



MUELLER SPORTS MEDICINE, INC.

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PRESS RELEASE
FOR IMMEDIATE RELEASE

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MUELLER HONORED FOR OUTSTANDING NEW PRODUCT

PRAIRIE du SAC, WI----- Prairie du Sac, WI based Mueller Sports Medicine was recognized at ECRM Home Health Care with the “Outstanding New Product” award. The award, given to Mueller’s Green Adjustable Back and Abdominal Support, represents the buyer’s pick for best new product introduced at the show.

“This product is getting attention from the biggest retailers in the country because of the determined work of Herb Raschka, our Senior Vice President at Mueller Sports Medicine,” Mueller founder and CEO Curt Mueller said. “Herb has been relentless in his efforts to show this product to every buyer he meets. And that tenacity is paying off big time.”

Raschka is quick to turn the credit for this product and Mueller’s continued success over to Mueller’s Team of New Product Engineers, headed up by John Fritsch. “I am so proud of John and his team of fine young talent,” Raschka said. “R&D is the future of Mueller. Thank you to John, Kent Toepfer, Michael Ward and Keith Kusmirek for their tireless work.”

The Green Adjustable Back and Abdominal Support, which will begin shipping in June, is part of Mueller’s Green Line, a line of products developed with environmentally-friendly materials. Head engineer on the project, Kent Toepfer, explains the product’s unique cinching brace with pull-straps is specifically designed for one-handed tightening for abdominal compression and lumbar support. “The cinching strap allows for much greater pull-force, allowing the wearer to tighten this support significantly tighter than the traditional wrap,” Toepfer explains.

Because the product is “One Size Fits Most”, it can replace as many as four SKUs on the shelf, which opens up space for more products. “It’s a green product for our environment, Raschka said, but retailers know it means more green for their bottom line.”

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