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For Immediate Release:

Action shows commitment to pediatric market through partnership with Catchwind

Hagerstown, MD, USA, November 2, 2016: The world of pediatric medical devices has been enhanced with Catchwind Pediatrics, a membership-based organization that brings manufacturers, medical professionals, engineers and government officials together to facilitate progress in the market. Action has joined Catchwind to reinforce its commitment to the pediatric market.

“Right-sizing products has become increasingly important to our perioperative demographic and keeping children safe from pressure injuries is always our ultimate goal,” says Janet Kaplan, Marketing Director of Action Products, Inc.- Medical Products Group.

Action Products viscoelastic polymer gel positioning products are used by the top pediatric hospitals in the world because of the quality and breadth of size selection. “We want to share our pediatric knowledge with other relevant companies and partner where we can to move the needle forward,” states Kaplan.

Catchwind Pediatrics Innovations is a privately held membership-based collaborative consisting of professionals from across the pediatric device industry. Catchwind and their members aim to address the serious, long-standing, and growing problem of inadequate medical care options for children. For more information, please visit www.catchwindpediatrics.com.

Action Products, Inc. is the manufacturer of pressure relieving support surfaces, using Akton[®] polymer, to prevent pressure injuries. As a pioneer in the gel positioning category, Action[®] products have many pressure and shear reducing qualities. Action remains the leader in the industry due to its independent clinical studies proving its effectiveness, and its continuing support of pressure injury prevention education. For more information, please visit www.actionproducts.com or www.pediatricpositioning.com.

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