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**For Immediate Release:**

**The new ActionProducts.com: Reaching you the way you need to be reached**

**Hagerstown, MD, USA, July 2, 2013:** Today, Action Products, Inc. will launch a new, robust website with responsive web design for optimal viewing on a wide range of electronic devices. The site is more user friendly, as it can be personalized by the user, with fewer clicks needed for information and a quote system that can give anyone in the world access to the proper pricing information. “We were noticing more customers viewing our website on mobile devices, so we felt a need to cater to this emerging trend. The change was really done with the user in mind,” says Janet Kaplan, Marketing Director. The visitor can come to the site to obtain product information, a complimentary positioning CE on surgical positioning, white papers, care and use videos, catalogs, Twitter and Facebook feeds, blog insights and much more. The new look takes Action into the digital future, addressing all the needs of our valued customers. Please visit and enjoy.

**About Action Product, Inc.**

Action Products, Inc. is the manufacturer of pressure relieving support surfaces, using Akton<sup>®</sup> polymer, to prevent pressure ulcers. As a pioneer in the gel positioning category, Action<sup>®</sup> 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 ulcer prevention education. For more information, please visit [www.actionproducts.com](http://www.actionproducts.com).

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