



GF HEALTH PRODUCTS, INC.

2935 Northeast Parkway, Atlanta, GA 30360

Phone: (800) 347-5678 (770) 447-1609 • Fax: (800) 726-0601

www.grahamfield.com

For Immediate Release

**GF Health Products, Inc.: BACK IN THE USA!
Graham-Field Emphasizes Quality, Moves Select Manufacturing Back to the United States
Part Two of a Three Part Series**

September 14, 2009

ATLANTA, GA: “People can have the Model T in any color--so long as it's black,” said Henry Ford. Customer service and product customization have come a long way since those words were spoken. Graham-Field is putting into place a major customer focused initiative with their *Back in the USA Strategic Initiative*. Lawrence de la Haba, SVP of Business Development, said, “Lumex Specialty Healthcare Seating is one of our major product lines with significant potential for growth. Our customers are asking us for greater flexibility in color selection, upholstery design and product features. To respond to this, we have entered into a joint venture with the Pressure Management Group, LLC (PMG), a supply partner for our pressure management and positioning product line. Their expertise in upholstery, materials and seating products made them the perfect partner. Since the mid-1960's, Lumex manufactured specialty healthcare seating products in the United States. As part of Graham-Field's reorganization, the manufacturing of our specialty seating product line was outsourced. However, that has been changed and we are now combining the expertise of our overseas supply partners with PMG's knowledge. We have opened up a new, state-of-the art 25,000 square foot facility in Jacksonville, Florida that will serve as our manufacturing, assembly and R&D facility.”



New Graham-Field-PMG Facility in Jacksonville, Florida

The new GF-PMG Facility will integrate frame kits from overseas suppliers with other domestically produced components. Customized upholstery components produced by PMG and based on customer specifications will complete the recliners.



“We wanted to put the ‘specialty’ back into the Lumex line of Specialty Healthcare Seating” said Kessler Colson, President of PMG. “Seating used in clinical and long term care settings must be comfortable, durable and easily maintained. When Graham-Field and PMG first started discussing this project, we recognized that one of the key components of the product line was the upholstery. Our expertise is in pressure management technology, sewing and foam fabrication. We were able to immediately improve the comfort and ‘feel’ of the upholstery used on the Lumex seating products. Having the upholstery produced domestically also allows for a much better service experience. Our ability to replace and service upholstery components of seating products already in use will also be greatly enhanced.”



Foam Components Ready for Upholstery

Added de la Haba, “Specialty healthcare seating is just that, seating that is specifically designed for use in oncology, dialysis, patient care, same-day surgery and other clinical areas. These unique seating products must be able to meet the needs of both patients and caregivers. In addition, interior designers and facility managers are playing an increasing role in the selection of seating that is being used in healthcare facilities. The seating must not only be functional but fit into the décor of the facility and help increase the perception of quality that top-flight institutions are trying to deliver. The look, fit and finish of every product becomes a consideration. Seating is no longer an afterthought. It must be an integral part of the facility’s design.”



Clinical Care Recliner in New Celery Green Upholstery

From Saffron to Delta Blue, Lumex Specialty Healthcare Seating will be available in a rainbow of colors and a variety of fabric types. The GF-PMG joint venture will allow customers to order one or a hundred recliners in the colors of their choice. The limitations of manufacturing upholstered products overseas have been eliminated. Having too many of the wrong color and not enough of the right color will no longer be an issue. Select colors will be available as stocking colors, quick ship and on a make to order basis.

Ken Spett, Graham-Field's Executive Vice President summed up the objective of the venture, "The bottom line is meeting customers' expectations. Specialty Seating is not a commodity product line. Our customers expect flexibility in color selection, a high quality durable product and measure the return on these products based on cost in use over time. The GF-PMG joint venture allows us to meet these needs much more efficiently by combining our international sourcing expertise with superior product design, engineering and domestic manufacturing."

Next: Learn how a facility dedicated to making beds became an R&D and manufacturing facility for a wide variety of products.

GF Health Products, Inc., headquartered in Atlanta, GA, is a major manufacturer and distributor of healthcare products for the homecare, long-term care, primary care, and acute care markets. Its products include respiratory products, medical/surgical products, diagnostics, patient room products, homecare and long term care beds, manual and power wheelchairs, and specialty seating products.