



Geneva Healthcare™  
*Committed to Safety in Body Positioning*

## CORPORATE OVERVIEW





## Our Mission

Geneva Healthcare was founded upon a desire to support the caregiver - and service the most important person, the patient - by providing the highest quality body positioning foam and gel products in the market. We believe in making healthcare more manageable by strengthening recovery and comforting the patient by creating both a quality product, at a fair price, and finishing with excellent customer service. Geneva Healthcare prides itself on being a steadily growing foam manufacturing company that is woman owned and is ran as a family, with each team member contributing their skills and passion into making a better quality product. We employ focused, dedicated people to manufacture and sell our innovative healthcare products which are utilized by both consumers, hospitals, and individual patients. We target and retain talented and diversified employees to engage in our special mission to make a difference in our patients lives.



PROCEDURE • RECOVERY • EVERYDAY



## Introduction

Geneva Healthcare manufactures and sells a variety of patient positioning products for use in the operating room and post surgical, during rehabilitation and recovery, and for everyday support in healthcare and home environments.

Our product offerings include:

- Performance Comfort Foam
- Our exclusive line of POSI-BLOCK and POSI-COMFORT positioners
- Bella Comfort Gel
- Support+Shield™ antimicrobial-coated foam positioners
- Mattress Pad Toppers, Cushions and Everyday Use Positioners

Geneva Healthcare fulfills a unique niche in the healthcare market. Our team brings an extensive background servicing the industry in a variety of capacities. Our understanding of the real life needs of the patients utilizing our products and the rigorous demands healthcare professionals in the field have spurred us to develop a line of products that has already gained a well-deserved industry reputation of top-quality positioners. Our willingness to go the extra mile – including bringing most of our manufacturing in-house – coupled with our network of professional connections and small but dedicated staff that have all contributed to a successful first few years in business.

Our goal is to present competitively priced positioning products of unsurpassed quality and performance designed to meet the exacting standards of operating room, procedure and everyday environments. We believe our commitment to patient care and safety is second to none. A relationship-driven philosophy permeates our organization and extends to our customers. Small but nimble, we pride ourselves on being able to respond to each customer's unique needs.

A centralized domestic warehouse and inventory management system ensures complete orders with on-time delivery. Logistics expertise allows us to develop customer specific delivery and distribution programs. In addition, most products are manufactured in-house, further ensuring our ability to meet and exceed our customer's product quality expectations as well as accommodate unique needs and custom orders.

Geneva Healthcare is proudly a certified Woman Owned Business Enterprise.

Our complete offering of products can be found on our website, [www.genevahc.com](http://www.genevahc.com).

*Thank you for the opportunity to earn your business.*





## About Us

### **A Brief History**

Starting with a modest offering of competitively priced foam positioners, Geneva has quickly responded to our customer's needs, expanding our offering to include Bella Comfort Gel, Support+Shield Foam and a selection of everyday use positioners. In early 2013, Geneva Healthcare became the exclusive resource for well-known POSI-BLOCK® and POSI-COMFORT® positioning products.

### **Customer Commitment**

Geneva Healthcare is motivated by a desire to build enduring relationships with our customers and end-users through our superior product quality, customer focus and delivery of overall value. We are confident our comprehensive product offering will assist our customers in securing the right product to meet their needs.

### **Environmentally Friendly Alternative**

Geneva Healthcare is working closely with our manufacturers and our customers to continue to seek environmentally friendly solutions for our products and business practices. All of our foam positioners are produced with a soy-based additive, reducing the amount of petroleum products needed in manufacturing. For more information on Geneva Healthcare's eco-friendly foam, please contact Customer Service or your Sales Representative.

### **Supply Chain Management Expertise**

A centralized domestic warehouse and inventory management system helps ensure complete orders and on-time delivery.

### **Quality Control and Regulatory Compliance**

Ensuring and maintaining quality products and quality controls is of utmost importance. Our in-house Quality Control Department maintains FDA required status. Lot Dating, Document Imaging, and Traceability are all used to satisfy our stringent control standards.

