



# Portfolio

Selected Works

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*Graphic Designer*

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[www.aaronsweeny.com](http://www.aaronsweeny.com)

# Table of Contents

|                                      |           |
|--------------------------------------|-----------|
| <b>00   About me</b>                 | <b>3</b>  |
| <b>01   Websites &amp; Wordpress</b> | <b>4</b>  |
| <b>02   Illustrations</b>            | <b>10</b> |
| <b>03   Email Design</b>             | <b>14</b> |
| <b>04   Social Media</b>             | <b>18</b> |
| <b>05   Branding &amp; Imagery</b>   | <b>24</b> |
| <b>06   Campaigns</b>                | <b>28</b> |
| <b>07   Print</b>                    | <b>34</b> |
| <b>08   Logos</b>                    | <b>42</b> |
| <b>09   Animated Video</b>           | <b>44</b> |



# About me

I'm an Iowa based graphic designer, illustrator and web designer creating effective visual identities for companies of all sizes around the globe.

On the weekends you'll probably find me at the dog park or trails with my corgi Scully, at home playing video games, or possibly at a local brewery trying a new craft beer. On a work day, you'll find me doing all I can to find the best possible solution to meet client needs and goals. My commitment to our clients doesn't end at 5pm on Friday, evenings and weekends I'm regularly devoting extra effort for the best outcome for a client's success.



## Capabilities & Skills

- *Adobe Creative Cloud Suite (After Effects, Illustrator, InDesign, Photoshop, Premiere)*
- *Animation*
- *Banner Ad Design*
- *Brand Development*
- *Brand Standards and Usage*
- *Coding Skills (HTML, CSS, PHP)*
- *Content Management Systems (CMS)*
- *Customer Service and Client Relations*
- *Direct Mail*
- *Editorial Design and Layout*
- *Email Marketing*
- *Illustration*
- *Image Editing*
- *Microsoft 365 Software*
- *Print Collateral Design*
- *Responsive Design*
- *Social Media*
- *Trade Show Booth Design*
- *Typography*
- *User Experience (UX) Design*
- *User Interface (UI) Design*
- *Vector Graphics*
- *Video Editing*
- *Web Design*
- *Wireframing and Prototyping (Figma, Adobe XD)*
- *WordPress*

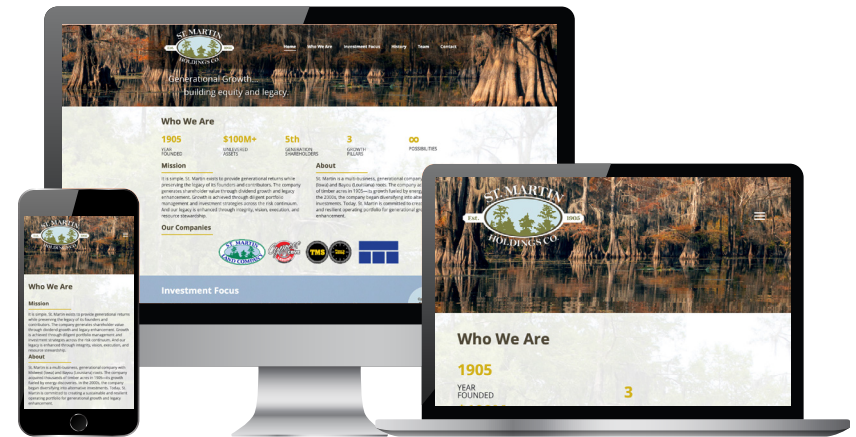
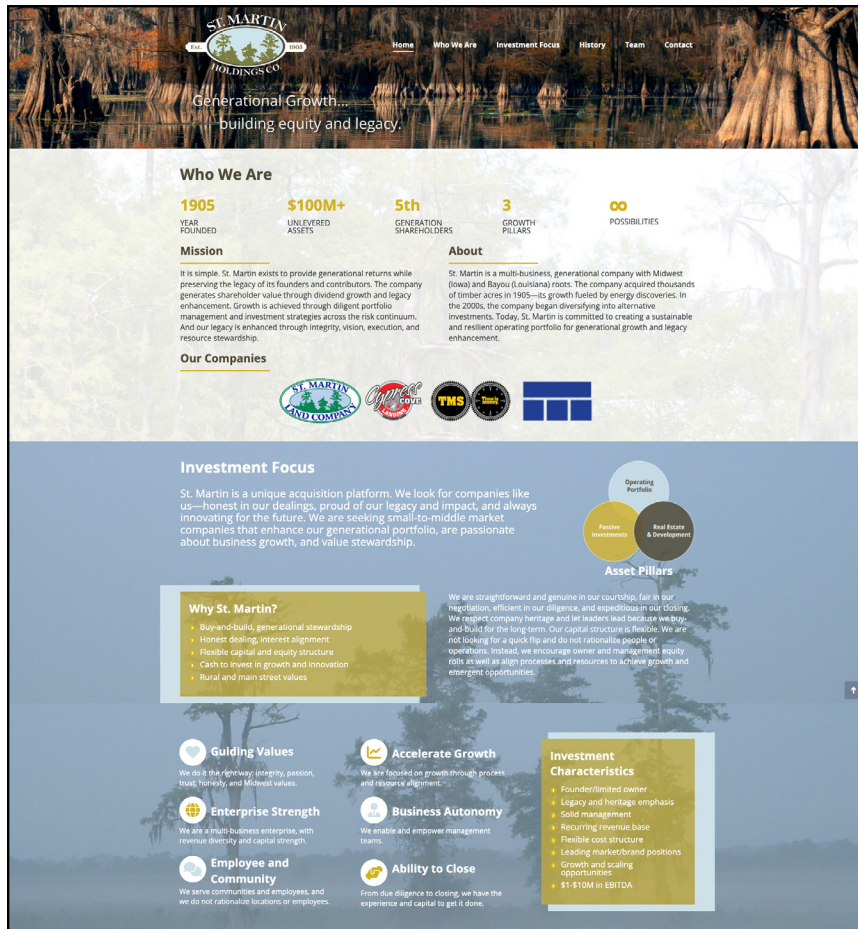
01

# Websites & WordPress

# Single Scroll Website

## Design and Programming, Wordpress

### St. Martin Holdings



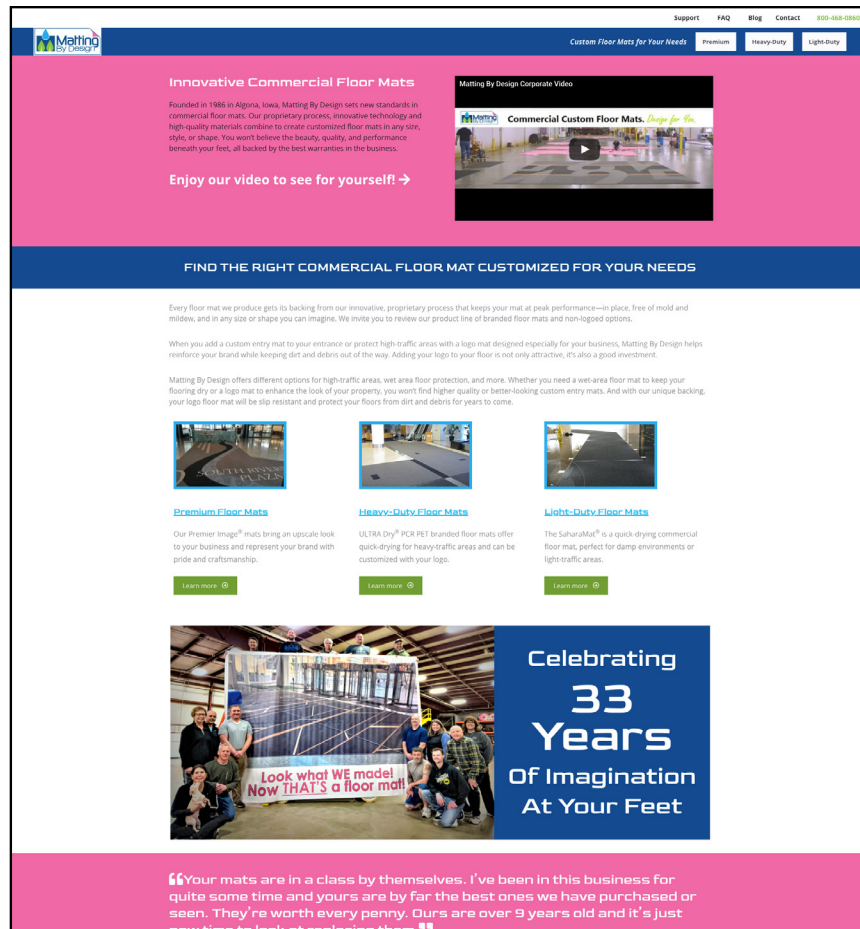
## About the project

This single-scroll WordPress project, a testament to my dedication and creativity. Crafted with precision, it showcases my proficiency in creating an engaging user journey, seamlessly blending aesthetics with functionality. From concept to execution, every scroll reflects my commitment to delivering a visually captivating and user-friendly experience.

