

The logo for the GLAD Belt. The word "GLAD" is written in large, bold, blue 3D-style letters with a white outline. To the right of "GLAD", the word "BELT" is written vertically in white, bold, sans-serif capital letters. The background of the entire image is a close-up of a red leather cowboy boot with a white star pattern on the upper part, set against a dark, textured background.

**GLAD** BELT

TM

**GAIT LIFT ASSISTIVE DEVICE**

# FEATURES:

**GLAD**  
GAIT LIFT ASSISTIVE DEVICE

Easy to sanitize  
between uses

Night Reflective Material  
(Available on some models)

Multiple  
Ergonomic  
Handles

Secures with  
adjustable buckle  
and velcro



Made in USA



Anti-Slip Technology  
(shown on reverse side)

Fire Retardant

CE Approved

# GLAD

BELT

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# MARKETS

**GLAD**  
GAIT LIFT ASSISTIVE DEVICE

**Geriatrics & Mobility**

**Hippotherapy**

**Military & Technical**

**Pediatrics & Children's Health**

**Rescue & Emergency**

**Motorcycle & Watercraft**



## GERIATRICS & MOBILITY

**Grip-N-Assist Professional**



**Grip-N-Assist Professional Lift**



**Grip-N-Assist Professional PLUS**





## PEDIATRICS & CHILDREN'S HEALTH

**Grip-N-Assist Petite**



**Grip-N-Assist Lite**



**Grip-N-Assist Mini**





# HIPPOTHERAPY & REHABILITATION

**Grip-N-Assist Performance**



**Grip-N-Assist Mobility**



**Grip-N-Assist Stability**



**Grip-N-Assist Equestrian**





# RESCUE & EMERGENCY SERVICES

**Grip-N-Assist Rescue**



**Grip-N-Assist Professional Lift**



**Grip-N-Assist Military MX26**



**Grip-N-Assist Rescue II**







## RESCUE & EMERGENCY SERVICES

**EMS Belt - EVAC Blue**



**EMS Belt - Military Camo**



**EMS Belt - Alarm Red**



**EMS Belt - Safety Yellow**





# MILITARY, LAW ENFORCEMENT, TECHNICAL

**Grip-N-Assist Military MX26**



**EMS Belt - Military Camo**



**EMS Belt - Code Black**





**MOTORCYCLE**  
KIDNEY +  
**PASSENGER**  
**BELT**

# MOTORCYCLE & WATERCRAFT

Grip-N-Ride H<sub>2</sub>O



Grip-N-Ride Yellow



Street Art Collection



# Targeting:

## **TARGET CUSTOMERS:**

All government agencies  
Emergency Medical Services EMS  
Hospitals  
Nursing Homes  
Schools  
In-home care facilities  
Physical Therapists

## **TARGET TITLES:**

Procurement Manager  
Training Supervisor  
Procurement Manager  
Purchasing Manager  
Purchasing Manager  
Purchasing Officer

# What customer issues, challenges or gaps does the featured product address?

**ISSUES:**

Safety

Comfort

Performance

Product maintenance

Ease-of-use

Better mobility, transfer and support

## **SOLUTION:**

Each product undergoes our patented Advance Belt Technology Systems (ABTS) ensuring both quality and safety.

- Belts are made of durable, high quality materials
- Surfaces can be disinfected using a hospital grade solution
- Different models for different sizes and applications
- Equipped with non-slip technology and ergonomically placed handles

# Opportunity Worth:

Potential sales growth is expected to be 10x higher as compared to the previous year

- We offer greater margin
- Products are made in the USA
- Made with better quality
- Offers post-sales support

# Competition

Compared to traditional gait belts, which leave bruises on the patient, GLAD Belt is far more comfortable, secure and safer. Each belt undergoes over 80 techniques and includes our patented Advanced Belt Technology Systems along with extensive testing to ensure maximum quality allowing the caregiver less stress in handling the patient.



# Where does your product solution show up within Grainger?

As of October 2015, the GLAD Belt product line is set-up through Grainger Sourcing

## **TARGET:**

To be featured in Grainger's primary catalog and on [grainger.com](http://grainger.com)

# Exploratory Questions:

**What products are you currently using?**

**Who was involved in the purchasing process?**

**What features and benefits are most important?**

# Support

Who should Grainger Sellers contact?

Jack Khorsandi

855.396.8800 ext 101

[jack@gladbelt.com](mailto:jack@gladbelt.com)

# Support

Contact Jack Khorsandi to discuss sales opportunities, strategy and pre-call planning advice.

Does your company sell direct? **Yes – via our website & Amazon.com**  
**However, we are highly focused on growing our distribution channel through Grainger. Our cost to Grainger will allow you to sell at or below customer direct pricing.**

At what point in the sales process should sellers engage your company? **At any point in the sales process**

# Support

**What are the keys to success in your opinion?**

**In the selling of features and benefits versus our competition. Our products are the only ones in the market that undergo our patented Advanced Belt Technology Systems (ABTS) ensuring the products' quality, strength and comfort.**

**What supporting tools and resources are available?**

**- GLAD Belt website, video tutorials, face-to-face presentations**

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