### **Private Label Branding**

Many of our products are available for private label branding directly on the positioner or on the packaging label. Contact Customer Service or your Sales Representative for more information on this program.

### **Customer Service**

Friendly and knowledgeable Customer Service personnel are available to answer your questions and process your order Monday thru Friday, 8 am to 5 pm CST at 1-262-767-9870.



# Customer Service and Order Processing

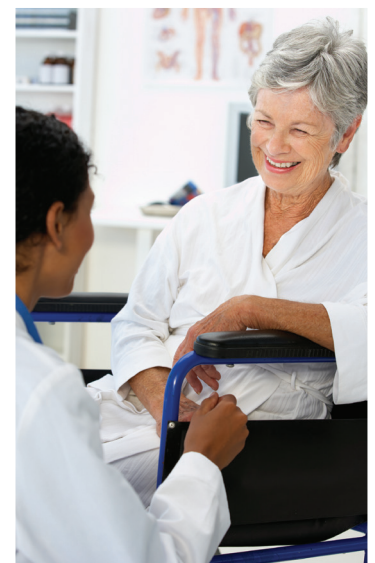
- Never a minimum order
- Fast shipping with no rush order charges
- Custom sizes available at no extra charge
- Convenient drop-ship program
- Variety of shipping options with third party shipping available



## To Place an Order

Telephone	262-767-9870	8 am to 5 pm CST
Fax	262-767-9871	24 hours/day
Email	info@genevahc.com	
Mail	Customer Service Geneva Healthcare 826 Mohr Ave Waterford, WI 53185	

Our professional Customer Service Team is ready to assist you with all of your business needs. Order placement, status and tracking, product information, marketing support materials and general account maintenance are all handled by our friendly, knowledgeable team in our Waterford, WI facility.



# On-Site Manufacturing, Quality Policy and Control



Ensuring and maintaining quality products and quality controls is of utmost importance. All of our products are manufactured under strict, exacting standards with a high level of review from our Quality Control and Regulatory Compliance team.

- In 2014 we brought most of our product manufacturing in-house. This has allowed us to more quickly adapt to the special requests of our customers and decrease our product order to ship time turn around.
- Lot Dating, Document Imaging and Traceability are all used to satisfy our stringent control standards
- All positioners are proudly Made in the U.S.A.
- FDA Registered (3009766276)
- WBE Certified

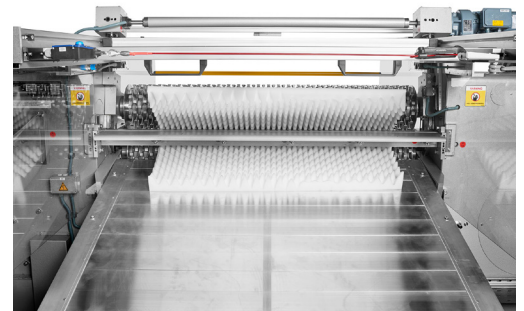


## Quality Policy

Geneva Healthcare is committed to meeting customer needs, maintaining regulatory standards and requirements, enhancing customer satisfaction and ensuring patient safety through continual improvement of its product, services and Quality Management System.

**Geneva Healthcare conforms to the  
International Standard ISO 13485:2016.**

Ensuring and maintaining quality products and quality control is the utmost importance. Our in-house Quality Control Department maintains FDA required status.



# Sustainability

## Foams that feel good & you can feel good about

The flexible polyurethane foam in Geneva Healthcare's Foam products has been independently laboratory tested and certified to meet voluntary standards for content, emission and durability.

CertiPUR-US® approved foams are:

- Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)
- Made without ozone depleters
- Made without PBDEs
- Made without mercury, lead and heavy metals
- Made without formaldehyde
- Made without phthalates regulated by the Consumer Product Safety Commission



## Plant-based enhanced foam

Geneva Healthcare is committed to environmentally sound practices throughout our organization. We work closely with our manufacturers and our customers to continue to seek eco-friendly solutions for our products and business practices. All of our foam positioners are produced with a soy-based additive, reducing the amount of petroleum products needed in manufacturing.

