

# OXFORD TODAY

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## ELEVATE WEIGHS IN WITH A SMART NEW SCALE...

**Oxford will unveil the new Elevate hoist this winter, introducing class-leading weigh-scale dynamics into acute care and homecare settings.**

Delegates to the Moving & Handling People Conference will get the first sight of the new hoist when it makes its debut at the Business Design Centre, Islington on January 27th.

The lift is fitted with a Class III digital weigh-scale which is integrated into the mast - a thoughtful design which keeps the hoist 'active' on the patient side, enabling carers to obtain a true measurement regardless of how and where the patient's weight is being supported.

"It is a system which makes the weighing process easy for both patient and carer", said Paul MacLean, Senior Engineer.



"It gives an accurate measurement each and every time and has a carer-facing digital read-out which can display the last measurement taken - particularly useful when watching for daily changes in a patient's weight".

Elevate - part of the Professional range - has a large number of other features including:

- a large lift capacity of 200kgs (440 lbs)
- an easily adjustable kneepad
- a removable foot tray and cover
- a retractable safety belt
- easy-clean components to help prevent cross-infection
- the option of both a standing and a transport sling, providing the caregiver the option of performing various care duties including toileting, standing and point-to-point transfers

## ...AS STATURE AND PRESENCE SCALE THE HEIGHTS

**Oxford has introduced another patient-monitoring innovation by developing a brand new weigh scale accessory for two of its most popular lifts.**

Both Stature and Presence now benefit from a highly-accurate low-profile scale which was designed specifically so that it didn't reduce the overall lifting height when fitted.

The new scale provides sleek design and weighing convenience for both lifts and its two-sided display and controls allows the caregiver to

operate and read the scale from either side of the lift.

Powered by a standard 9V battery the new scale has a very useful recall function that automatically stores and displays the last measurement taken. The recall feature can be used even in the middle of weighing a patient so is extremely useful for checking weight changes on-the-fly.

Because it can be retro-fitted, the new scale can also be added on to existing fleets making lift upgrades simple and cost effective.



THE ELEVATE LIFT WILL BE LAUNCHED AT THE BUSINESS DESIGN CENTRE, ISLINGTON, ON JANUARY 28TH AND 29TH

## THE ELEVATE - IN PICTURES

The Elevate is a feature-packed, 'active' standaid which enables the caregiver to provide care in a less intrusive manner, combining exceptional performance with outstanding flexibility.



## FEATURES

- Heavy-duty safe working load (200kg)
- Integrated digital weigh scale
- Easy to adjust knee pad
- Removable foot tray
- Powered base
- Superior ergonomic design



## BENEFITS

- Extends more dignity to the patient
- Easy to track patient's weight during lifting
- Standing and transport sling options make it easy to multi-task
- Compact and sturdy so easy to manoeuvre
- Easy to clean, reducing risk of cross-infection



## NEW WEBSITE LAUNCHED

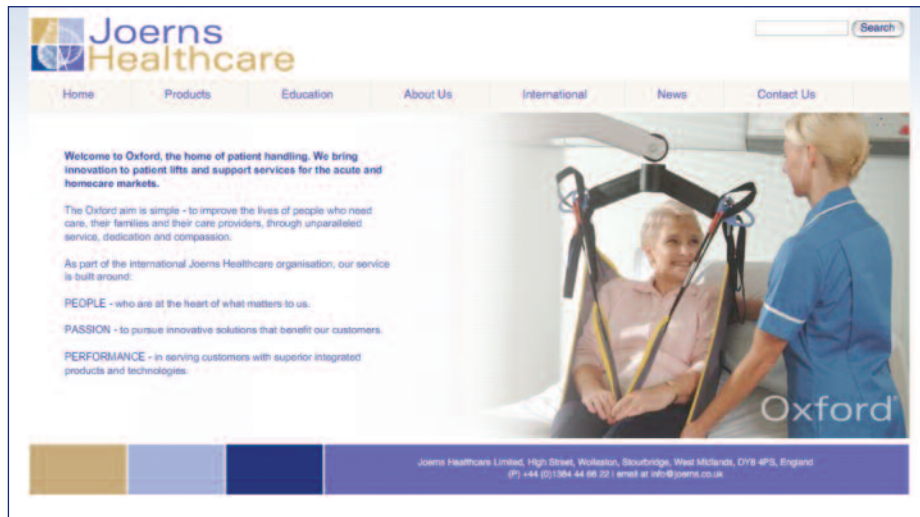
Have you visited our informative new web-site? The web re-design was completed towards the end of last year and now combines a sleek new interface with clear navigation and easy-to-access information.

