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For Immediate Release: GF Health Products, Inc. Launches Redesigned Website To Enhance Customer Experience

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GF Health Products, Inc. (“Graham-Field”) announced today it has launched an upgraded version of the Company’s website, www.grahamfield.com. The redesigned website, featuring a fresh look and “feel”, offers customers easier access to more extensive content for an enhanced user experience.

“The proliferation of smart phones and other portable devices made it critical that Graham-Field give our customers easier access to product data, order information and account information,” said Scott Lerner, Graham-Field’s Director of Information Technology. “We worked closely with a highly-certified Microsoft Gold Partner to develop a much richer website. The refreshed site enables Graham-Field to make new product information available to its customers more quickly, and features more detailed photographs with more thorough descriptions for all products.”

Stated Lerner, “Graham-Field is committed to providing value to its customer base through a full e-commerce solution. Graham-Field customers access our website 24 hours a day, 7 days a week, using numerous types of devices to retrieve a huge variety of information. We must ensure that any kind of information they need is available when and where they need it, and help them run their businesses with real-time inventory capabilities and back-end integration. When we initially launched the GF website Marketplace (MPLACE), Microsoft recognized its success with a case study detailing GF’s integrated e-commerce solution providing tremendous value to its quality customers and dealers.”

GF Health Products, Inc., headquartered in Atlanta, Georgia, is a major manufacturer and distributor of healthcare products for the homecare, long term care, primary care, and acute care markets. Its products include diagnostics, medical/surgical products, respiratory products, patient room products, manual and power wheelchairs, homecare and long term care beds, and specialty seating. Its brands include Labtron®, Lumex®, Everest & Jennings®, Grafo®, John Bunn®, and Lumiscope®.

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