## Plant-based enhanced foam

Our foam products utilize a blend of natural oil-based and conventional polyols. This process reduces our country's dependence on foreign oil while benefiting U.S. farmers seeking more options for their current farm products.

Polyol made partially from plant-based renewable oils such as soy and castor beans helps the environment in the following ways:

- Production of plant-based polyol uses up to 60% less fossil fuel resources than petroleum-based polyol.
- One gallon of crude oil is saved for every 11 pounds of plant-based polyol consumed.
- The use of plant-based polyol results in a 36% less global warming emissions than petroleum-based polyols and a 23% reduction in total energy demand.
- Growing plants consume carbon dioxide while producing oxygen.
- Two pounds of carbon dioxide is consumed by the growing plant for every pound of plant-based polyol produced.

CertiPUR-US is a voluntary testing analysis and certification program developed by the global flexible polyurethane foam industry. For more information, visit [www.certipur.us](http://www.certipur.us).



## Private Label & Customization

The Geneva Healthcare team has experience in developing customized private label programs and persuasive marketing programs. A dedicated account management team supports each customer and we are committed to providing superior customer service through our product knowledge and customer focus.

- All foam products can be labeled with a custom label on the outer poly or compression bag
- All foam products can have your company logo laser etched into the product for better brand recognition
- Many products may be customized to meet a specific shape, size or pack requirement for the customer
- We value opportunities to partner with our customers to develop new and unique items

Since nearly all of our manufacturing is done on-site, we are able to accommodate custom orders and requests for a large variety of industries with virtually no minimums. Small but nimble, we pride ourselves on developing practical, cost-effective solutions for our customers.

***Our state-of-the-art equipment, on-site manufacturing and strict adherence to industry standards ensured Geneva's role as an effective and efficient foam products supplier to a wide range of industries:***

- Medical
- Healthcare
- Long-term care
- Bedding and Mattress
- Appliance

### **FOAM ETCHING**

Your logo can be etched in many of our products, offering a unique opportunity to brand your business, facility or department.





## Warehouse & Shipping

Both flexible and solution-oriented, we are confident in our ability to support each and every customer's unique requirements.

- Centralized domestic warehouse and inventory management system helps ensure complete orders and on-time delivery
- Logistics expertise allows us to develop customer specific delivery and distribution programs
- Convenient drop-ship program:
  - No additional cost
  - Ideal solution for growing your business without the hassle of inventory control, product packaging and delivery
  - Drop-ship program customers have seen their profit margins increase by reducing the time and money spent on managing inventory, packing and shipping products themselves
  - Easily cut shipping/delivery costs, trucks, drivers, fuel and insurance expenses; let Geneva take care of these details for you
  - Same-day shipping for all orders received before 2:00 CST

### **FOAM COMPRESSION FOR PACKING AND SHIPPING**

Many of our products can be compressed, saving valuable shipping and storage space in addition to the added green benefit of less outer packaging, less transportation fuel and reduce storage space.

Foam will easily refresh and return to full size soon after removing the plastic covering.



## Product Line Highlights—

**Performance Comfort Foam** • Our original offering and still most popular product line; eco-friendly alternative to similar product in the market—uses 61% less non-renewable energy use than other products; meets or exceeds all EPA requirements.

**POSI-BLOCK and POSI-COMFORT** • Geneva exclusive, this well known brand in the marketing place acquired by Geneva in 2013; POSI-BLOCK and POSI-COMFORT are most often used in post-surgical care.

**Bella Comfort Gel** • Reusable gel positioners are an ideal alternative to single-use foam positioners; our gel positioners use thicker, higher-grade film, which can be cleaned and reused for multiple patients as well as heated or cooled for additional therapeutic value.

**Support+Shield™ Coated Foam Positioners** • Anti-microbial and reusable, Support+Shield products feature a unique coating formula allows foam to remain soft yet firm; our coating never affects the integrity of the positioner.