# Website

Design and Programming, Wordpress

Matting by Design



## About the project

Founded in 1986 in Algona, Iowa, Matting By Design establishes groundbreaking benchmarks for commercial floor mats. Demonstrating a commitment to client feedback and meticulous attention to their requirements, this website exemplifies adherence to brand standards, featuring their distinctive pink backing color.



# Website

*Design and Programming, Wordpress*

*Build Our Ballpark*



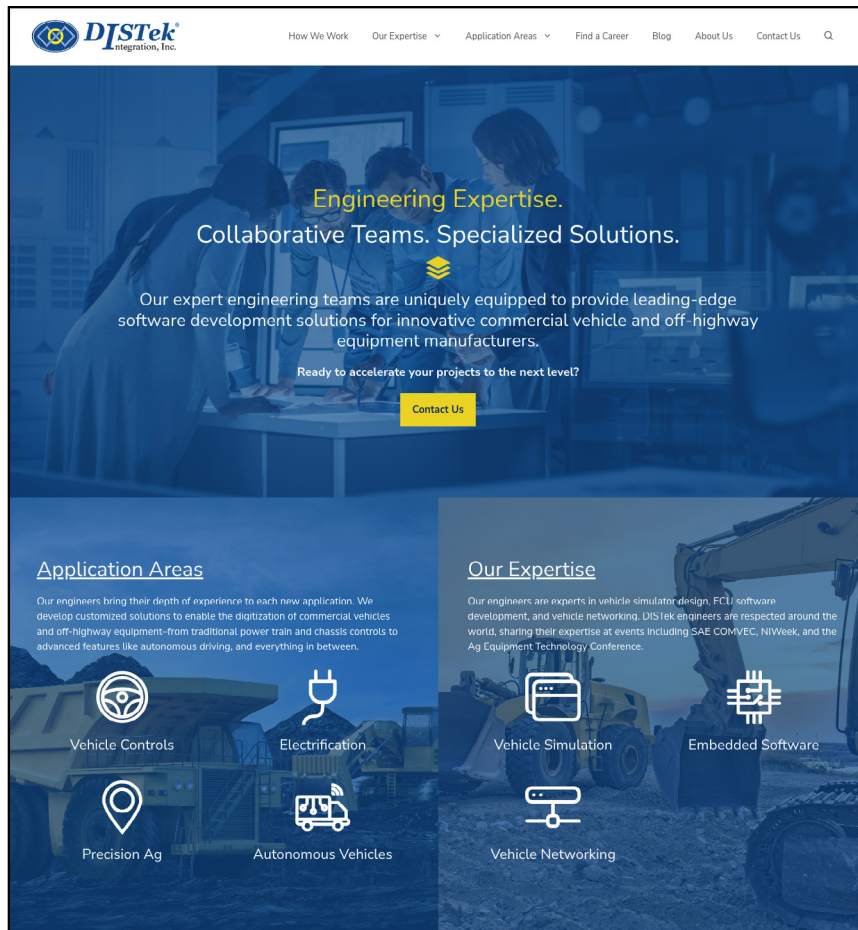
## About the project

Build Our Ballpark is dedicated to enhancing the lives of underprivileged children in predominantly low-income neighborhoods. Their mission is to offer the chance to play baseball and softball, fostering teamwork, character development, and instilling valuable life skills. For their website, the goal was to evoke a warm atmosphere while paying homage to America's beloved pastime.

# Website

*Design and Programming, Wordpress*

*DisTek*



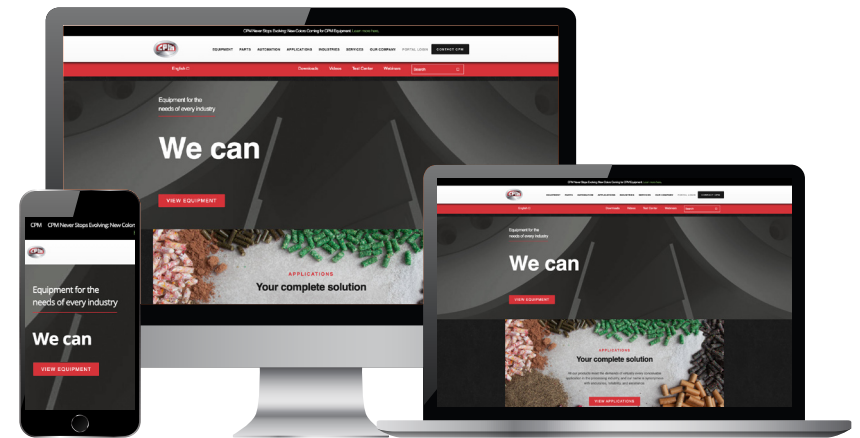
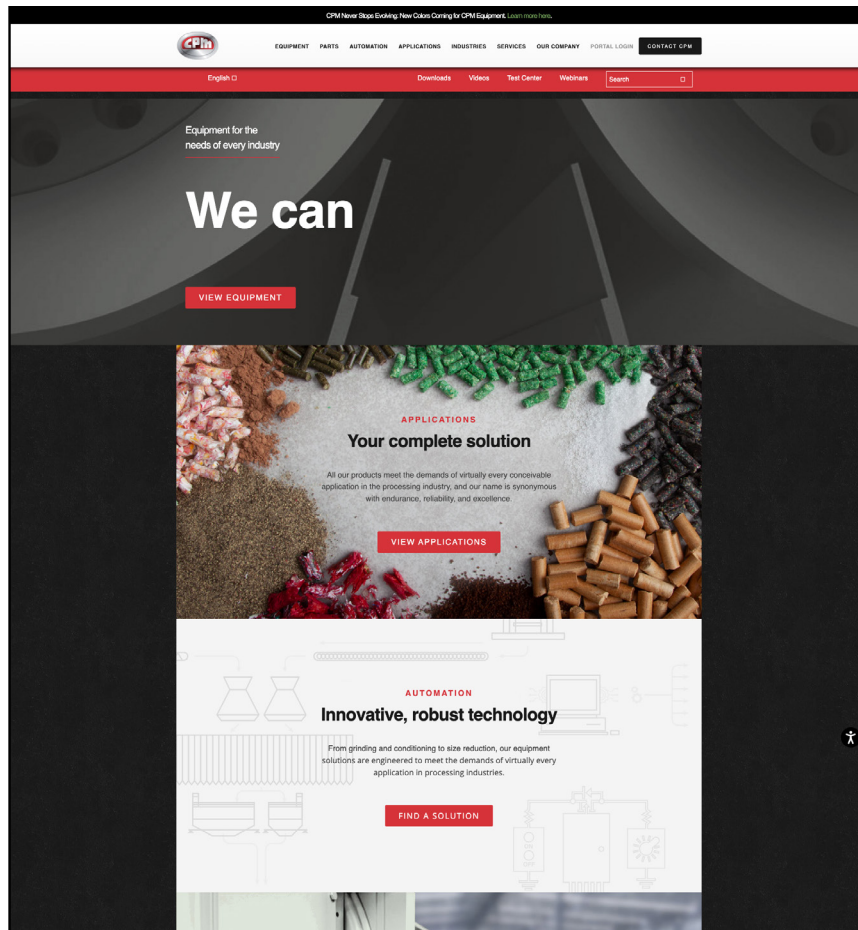
## About the project

This endeavor reflects my proficiency in creating visually captivating interfaces seamlessly integrated with optimal functionality. From conceptualization to coding, observe the harmonious blend of imaginative design and technical finesse. Browsing this website takes you through my dedication to enhancing user experiences. Delve into the convergence of aesthetics and programming expertise that characterizes my modern web design approach, always aligned with the client's brand standards.

