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## INVACARE WINS FOR BEST PRODUCT AT BRITISH HEALTHCARE TRADES ASSOCIATION (BHTA) AWARDS 2016

The Annual **British Healthcare Awards** were presented on 1st December 2016 by Television and Radio presenter Penny Smith, at the British Healthcare Trades Association (BHTA) Awards Evening held in London. The awards focus on companies in the healthcare arena that are '*making a difference*' with a number of different award categories.

Invacare were delighted to be selected as the winner in the first category for "**Best Product 2016**". This award is based on identifying a new product and successfully bringing them to market. Beating 15 other products, the **MaxXcare heel boot** was nominated as the product that best met current market needs. Judges recognised its innovative design and easy application, offering a highly cost-effective **solution in the fight against heel pressure ulcers**. The MaxXcare heel boot offers superior support and pressure relief to the heel area to completely offload pressure. Invacare has seen huge sales growth in 2016 of the heelboot and has received excellent customer feedback since launching this product.



The Invacare Pressure Area Care team were presented with the award by TV presenter Penny Smith and Mike Lord, Chairman, BHTA.

For more information on the BHTA awards event or on Invacare's MaxXcare's heel boot then please see websites:

[www.thinkpressurecare.co.uk](http://www.thinkpressurecare.co.uk)

[www.invacare.co.uk](http://www.invacare.co.uk)

[www.bhta.net](http://www.bhta.net)

### **Notes to Editors**

Invacare is part of the Invacare Corporation with its headquarters in Elyria, Ohio, US and is one of the world's leading mobility and homecare healthcare medical products manufacturers. Our «Yes, you can. ®» mission is to provide recovery and active lifestyles thanks to the design, manufacture and distribution of a wide range of innovative, safe and high quality medical equipment.

Invacare sells its products to over 25,000 home health care and medical equipment providers, distributors, and government locations in Europe, United States, Australia, Canada, New Zealand, and Asia. The company has 5,700 associates and markets its products in 80 countries around the world. Today, Invacare net sales is \$1.5 billion.

The company has been manufacturing and supplying pressure area care, mobility products and independent living equipment to the UK market for over 150 years. The company has a wealth of experience in this specialist area and all products are backed up by exceptional logistical, customer service, technical and clinical support functions.

It designs, manufactures, and distributes an extensive line of products for hospitals and non-acute care environments, including the home health care, retail, extended care markets, and the NHS in the UK.

### **Contact**

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