**Mattress Pad Toppers, Cushions and Everyday Use Positioners** • Foam cushions, pads and positioners have a wide-variety of uses throughout the home and in many aspects of everyday life. Mattress pads toppers are cut to traditional or hospital sizes and offered in varying densities and convoluted egg crate or gel topped options. Wheelchair cushions, ring cushions and coccyx seat cushions provide added comfort, particularly during post operative care and are offered in a variety of foam materials and configurations.



# Category Review—Foam Positioners

Foam-constructed positioners allow for optimum customization in manufacturing and patient use. The versatile properties of foam—the ability to cut the material into a variety of shapes, secure adherence with hook and loop straps—mean that if the healthcare provider can envision it can be developed and brought into use at the caregiver level.

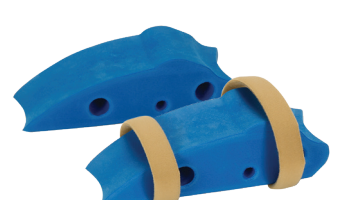
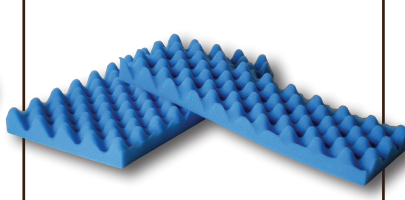
A combination of die-cutting, convoluting, etching, state of the art CNC machinery assembly and lamination allows us to service numerous applications.

- Non-toxic, latex-free foam
- Each piece is carefully designed for optimum stability while in use
- Can be formed or bonded with other materials to create performance composites for specific applications
- Cut and developed to provide optimum exposure to operative sites
- Available for private label branding with label and polybag
- Compression packaging available, which maximizes shipping and storage space, helping to reduce shipping costs as well as conserve energy in the shipping process
- Made in the U.S.A.

## Going Green

- Production of plant-based polyol uses up to 60% less fossil fuel resources than petroleum-based polyol
- Made with a renewable resource
- Meets or exceeds all EPA requirements
- 23% reduction in total energy demand
- 36% less global warming emissions

## Performance Comfort Foam

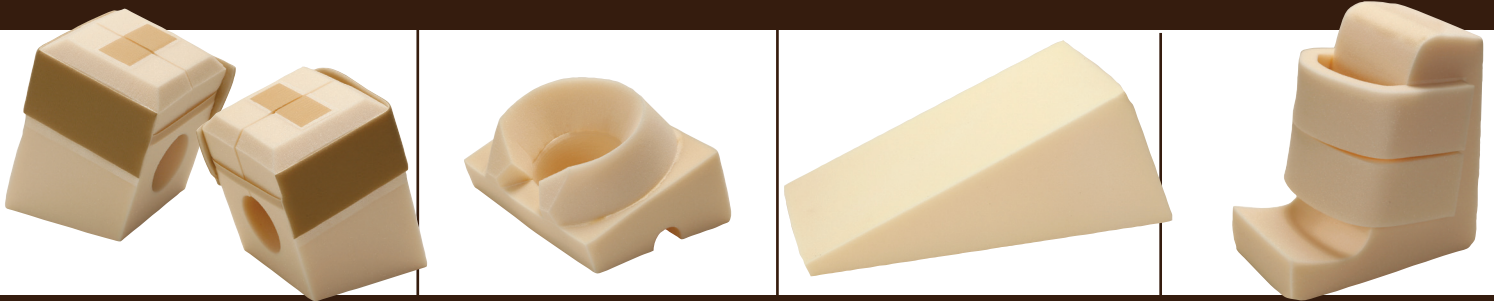


# Category Review—POSI-BLOCK

POSI-BLOCK® and POSI-COMFORT® positioning products have been aiding caregivers and servicing patients for a number of years. Well-recognized in the market, POSI was acquired by Geneva Healthcare in 2013, further expanding our growing offering of dependable positioning solutions.