# Website

*Programming and Maintenance, Bootstrap*

*California Pellet Mills*



## About the project

This website showcases my expertise in programming and maintenance. Although not the architect, I took charge of both front and back-end updates, deftly handling HTML, CSS, PHP, Javascript, and Database Management. It stands as a testament to my skill in ensuring its smooth operation and optimal performance.

02

# Illustrations



# Illustrated Concepts

*Iowa Department of Education Summer Food Program*



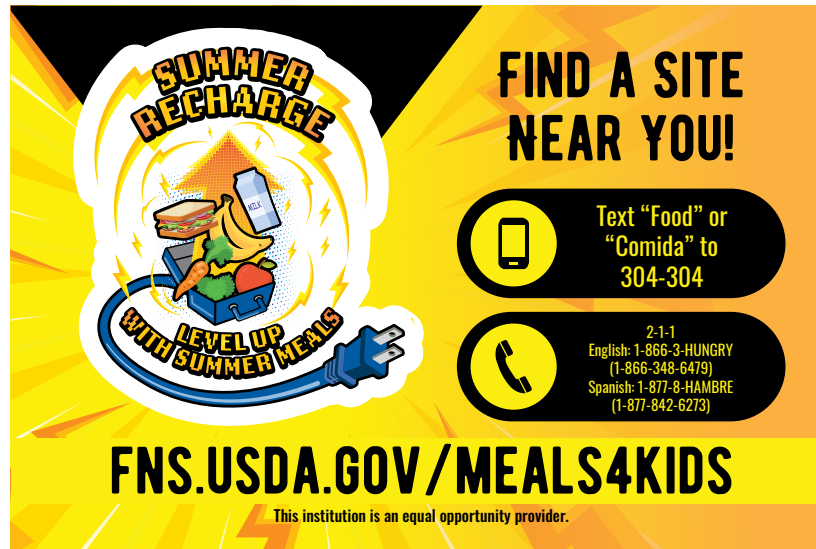
# Media Tool Kit

Print and Digital Collateral from chosen concept

*Iowa Department of Education Summer Food Program*



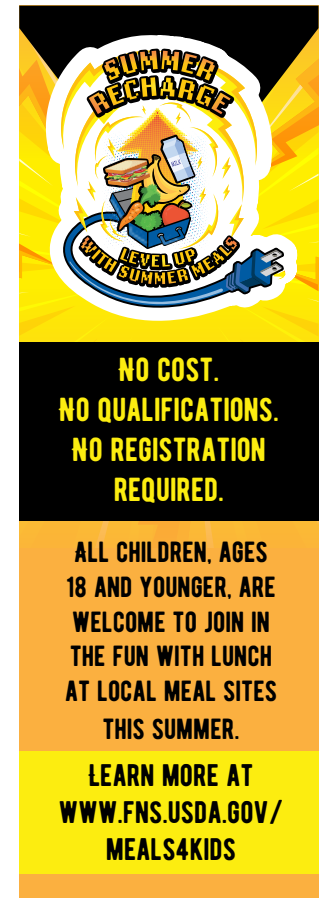
Flyer



Banner

## About the project

The Summer Food Program by the Iowa Department of Education sought lively illustrations to captivate children and teens. These visuals breathe life into community, nutrition, and joy, amplifying the program's allure and influence.



Poster

# Illustration

*Hellman*

## About the project

Annually, Hellman crafted a wallpaper design as a client gift. This illustration featured the Hellman building—a former church—set amidst a whimsical isometric landscape adorned with the distinctive Hellman logo.



03

# Email Design



# Email Design

3M

**3M** Science.  
Applied to Life.™

## Bundling & Harnessing

Designed to make  
your job easier

### 3M™ Temflex™ Friction Tape 1755

You never know what you're going to find encounter on a project site. Be prepared to take on any challenge with 3M bundling and harnessing tapes that bind, hold and organize wires. Bundling tapes also offer excellent mechanical protection and can act like a second set of hands that steady wires in place.

#### Applications

- Bundle and bind wires and cables
- Create wire harnesses
- Wrap tool handles for better grip



[Learn more](#)

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St. Paul, MN 55144 USA  
Phone 1-800-362-3550  
Web 3M.com/VHB

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**3M** **VHB**  
Tape

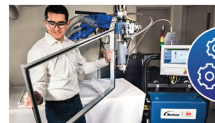
In Collaboration with  
**Nordson**

## A bond beyond

Introducing the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape, a simple, automated solution that integrates into your assembly line and can launch your manufacturing process into the future.

Components of the  
3M™ On Demand Bonding System:  
• Nordson® ProBond™ System  
• 3M™ VHB™ Extrudable Tape GP\*  
\*ULTRAC listed

Learn more at [3M.com/VHB](#).



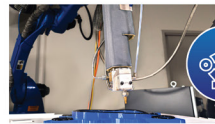
### Beyond efficiency

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can improve your manufacturing process efficiency—and your bottom line.



### Beyond versatility

With the ability to adapt to a variety of processes, designs, and substrates, this system gives you unmatched versatility. Bonds to a wide variety of substrates, including hard-to-bond materials.



### Beyond simplicity

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape is a fully automated solution that easily integrates into your assembly line. There's never been a better time to add automation into your workflow.



### Beyond sustainability

As you adapt to regulatory and consumer demands for environmental responsibility, the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can help you meet your company's sustainability goals.

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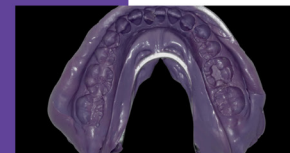
## Production of a crown on implant

Closed implant impression technique using 3M™ Impregum™ Penta™ Super Quick Medium Body Polyether Impression Material.



Initial situation:  
Implant (regio  
first premolar)  
six months after  
implantation.  
Healing cap in situ.

Syringing of  
3M™ Impregum™  
Penta™ Super  
Quick Medium Body  
Material around the  
impression coping  
with the 3M™  
Penta™ Elastomer  
Syringe.



Impression coping  
securely fixed in  
3M™ Impregum™  
Penta™ Super  
Quick Medium  
Body Material.  
The impression  
was taken using  
the monophase  
technique.

Final veneered  
all-ceramic crown  
cemented on  
implant abutment.



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St. Paul, MN 55144-1000  
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# Email Design

CPM



## In-House Service

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**We'll refurbish to like-new condition**

Parts don't wear out often on CPM equipment. But when they do, our team of experts will come to your rescue. We help you save money by only replacing the most consumable aspect of a component, instead of the entire unit. By using our own OEM and other high quality parts, we ensure your components return to you in like-new condition.

[Contact us](#)

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| <b>CPM, Zaandam</b><br>Rijder 2<br>1507 DN Zaandam<br>The Netherlands<br>Ph: 31 (0)75 6512 611<br>Fax: 31 (0)75 6512 600 | <b>CPM, Singapore</b><br>21 Gul Dr.<br>Singapore 629470<br>Republic of Singapore<br>Ph: 65-6268-6428<br>Fax: 65-6268-6428                | <b>CPM, São Paulo</b><br>Av. Itapuera nº<br>2120 - q 224 - Edifício<br>Contemporary Tower<br>Moema - São Paulo/SP<br>Brazil 04028-001<br>P: 55-11-3074-4099 |



## Particle-size reduction is no small feat

The HM Series Hammermills excel in heavy-duty grinding, ideal for processing animal feed, fish feed, ethanol, or any grinding requirements. Renowned for toughness and superior construction, they ensure a robust and intelligent investment for diverse operations. These hammermills tackle the most demanding applications daily, featuring standard uptime-maximizing features and effortless maintenance. Optional add-ons allow for personalized customization, delivering the required output, dependability, and efficiency. Backed by CPM, a trusted industry giant, the HM Series Hammermills boast the most comprehensive support system, solidifying their status as a premier choice for grinding needs.




