

Time: 7:30pm

> Invitation and details to follow

Our Team is Growing

Welcome Stephanie Kruse (Customer Service Supervisor) and Scott Nielsen (Manufacturing Engineer). They've made an immediate impact and we are thrilled to have them on our team.

25th Anniversary Celebration

In June we celebrated our 25th anniversary in style with dinner on the Seattle waterfront

platform and will consistently be reinforced throughout all marketing.

Partner Center Updates

We've been busy updating and adding to the Partner Center.

New items include:

- BP brand: 25 year anniversary logo
- Images: Monoflex™, Underseat Bag, Ankle Huggers®
- Marketing tools: 2017 Price List, trade show and event graphics, ad layouts
- Newsletter: To the point! back issues

Download resources for your marketing materials today! Please reach out to jillalm@bodypoint.com with any questions.

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Tips & Tricks



New part numbers will tell you:

HB205-M46



New Hip Belt Part Numbers

and a trip down memory lane slideshow presentation from Matthew and Dave. A great evening of comraderie. Check out the [BP photo](#).



Out & About

Trade shows

Rehacare | Dusseldorf, Germany |
September 28 - October 1, 2016

Nu Fair | Portland, OR | November 7, 2016

Nu Fair | Lynnwood, WA | November 9,
2016

We want to hear from you

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

At a recent dealer tradeshow we debuted the 2017 new hip belt part numbers to hundreds of Assistive Technology Providers (ATPs).

Here's the message that stuck and made it easy for our customers to understand:

What?

The 2017 new hip belt part numbers add transparency to the belt sizing so you know exactly what you're getting. Webbing size is indicated by S (1" webbing), M (1.5") or L (2"), followed by total padded length in cm. For example, an HB205-M46 is 1.5" webbing and 46cm of padded length.

PRO TIP: When your measurement is between available sizes, use body size/shape, clothing/climate and activity level to determine whether to round up or down.

How?

The root part number is the same. Order the same belt you love. Now, you'll know and order the webbing size and pad length just by looking at the part number.

Why the change?

By using your hands to find the client's optimal position, you can easily see the best belt angle and then measure the padded length you need, resulting in the right fit for each client.

Note: A short video showing the technique above is on the home page at bodypoint.com.



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