- Non-toxic, latex-free foam
- Each piece is carefully designed for optimum stability while in use
- Unique selection of exclusive, POSI branded products
- Medical-grade, open-cell polyurethane foam “breathes” next to patient’s skin and provides a cool sensation
- Hypo-allergenic, radio-lucent and flame retardant foam material (Calif. Bulletin #117)
- Designed for single-patient use
- Available for private label branding with label and polybag
- Compression packaging available, which maximizes shipping and storage space, helping to reduce shipping costs as well as conserve energy in the shipping process
- Made in the U.S.A.

## POSI-BLOCK / POSI-COMFORT



# Category Review—Gel Positioners

Reusable gel positioners are ideal alternative to single-use foam positioners; Geneva Healthcare offers one of the most extensive lines in the industry.

Our gel positioners use thicker, higher-grade film.

- Non-toxic, latex and silicone-free polymer gel
- Designed to simulate human-skin—made for direct gel-to-skin contact
- Anti-bacterial and anti-microbial
- Can be heated in microwave, blanket warmer or warm water bath
- Can be cooled in refrigerator, freezer or cool water bath
- Shear resistant
- Easily cleaned with hospital-grade disinfectant (alcohol-free)
- Will not leak if punctured
- Reduces shear and aides in pressure redistribution
- Won't bottom out
- Meets AORN Standards and Practices
- Made in the U.S.A.

## Bella Comfort Gel



# Category Review—Everyday Use

## Mattress Pad Toppers, Cushions and Everyday Use Positioners

“Foam” by definition invokes images of comfort and support. Medical grade, high quality foam utilized throughout our product line offers just that– the highest level of comfort and support. From a quality nights sleep on our mattress pads, to stable and secure wheelchair cushions to post-operative care coccyx and ring cushions... our on-site manufacturing allows Geneva to meet and exceed all of the needs our wide customer and end-user base requires. And as with all our product offerings, custom sizes and private label branding are available.

Highlights include:

- Non-toxic, latex-free foam or gel construction
- Foam style offered in convoluted or solid foam design
- Convoluted foam cushion made of high-quality, soft medical grade urethane foam to help provide extra comfort
- Solid foam cushion contain medical grade polyurethane foam that helps provide support
- Available for private label branding with label and polybag
- Made in the U.S.A.

Our largest category, mattress pad toppers, are available in standard bed sizes – twin, twin long, full, queen, king, California king or custom cut to any size and thickness.

- Transform any bed into the ultimate comfort zone
- Therapeutically designed for maximum comfort
- Breathable open-cell foam promotes a cool sensation, reducing tossing and turning during sleep
- Enhances blood circulation by distributing body weight evenly from head to toe
- Relieves pressure points by forming a cradle with contouring body support
- Proudly manufactured in-house at our Wisconsin facility with the capability to cut as large as 86”
- High-quality medical-grade urethane meets or exceeds all EPA requirements and meets CertiPur-US voluntary standards

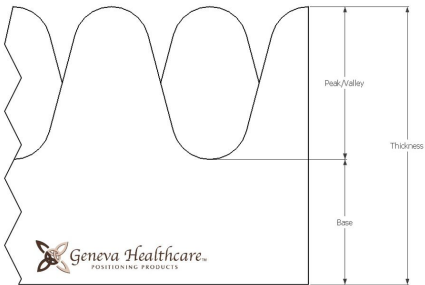
## Mattress Pad Toppers, Cushions and Everyday Use



# Mattress Pad FAQ & Size Guide

What are Peak and Base?

Refers to convoluted or “eggcrate” foam. “Peak” is defined as the distance between the bottom surface and the top of the points of foam. “Base” is defined as the distance (or, the thickness) from the bottom surface to the lowest point in the valley between two peaks of foam.