[Learn more](#)



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| <b>CPM, Zaandam</b><br>Rijder 2<br>1507 DN Zaandam<br>The Netherlands<br>Ph: 31 (0)75 6512 611<br>Fax: 31 (0)75 6512 600 | <b>CPM, Singapore</b><br>21 Gul Dr.<br>Singapore 629470<br>Republic of Singapore<br>Ph: 65-6268-6428<br>Fax: 65-6268-6428                | <b>CPM, São Paulo</b><br>Av. Itapuera nº<br>2120 - q 224 - Edifício<br>Contemporary Tower<br>Moema - São Paulo/SP<br>Brazil 04028-001<br>P: 55-11-3074-4099 |

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## Optimize your accuracy, capacity, and speed



[LEARN MORE](#)

\*[FNAME] \*,

Is your weighing system as fast and accurate as it could be? Beta Raven's new conical hopper scale can replace any type of microscale and offers a number of advantages:


- Compact design will fit in the same footprint as your existing compartment, funnel or rollover hopper
- Enclosed design prevents excess residue build-up and minimizes cross-contamination
- A butterfly-valve discharge gate and closed-position detector ensure positive sealing and stable hopper mounting
- A pneumatic ball vibrator is included to assist ingredient discharge
- A robust load cell and mounting configuration increase hopper stability

**Did you know?**

The new conical hopper scale's hoppers are three cubic feet and have 250 pounds of hopper capacity per four bins.

Plus, it has added features to prevent cross contamination. If you have a single or dual hopper scale, contact your CPM sales representative, fill out the form [here](#) or call 800-366-2563 to see what the new conical hopper scale can do for your operation.

[CONTACT US](#)



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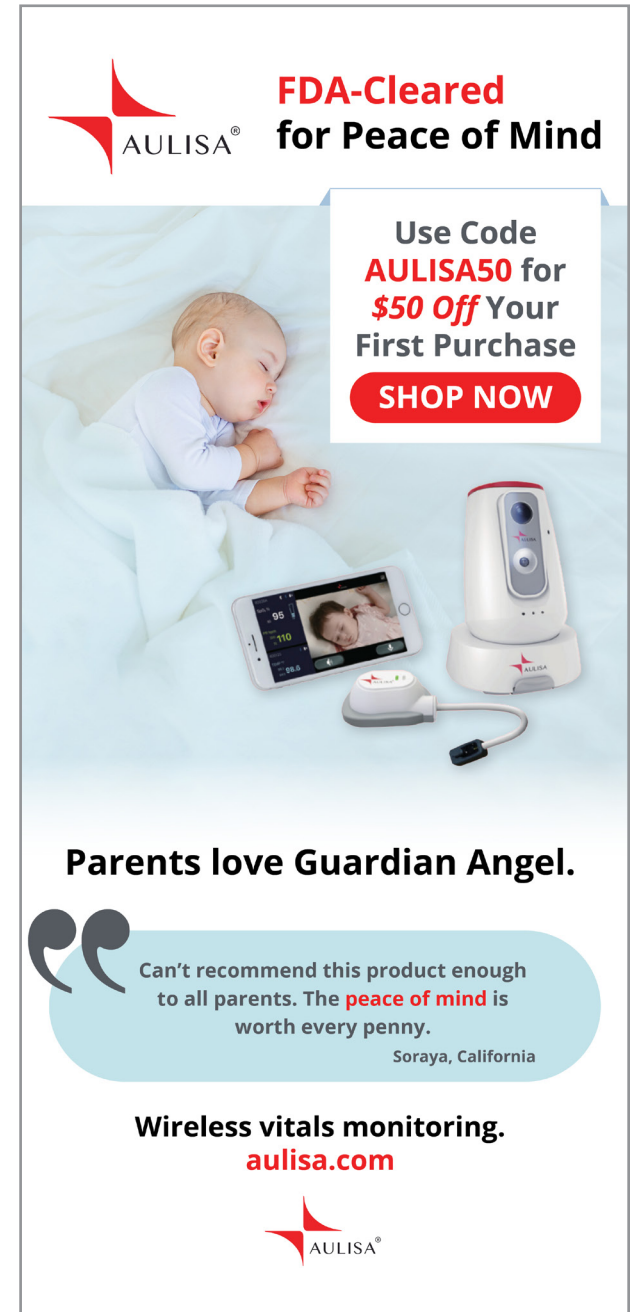
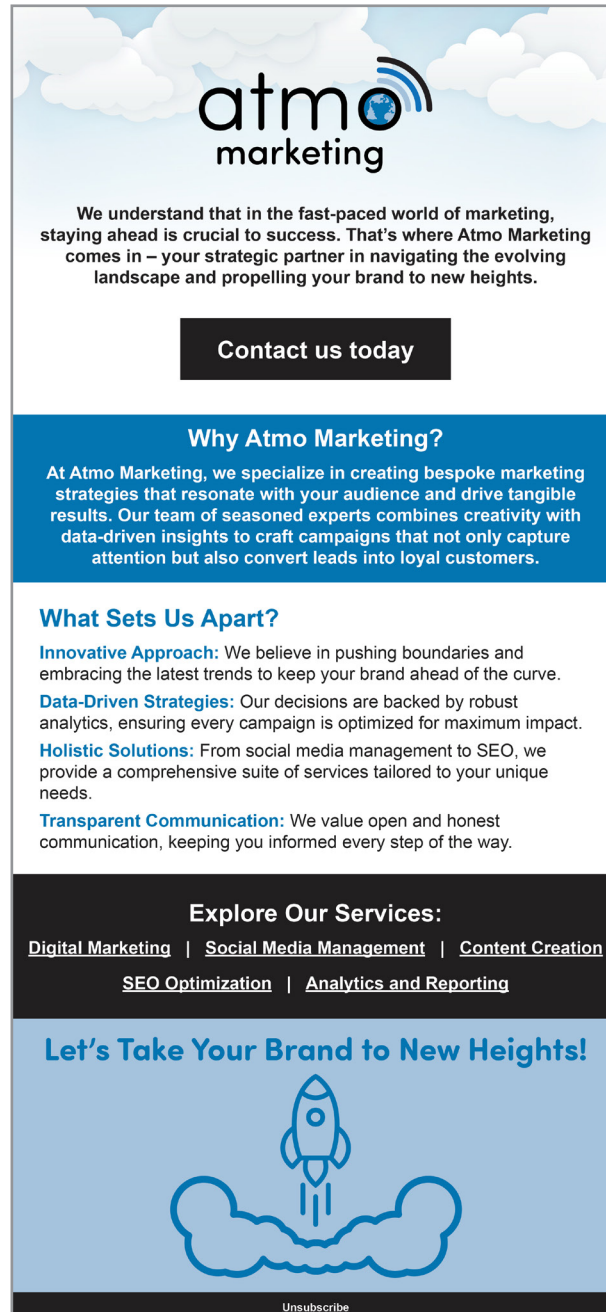
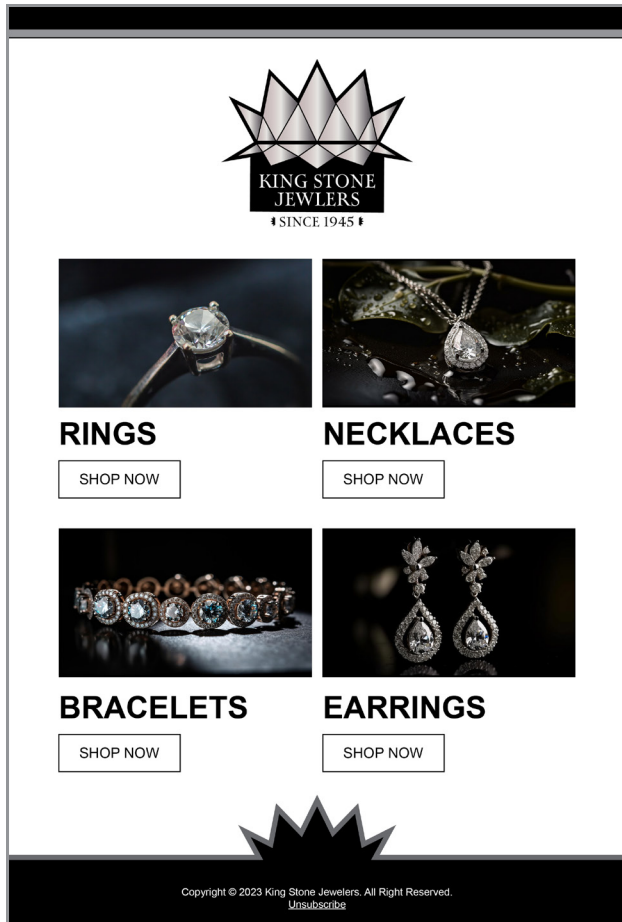
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# Email Design