One of its most popular features is the large number of downloads available at the click of a mouse including detailed information on our

products and educational courses. For 'The Principles & Practice of Moving & Handling' course, for example, visitors can download the course agenda, course brochure and even the application form.

Visit us now at:

[WWW.JOERNS.CO.UK](http://WWW.JOERNS.CO.UK)



## JOURNEY IS SALES HIT OF THE YEAR

Journey continues to be a huge sales hit for Oxford following its highly-successful launch last year at the Heritage Motor Museum in Gaydon, Warwickshire.

Now a leading product for Joerns, the revolutionary new standaid continues to receive an excellent response from the market with customers citing its unique features such as its rapid foldability and adjustable cow-horn handles.

"This has been a very successful product launch for Oxford and unit sales have continued to grow rapidly - far beyond expectations", said Tom Bulpitt, UK Marketing Manager.

## POSITIVE OUTLOOK, HOME AND ABROAD

Oxford is bucking the national economic gloom by reporting planning for new growth overseas.

Meanwhile, at home, UK Managing Director Nathan McWattie and his team saw 2010 get off to a flying start with dazzling sales of the new Journey standaid continuing its strong performance following its launch a year ago.

Looking back to the launch, Nathan said that the company had "a classy product in a classy

setting" that day at the Heritage Motor Museum in Gaydon, Warwickshire.

"Sales on the day were excellent, continued strongly right through the year and have made a great start to 2010. The market is telling us that we have a great product.

"Although the recession is still affecting our industry, our sales are already up on last year which says such a lot about this company.

"We are not stopping there. True to our philosophy of people, passion and performance we have new models and innovations coming through as you will see from this newsletter.

We have also made some key appointments, including Mike Stanton as International Sales Manager (see Back Page).

"It is all making for a very positive time here at Oxford".

## DISPOSABLE SLINGS

Oxford has unveiled updated versions to its Comfort disposable and Full-back disposable slings.

The slings are now made from a new Polyester material that offers a high level of strength, comfort and support. Padded leg supports have also been incorporated on both types of slings to achieve a more comfortable transfer.

The new type slings are now supplied in white material only. The black material versions are no longer available.



# NEW DESTINATIONS AND NEW APPOINTMENTS AS OXFORD SPREADS ITS WINGS

## Joerns Healthcare exhibit for the first time at one of the world's leading healthcare exhibitions in January.

It will be among 2,500 exhibitors at Arab Health in the Dubai International Convention & Exhibition Centre.

It follows the company's appearance at Medica in Dusseldorf, Germany, last November - the world's largest medical event. There, we were one of 4,300 companies from more than 100 countries exhibiting in 1.3 million square feet of space to some 135,000 visitors.

"These international platforms form the ideal medium to attract new distribution partners as well as establishing the Joerns identity worldwide", said Nathan McWattie Managing Director - UK Commercial Operations.

The news of Oxford's overseas ambitions follows a number of key appointments including Mike



Left: Mike Stanton  
Right: Alan Duff

Stanton as International Sales Manager. He will focus on Europe, Middle East and Asia following extensive experience in all of these markets including spells in Saudi Arabia, Germany and Hong Kong.

Two further appointments underline Oxford's commitment to growth and quality. Alan Duff, formerly with Eastbourne-based Southern Mobility, has been appointed Area Sales Manager for the South region. Alan replaces James Puttick who now heads up Oxford's



growing NHS and National Contracts division.

The company has also created the new position of quality engineer to bring in Allan Diggory to support Quality and Technical Manager, Nigel Heales.



## HE SHOOTS HE SCORES!

Congratulations to Jim Collins, a Director of our Cambridgeshire-based dealer Garner Medical, who is the new World Champion at Pea Shooting.



A last-minute entrant, and using a borrowed peashooter, Jim's exploits were featured in the Sun newspaper, and he also appeared on Radio 5 live, Talk Sport and two local breakfast shows doing a live re-enactment.

The championships were held as a part of the annual Witcham Village Fair which is held to raise funds for the local church hall. The fair was set up by local headmaster John Tyson 39 years ago,



as a way of channelling his pupils mischievous tendency to fire their pea-shooters at school into something useful for the village.

Jim revealed his painstaking preparation for the event when he told Oxford Today: "I was given a pea shooter at the pub two days before the championships and told to enter, so I did.

"It was actually half of a friend's one as it was too long for the competition so he cut it in half. Then I beat him in the final. He was not pleased!

"My peashooter was a budget version, but there were a number of laser-guided versions and some competitors used a rest to steady their aim (possibly because of the amount of beer that they had drunk). Needless to say, natural raw talent won the day".

Well done, Jim. It just goes to show that form is temporary but class is permanent!



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