**CONVOLUTED**



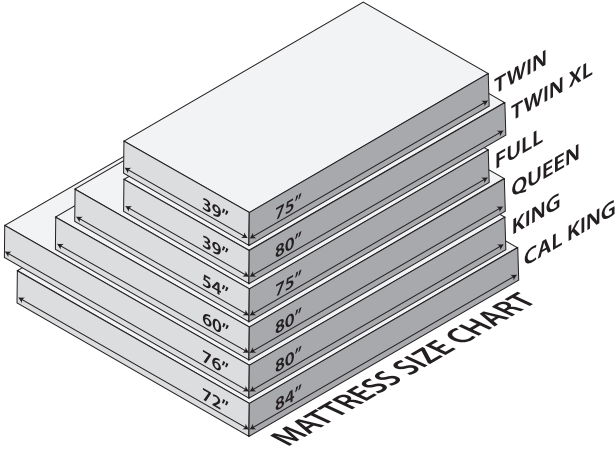
**MEMORY FOAM**



**GEL MEMORY FOAM**

Standard Retail Mattress Sizes:

- Twin – 39” x 75”
- Twin XL – 39” x 80”
- Full – 54” x 75”
- Full XL – 54” x 80”
- Queen – 60” x 80”
- King – 76” x 80”
- California King – 72” x 84”



# Manufacturing & Distribution Partners

Geneva is proud to have helped our customers bring new items to market. We are excited to partner with our customers however best benefits the product — design and development, manufacturing, and even sales and distribution. Our on-site manufacturing coupled with our senior management industry experience offers a unique avenue for launching new and interesting items to the marketplace.

We successfully partnered to manufacture and launch a top-quality anti-fatigue medical mat, specifically suited for support of surgeons, nurses and technicians.

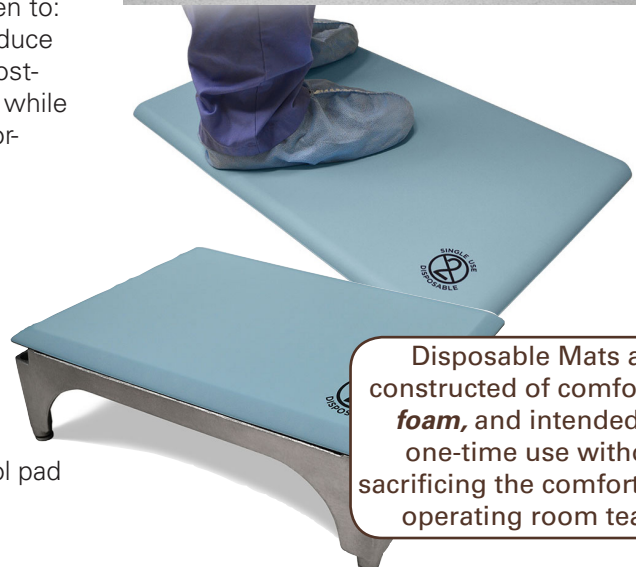
## **ANTI-FATIGUE MATS** **Essential in EVERY** **Operating Room & Surgical Center**

Scientifically engineered to support surgeons, nurses & technicians during the most physically gruelling procedures.

- Constructed of **conforming gel** and **supportive foam**
- **Commercial grade** comfort and support
- Reduces and **prevents physical discomfort** and fatigue
- Properly conforms and supports feet while **promoting proper circulation**
- **Relieves pressure** and **restores energy** while standing
- In a medical study published in the Journal of Urology & Outpatient Surgery Magazine, Medical Mats were proven to: improve comfort and ergonomics during procedures, reduce the number of stretches & postural changes, improve post-operative discomfort & energy, promote proper posture while diminishing back, knee & foot discomfort, improve performance & reduce margin of error
- Antimicrobial and antibacterial top fabric
- Latex-free
- Medical Mat available in 4 sizes, 2 colors:
  - 18" x 24"
  - 20" x 32"
  - 20" x 48"
  - 30" x 72"
- Disposable Mat offered in bulk pack – single size or stool pad
  - 13" x 17"; stool size; 10 mats/case
  - 18" x 30"; 5 mats/case



Medical Mats are constructed of  **durable gel and foam**  for longer effective life and repeated use



Disposable Mats are constructed of comfortable **foam**, and intended for one-time use without sacrificing the comfort of the operating room team.