## Various Companies



04

# Social Media

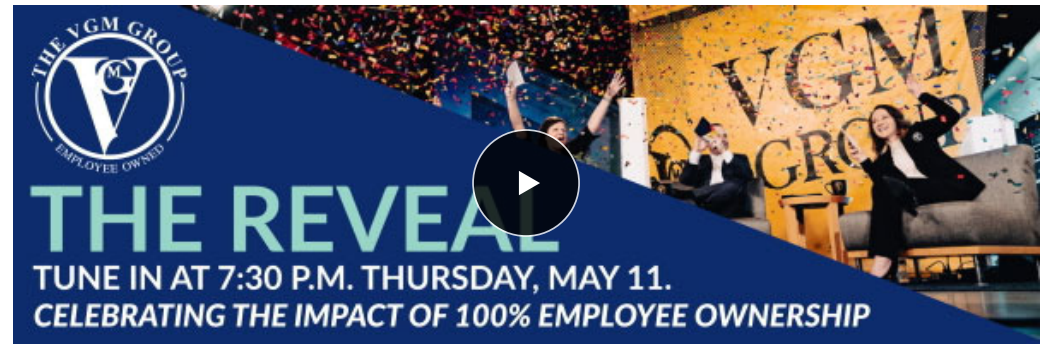


# Social Media Images

## *The VGM Group*



*Social Media Image*



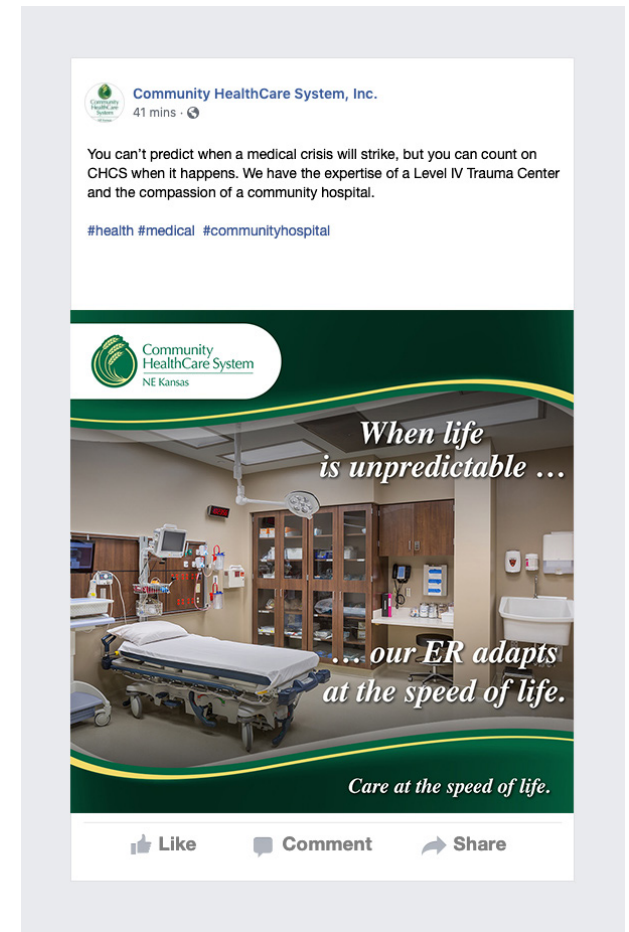
*Motion Graphic (click to website view)*

## About the project

Annually, VGM Group unveils the stock number for the Employee Ownership Stock Program, generating anticipation for the eagerly awaited reveal amid an exciting atmosphere. This calls for vibrant imagery that vividly captures the spirit of this excitement.

# Social Media Mockups

## Community HealthCare Systems



## About the project

Community HealthCare Systems sought a social media campaign that captures their compassionate environment, emphasizing their tagline "Care at the speed of life."

# Social Media Mockups

## Aulisa Medical

**Aulisa Medical**  
Sponsored • 


Want to catch some much-needed sleep and keep a watchful eye on your newborn? With the FDA-cleared Guardian Angel®, you can. Get \$50 OFF with code AULISA50: <http://bit.ly/3XpcCkW>





**Use Code **AULISA50** for  
\$50 Off Your First Purchase**


Rest easy.  
More than a baby monitor.  
[aulisa.com](http://aulisa.com)

**Shop Now**

 Like  Comment  Share

**Aulisa Medical**  
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Sleep is one of the biggest challenges parents with newborns face. Our FDA-cleared baby monitoring and alarm system can help. Click here for \$50 OFF with code AULISA50: <http://bit.ly/3DWxglT>








**FDA-Cleared  
for Peace of Mind**

Bluetooth 4.0


Save \$50 With Code AULISA50  
A better baby monitor.  
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**Shop Now**

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**Aulisa Medical**  
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Find out why parents love the FDA-cleared Guardian Angel®. Get \$50 OFF your first purchase with code AULISA50: <http://bit.ly/3lduaD9>






**Can't recommend this product  
enough to all parents. The **peace  
of mind** is worth every penny.**

Soraya, California

Parents love Guardian Angel.  
Wireless vitals monitoring.  
[aulisa.com](http://aulisa.com)

**Shop Now**

 Like  Comment  Share

## About the project

Aulisa Medical aimed for a social media ad campaign, showcasing the nurturing aspect of their baby vitals monitoring device while strategically boosting sales through an enticing promotional offer.



# Social Media Images

## House of Hope



  
**79%** of  
House of Hope  
resident moms  
are employed.

 **House of Hope**  
Empowering Women. Building Futures. Enriching Communities.

**Thanks to ya'll  
for your support!**

**Heyday for Hope  
Barn Bash  
a success.**



 **House of Hope**  
Empowering Women. Building Futures. Enriching Communities.

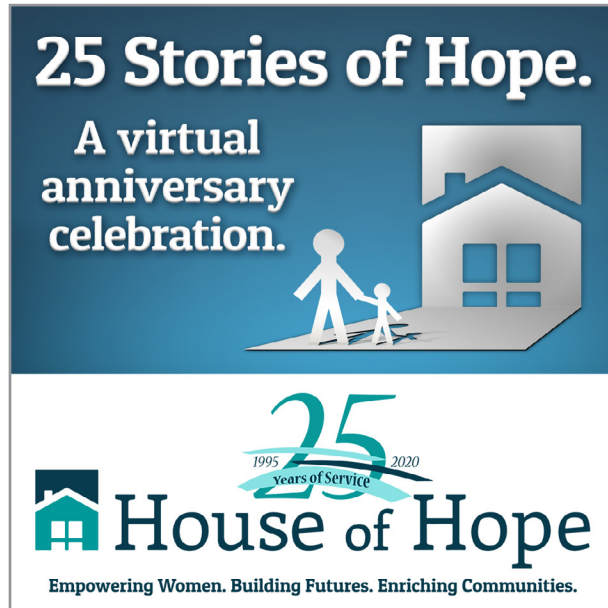
**Behind on rent? We can help.**



 **House of Hope**  
Empowering Women. Building Futures. Enriching Communities.

# Social Media Images

## House of Hope



*Motion Graphic  
(click to website view)*

## About the project

House of Hope offers shelter, community, and empowerment to single mother families experiencing homelessness and women aged 18-24 transitioning from foster care. They sought social media imagery to spotlight the invaluable support they offer and convey the aspiration of building a brighter, new life.

05

# Branding & Imagery

# Branding & Imagery

*Mehta Tech, Inc.*



## Harness the Power of Data



**Mehta Tech, Inc.**

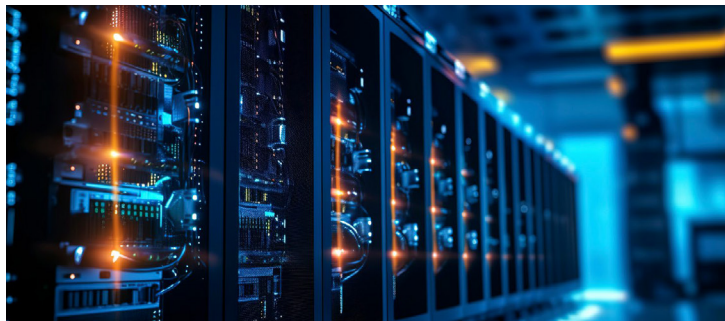
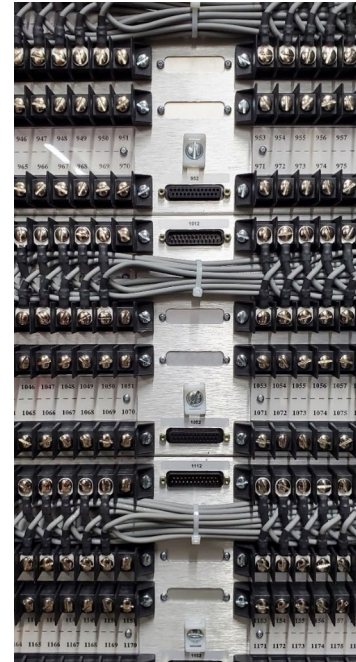
### About the project

Mehta Tech, Inc. stands at the forefront of delivering data via advanced equipment that records electrical malfunctions. Seeking branding synonymous with the precision of their analytics and products, they aimed for a visual identity that mirrors the exacting standards inherent in their technological solutions.



