



For Immediate Release
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BRIDGE MEDICAL TO UNVEIL 4" TILE GRIP Portable Suction Grab Bar

2008 Innovation Award winner to show industry's first 4" Tile Grip to Medtrade 2009
October 12 – 15 at the Georgia World Congress Center

(*St. Paul, Minn.*) **Bridge Medical**, the industry leader in Portable Grab Bar technology and innovation, announced today that it will unveil an industry-first **4" Tile Grip** portable suction grab bar at next month's Medtrade 2009 expo at the Georgia World Congress Center in Atlanta. The highly-anticipated product will be debuted at the company's Medtrade 2009 booth (#3757) and in the *New Product Pavilion* during the October 12 – 15 expo, in addition to appearing online at "Medtrade Connect" site.

The Minnesota-based company took top honors at the 2008 industry event, receiving the 2008 Medtrade Innovation Award for its Telescoping Pivot Grip™ Portable Grab Bar. Like the company's other bath products, the unique configuration of the new 4" Tile Grip will offer consumers a safe and portable alternative to permanent grab bar installation, in addition to being the first ever portable grab bar product to successfully and safely adhere to 4" tiles, one of the most common sizes used in consumer showers and tubs.

Two powerful, commercial grade, 3.7-inch diameter suction pads on the 4" Tile Grip apply to any flat, smooth, non-porous surface to provide the strongest and most reliable hold on the market today. The product also offers a unique telescoping handle, adjustable to fit any tile configuration, while accommodating the specific needs of the user in any size application area and avoiding the need for a costly permanent grab bar installation.

"Consumers have asked and we have listened, and the 4 Inch Tile Grip is the solution the world has been waiting for – a safe, portable solution that really works on 4 Inch tiles." said **Mike Vizenor**, President/COO of Bridge Medical. "We are thrilled to bring this new product to the market and help our customers lead more independent, safe and accessible lives."

Bridge Medical's innovative suction technology, manufactured with non-corrosive metal components, won't damage surfaces and requires no tools or professional installation for use, saving consumers hundreds of dollars over the installation costs of a permanent grab bar.

Bridge Medical Grab Bars products are sold exclusively through Home Medical Equipment Dealers, pharmacies and select retailers. Product photos and more information are available online at www.bridge-medical.com/media.php.

About Bridge Medical

Bridge Medical is the industry leader in Portable Grab Bar technology and innovation, setting the industry standards for quality, safety, and accessibility. These portable safety solutions offer consumers a range of versatile and easy to use options to improve their quality of life. For more information, visit www.bridge-medical.com

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