# Branding & Imagery

*Mehta Tech, Inc.*





# Branding & Imagery

Mehta Tech, Inc.



RETURN TO TABLE OF CONTENTS

06

# Campaigns

# Campaign

3M




## A bond beyond

Introducing the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape, a simple, automated solution that integrates into your assembly line and can launch your manufacturing process into the future.

In Collaboration with  




### Beyond efficiency

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can improve your manufacturing process efficiency—and your bottom line.

- Parts can be handled immediately
- Requires little to no surface preparation
- Easy to use and store
- Stretch release allows for clean removal



### Beyond versatility

With the ability to adapt to a variety of processes, designs, and substrates, this system gives you unmatched versatility. Bonds to a wide variety of substrates, including hard-to-bond materials.

- Bonds curved surfaces and dissimilar shapes
- Fills in gaps with a smooth, clean appearance
- Can be deployed for inline or offline assembly



### Beyond simplicity

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape is a fully automated solution that easily integrates into your assembly line. There's never been a better time to add automation into your workflow.

- Automation reduces your dependence on skilled or specialized labor
- Automation ensures the most consistent product
- Reduces complexity in your processes and workflow
- Standardize your materials by replacing multiple adhesives



### Beyond sustainability

As you adapt to regulatory and consumer demands for environmental responsibility, the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can help you meet your company's sustainability goals.

- Stretch release means less waste, faster rework, and easier component recycling
- Reduces the need to purge the dispenser and discard purged adhesive
- No liner waste or die-cut waste, as with tape
- No residual waste

## The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

### Benefit vs. other adhesive systems

| Features  | 3M™ On Demand Bonding System                | Other adhesive systems and fastening methods  |
|---|---|---|
| Heated equipment requirement for dispensing                                 | All-in-one system warms tape for extrusion  | May need several pumps, hoses, and/or tanks   |
| Storage requirements  | No special requirements                     | May have short shelf life and require special storage conditions  |
| Temperature/humidity requirements for curing                                | No special requirements                     | May need to maintain climate-controlled environment   |
| Resources required for handling   | Minimal, if any—immediate handling strength | Up to six hours—requires clamping and space to store work in process, as well as additional process steps |
| System purge between cycles   | Little to none needed                       | Required purging can lead to up to 20% adhesive waste   |
| Substrate preparation   | Little to none needed                       | Time, materials, and labor required to prepare  |
| Reworkability   | Can disassemble and rework                  | Time-consuming rework; may even need to scrap products and start over                                     |
| Product design requires bonding of various shapes and dissimilar substrates | One adhesive can do it all                  | Requires different adhesives and/or fasteners for different geometries or substrates                      |
| Sealing   | Air- and watertight seal                    | May not have sealing capabilities   |



### Components of the 3M™ On Demand Bonding System:

- Nordson® ProBond™ System
- 3M™ VHB™ Extrudable Tape GP\*

\*UL746C listed

Learn more at [3M.com/VHB](https://3M.com/VHB).




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Flyer

[RETURN TO TABLE OF CONTENTS](#)


# Campaign

3M




## A bond beyond.

Launch your manufacturing process into the future with the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape.




LEARN MORE




## A bond beyond.

Work smarter with fewer steps and less downtime with the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape.




LEARN MORE




## A bond beyond.

Stay on the leading edge of design with process and material versatility from the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape.




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Enable recycling, reuse, and repairability with the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape.



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Banner Ads



# Campaign

3M

**3M VHB**  
Tape

## A bond beyond.

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape



The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

**3M** In Collaboration with **Nordson**

Manufacturers of appliances, specialty vehicles, and other products have long been limited by the adhesives crucial to their product designs. Until now, available bonding products have added time to production lines, required specialized storage and usage conditions, and generated excessive waste.

### Introducing a new, automated bonding solution that launches your process into the future.

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape:

- Simple, automated solution
- Easily integrates into your assembly line

It will bring your operation what it needs to maintain a competitive edge:

- Efficiency
- Versatility
- Simplicity
- Sustainability

Deliver your customers the next generation of product innovation with the 3M™ On Demand Bonding System.



The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

## Beyond efficiency.

The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can improve your manufacturing process efficiency—and your bottom line.

- Parts can be handled immediately
- Requires little to no surface preparation
- Easy to use and store
- Stretch release allows for clean removal

How much waiting time is built into your production process? If your bonding solution requires pre-treatment or clamping, it can be anywhere from minutes to days. And on an assembly line, every second costs money.

- Minimal, if any, pre-processing is required. 3M™ VHB™ Extrudable Tape bonds to many substrates with no primers or surface modification
- Minimal, if any, clamping is required. You get immediate handling strength
- Reduced need to purge equipment or replace disposable components, so you have less downtime and less waste
- Stretch release technology allows you to remove the adhesive quickly and easily, so you can rework or recycle parts
- Stretch release technology also makes component repair easier, and saves service and warranty costs

All of this leads to improved assembly line efficiency, increased throughput, and long-term value. Work faster with fewer steps, less downtime, and less waste. The 3M™ On Demand Bonding System is a simple, automated solution that makes your work-in-process (WIP) less process variability and increased productivity through automation make your work leaner. And with less waste and rework, you'll work smarter.



The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

## Beyond versatility.

Curved surfaces, bonded with a single material. Dissimilar shapes and materials, permanently joined without unsightly fasteners. If you can dream it, you can design it with the 3M™ On Demand Bonding System.

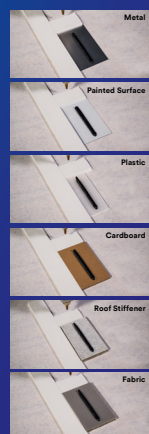
With the ability to adapt to a variety of processes, designs, and substrates, this system gives you unmatched versatility. Fill in gaps and turn corners without wrinkles, voids, or additional materials. Apply in various widths and thicknesses. All with the durability and performance you expect from 3M™ VHB™ Tape.

3M™ VHB™ Extrudable Tape has excellent adhesion performance on:

- Metals
- Glass
- Rubber
- Low surface energy (LSE) plastics
- Hard-to-bond materials
- Woven and non-woven textiles
- Even slightly oily surfaces

And the 3M™ On Demand Bonding System can be deployed for inline or offline assembly. It has a smooth, clean appearance that fasteners can't match, delivering aesthetically superior results.

So no matter what you're building, this process and material versatility frees your operation from the limitations of other bonding solutions. Eliminate entire steps from your process, adapt to a quickly changing marketplace, and stay on the leading edge of product design with the 3M™ On Demand Bonding System.



The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

## Beyond simplicity.

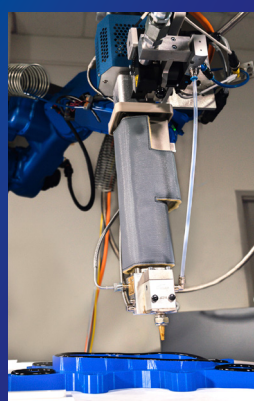
The 3M™ On Demand Bonding System is a fully automated solution that easily integrates into your assembly line. It's a small system that doesn't require a long list of replacement parts. It's a simple way to add all the benefits of automation into your process without compromising your bonding specifications.

### Why automate?

There's never been a better time to add automation into your workflow.

- Automation reduces your dependence on skilled or specialized labor
- Automation ensures the most consistent product
- Reduces complexity in your processes and workflow
- Standardize your materials by replacing multiple adhesives
- Smaller space compared to other systems

If you're just beginning to automate your assembly line, the 3M™ On Demand Bonding System can help you confidently get from design to scale-up quickly.



The 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape

## Beyond sustainability.

3M™ VHB™ Extrudable Tape has stretch release technology that allows for easy and clean removal, reducing scrap, waste, and rework. It also helps you manufacture more sustainable goods by allowing the components to be separated into appropriate waste streams.

The 3M™ On Demand Bonding System conserves energy and materials in several ways:

- Enables recycling, reuse, and reparability
- Stretch release means less waste, faster rework, and easier component recycling
- Reduces the need to purge the dispenser and discard purged adhesive
- No liner waste or die cut waste, as with tape
- No residual waste

As you adapt to regulatory and consumer demands for environmental responsibility, the 3M™ On Demand Bonding System featuring 3M™ VHB™ Extrudable Tape can help you meet your company's sustainability goals. And when you commit to conservation, you improve your reputation and build trust with your customers.

**3M**

Product Selection and New Value: 3M's VHB™ tapes are designed to be used in a wide range of applications. As a result, customers can enjoy significant benefits in reducing their costs and improving their productivity. 3M's VHB™ tapes are designed to be used in a wide range of applications. As a result, customers can enjoy significant benefits in reducing their costs and improving their productivity. 3M's VHB™ tapes are designed to be used in a wide range of applications. As a result, customers can enjoy significant benefits in reducing their costs and improving their productivity.

Industrial Address and Team Contact:  
3M Center, Building 255, St. Paul, MN 55144 USA  
Phone: 1-800-368-3400  
Web: 3M.com/VHB

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Brochure

RETURN TO TABLE OF CONTENTS

# Campaign

## Community HealthCare Systems



Poster



Flyer

# Campaign

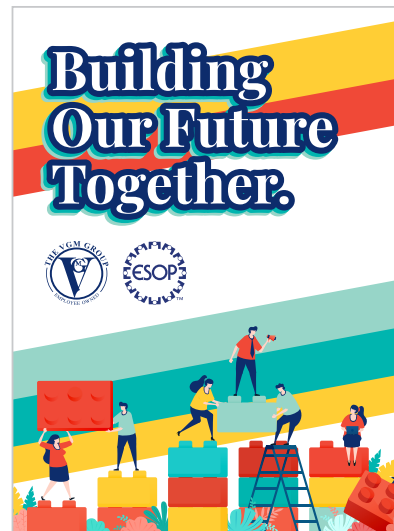
## *The VGM Group ESOP*



*Final Poster*



*Concept Variations*



07

# Print



# Print

## House of Hope



Round up your boots and  
come kick up your heels!



### Heyday for Hope Barn Bash

Saturday, March 7, 2020, at 5 p.m.  
Waterloo Elks Club  
407 E. Park Avenue, Waterloo, Iowa

All proceeds benefit  
House of Hope.



Ticket info at  
[www.houseofhopeccd.org](http://www.houseofhopeccd.org)

Hope exclusive sponsor



== GIVE US A HOLLER TO GET YOUR TICKETS ==

319-232-3823 | [www.houseofhopeccd.org](http://www.houseofhopeccd.org)



## House of Hope

Empowering Women. Building Futures. Enriching Communities.

## House of Hope

Empowering Women. Building Futures. Enriching Communities.

With help from people like you,  
House of Hope offers:

### A Home

Homeless children often suffer physical, psychological and emotional damage. However, research shows these effects can be reversed. Be part of the solution.

### A Transformation

Every woman at House of Hope is expected to obtain education or employment to work toward independence—there is no coasting. We have high expectations because we know that these women are capable of more.

### A Community

With resources and support, we empower single mothers to give themselves and their children a chance at self-sufficiency. We also provide transitional assistance to young women aging out of foster care. Our impact enriches the community across generations.

For 25 years, House of Hope has provided homes, community and transformational assistance to homeless single mothers and women aging out of foster care.

100% funded by private donations,  
local grants and fundraisers.

## You can help.

To donate, volunteer or join our board,  
visit [www.HouseOfHopeCCD.org](http://www.HouseOfHopeCCD.org),  
find us on Facebook @HoHCV or call 319-232-3823.


Flyers

RETURN TO TABLE OF CONTENTS

35

# Booklet

## VGM Fulfillment



### Guide to Outsourcing Your CPAP Machine and Resupply Order Fulfillment

**Assess your purchasing power  
See how you stack up against other HMEs  
Learn why expertise matters**

[www.vgmfulfillment.com](http://www.vgmfulfillment.com)

### Introduction

HME businesses serving our nation's respiratory patients have proven their resilience time and time again. But dwindling reimbursements, staffing shortages, and supply chain disruptions are testing their limits.

This has many HMEs looking to outsource aspects of the business to take some of the pressure off. And one aspect in particular appears to be brimming with opportunity: CPAP machine and CPAP resupply order fulfillment. But how do you go about evaluating your current offering, and what should you look for in a partner?

To help providers get the answers they need, we worked with the thought leaders here at VGM Fulfillment to develop this resource: *Guide to Outsourcing Your CPAP Machine and Resupply Order Fulfillment*.

At VGM Fulfillment, we understand the importance of getting your orders right the first time, every time. And we hope you find the information throughout this guide helpful. We execute on the promise to deliver the greatest value rooted in five key traits: speed, quality, responsiveness, flexibility, and reliability.

We take the role we play very seriously. Our customers count on us, just as your patients count on you, to provide the quality care and equipment they rely on. That's why, for us, what we do is more than shipping a plain brown box or envelope. We are fulfilling the lives of the millions of patients who count on these supplies.

From all of us at VGM Fulfillment, thank you for everything you do.



**Chris Hetherington**  
VP of Business Development  
VGM Fulfillment

[Chris.Hetherington@vgm.com](mailto:Chris.Hetherington@vgm.com)  
319-874-6974  
Follow me on [LinkedIn](#).




### The Industry Leader in CPAP Resupply and CPAP Machine Order Fulfillment

Fast and accurate order fulfillment services are crucial when it comes to your patients' health—and your bottom line. Our network of fulfillment centers provides nationwide coverage in CPAP resupply and CPAP machine order fulfillment.



**We're Nearly Perfect.**  
*Patty Mastandrea, 2020 HME Woman of the Year, Agrees.*

"VGM Fulfillment is perfect for my patients and my business. Their commitment to service means we control our operating costs. The majority of our orders ship same day, and I can always count on the service we receive to be consistent and reliable. This means when we send an order to VGM Fulfillment, we can tell our patients we'll receive the right supplies at the right time, every time."

**Patty Mastandrea, CEO**  
MedCore Equipment Co., LLC.

Preferred choice of over  
**1,400 providers**  
serving **millions of patients**  
annually—and growing.

**99.85% Accuracy Rate**

[www.vgmfulfillment.com](http://www.vgmfulfillment.com)  
**800-940-1213**  
[vgmfulfillment@vgm.com](mailto:vgmfulfillment@vgm.com)



### What to Look for in a CPAP Resupply Order Fulfillment Partner

By Steve Nyhuis, Senior Advisor, VGM Fulfillment

There are many factors to consider when looking for the right CPAP resupply order fulfillment partner. But if you're looking for a shortcut, focus on finding a partner that specializes in CPAP resupply. This partner will have a keen understanding of the importance of resupply to your bottom line.

Order fulfillment is a complex operation. And while there are many moving parts, there are a few key areas a specialized partner will excel in:

- Technology
- Effective consignment inventory management
- Speed, accuracy, and reliability

Let's take a closer look at why these areas matter and how a specialized partner can help your business's bottom line.

**A TECH-SAVVY PARTNER MAKES IT EASY ON YOU AND YOUR STAFF.**

### Technology

In short, a tech-savvy partner makes it easy on you and your staff. Seamless integration with your billing software, vendor, patient management, and e-commerce platforms is critical for easy ordering and information exchange. It ensures everyone stays in the loop, and it eliminates the need to submit an order separately.

A specialized partner also understands the value of real-time reporting. They'll help keep you informed and provide insight for your resupply business. This takes the guesswork out of your operation, allowing for efficient decision making.

Most importantly, however, your partner's technology should serve the patient. They'll provide detailed shipment tracking and delivery communication, which keeps patients engaged and informed, reducing customer service calls. And dynamic order routing ensures your order is shipped to your patients in the fastest and most convenient way.




### Leverage the Assets You Already Own: Asset Recovery and Refurbishment

By Anna Kilburg, RN, CPAP Program Manager

It's a familiar story. You set up a new patient on a CPAP machine. You educate the patient or their caregiver on proper use. You check in regularly and do your best to ensure the patient adheres to their prescribed therapy. But after the first 90 days, the patient is noncompliant. What happens to the CPAP machine?

In the days of plenty of available CPAP machines, it may have ended up sitting on a shelf collecting dust. But today, with recalls and ongoing supply chain issues, CPAP machines are in short supply. Fortunately, when you partner with a company like VGM Fulfillment, there's an easy way to leverage the assets you already own—through asset recovery and refurbishment.

**TODAY, WITH RECALLS, A PANDEMIC, AND ONGOING SUPPLY CHAIN ISSUES, CPAP MACHINES ARE IN SHORT SUPPLY.**

### Why It Matters

One reason you should be recovering your CPAP machines and refurbishing them is for new CPAP setups. With CPAP machines no longer in abundance, why make patients wait to start their therapy when you already have a perfectly good machine? (Referral sources like patients getting set up quickly too.)

Another side to consider is lost revenue. You already own the CPAP machine, so if it's not in use, you're leaving money lying on the shelf, or in the patient's home. Consider this scenario:

**How Much Am I Losing on Lost CPAP Machines?**


Approximately **15% of all CPAP** setups are left in a noncompliant patient's home.

The average CPAP cost is **\$350**.

Say you typically do **250 setups each month**. That means, you're losing **37 CPAP machines each month**, which equals **\$12,950/month** or **\$155,000/year**.

### VGM Fulfillment by the Numbers

VGM Fulfillment is your fulfillment and logistics partner for CPAP resupply and CPAP machine orders. We're a pick, pack, and ship service built for speed, accuracy, and reliability. Count on us to handle your order fulfillment needs, so you can focus on what you do best—caring for patients.



**A network of 4 fulfillment centers**

- Pennsylvania: 110,000 square feet
- Arizona: 10,000 square feet
- Tennessee: 35,000 square feet
- Iowa: 45,000 square feet

**Nearly 3,000 SKUs in stock**

We hold everything on consignment. So you don't pay for product until you sell it.

**Over 6 million packages sent each year**

**Most packages reach their destination within 3 business days.**

Orders also typically leave our facilities within hours of when they're received.


**99.18% fill rate**

**99.85% accuracy rate**

**Ready to Simplify Your Resupply?**  
Visit [www.vgmfulfillment.com](http://www.vgmfulfillment.com) to get started.

### CPAP Machine and CPAP Resupply Order Fulfillment Done the Right Way

Built to deliver consistent, reliable service, a better experience for your patients, cost optimization, and protection from disruption to your business. Our network of fulfillment centers is strategically located throughout the United States providing coverage to all 50 states.



**Industry of 1st. Rapid delivery. 3 DAYS**

Fast and accurate order fulfillment services are crucial when it comes to your patients' health. Every mis-pick and mis-shipment means valuable time wasted in the short term, and possible damage to your company's reputation in the long term.

We execute on the promise to deliver the greatest value rooted in five key traits.

- Speed
- Quality
- Responsiveness
- Flexibility
- Reliability

Benefits of working with VGM Fulfillment include:

- Expertise backed by a system built for managing serialized product.
- Unique barcodes for each item, location, product, and order reduce pick and pack errors to almost zero.
- Strong business continuity and disaster recovery strategies ensure operations remain functional and orders continue to be processed.
- Proven order fulfillment processes, IT infrastructure, and inventory management practices remove burdensome operating costs from your business. Fast order processing reduces lag time between order placement and shipment.
- Close ties with key manufacturers mean consistent and optimum levels of inventory on hand at every warehouse minimizing the risk of backorders.



### Save Time and Money

"We consider VGM Fulfillment an extension of our company rather than a third-party partner. Before VGM Fulfillment, we had a warehouse filled with CPAP supplies and multiple staff members to run it. It was one of the most expensive parts of our operation. Since we switched, we stopped carrying so much stock and re-allocated staff to other positions. And we've experienced fewer backorders, ensuring our patients get the supplies they need."

**Jason Pfleger, Director of Supply Chain, Dasco HME**



# Booklet

## VGM Fulfillment

**YOU ALREADY OWN THE CPAP MACHINE, SO IF IT'S NOT IN USE, YOU'RE LEAVING MONEY LYING ON THE SHELF, OR IN THE PATIENT'S HOME.**

Of course, recovering, cleaning, and inventorying a CPAP machine doesn't happen magically. Someone has to process it. And your staff is likely already stretched thin as it is. The good news is, VGM Fulfillment is able to manage the program for you.

**How VGM Fulfillment Can Help**

VGM Fulfillment has worked with the leading manufacturers and providers of CPAP machines and supplies and developed a comprehensive inspection and assessment for used CPAP machines.

VGM Fulfillment works with you on the standards and thresholds you want for your refurbished machines. We typically recommend machines with under 500 hours of use be designated as "like-new" and available for new start setups. Machines typically over 500 hours are used as loaners or rentals, and our program supports that as well.

Here's what you can expect when you work with VGM Fulfillment to recover and refurbish your CPAP machines:

**The VGM Fulfillment Refurbishment Program**

- 1. Recover:** VGM Fulfillment can assist with coordinating the call tag for the CPAP machine to be returned to VGM Fulfillment.
- 2. Assessment:** Our trained employee owners inspect the machine.
- 3. Refurbishment:** They then replace any parts that are broken, worn, or discolored and do not require operating the machine, such as a face plate or tubing.
- 4. Machine Reset:** Our team resets the machine setting to factory defaults.
- 5. Re-inventory:** The machine is then added to your inventory and stored in VGM Fulfillment's warehouse, where it awaits order fulfillment.

Once the machine is back in your inventory, VGM Fulfillment can treat it like any other item we ship for you. Our licensed staff can set the machine to the prescribed settings for the patient before shipping, or we can ship as-is for you to adjust remotely or as an in-home setup.

**We Offer More Than Logistics**

At VGM Fulfillment, we're more than just a logistics partner. We're an extension of your business. Let us support your CPAP machine and CPAP resupply program, so you can focus your efforts on growing your business and caring for patients.

20

**WE'RE FULFILLING MORE THAN CPAP RESUPPLY ORDERS.**

**WE'RE FULFILLING LIVES.**

Your patients rely on you for their CPAP needs. You need a fulfillment partner you can trust to get the right supplies to your patients, at the right time.

**99.97% Accuracy Rate**

Most orders are delivered within 3 business days

We're your fulfillment and logistics partner. And our network of fulfillment centers provides nationwide coverage in CPAP resupply and CPAP machine order fulfillment.

www.vgmfulfillment.com  
800-969-1213  
fulfillmentsales@vgm.com

VGM FULFILLMENT

6

**Revolutionize How Customers Experience Your Brand After the Sale**

Customers don't stop experiencing your brand after they've made a purchase. From delivery updates to confirming, delivery, and backorders, our platform empowers you to reinforce your brand every step of the way.

**Improve Communications With Our Advanced Tracking and Communication Platform**

Keep your patient well-informed on the status of their order every step in the process from ship to delivery.

**Personalize Every Touchpoint**

Build excitement and connections along each part of the customer's journey.

**Reduce Customer Service Calls**

Manage expectations with proactive communication. Share helpful information at the right time and in the right channel.

**Implement the Platform Seamlessly**

VGM manages all steps in the launching process, and best of all—we're additional time and cost to you.

Call us at 800-969-1213 or email [vgmfulfillment@vgm.com](mailto:vgmfulfillment@vgm.com)

25

**CPAP RESUPPLY FULFILLMENT IS ABOUT MORE THAN WHAT'S IN THE BOX**

**VGM Fulfillment helps you:**

- UNBOX RELIABILITY**  
Our network of fulfillment centers provides nationwide coverage in CPAP resupply and CPAP machine order fulfillment.
- UNBOX ACCURACY**  
Patients expect that when their package arrives, it'll have the right supplies. We leverage the latest technology and processes to maintain a 99.97% accuracy rate.
- UNBOX CARE**  
What matters most are the patients you serve. We believe we're not only fulfilling CPAP resupply orders, we're fulfilling lives.

Your patient looks to you as the expert. They look to you for the best care and products to help them achieve the best quality of life. And when it comes to providing your patients with their supplies, you need a partner with that same level of expertise.

VGM FULFILLMENT

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26

## About the project

VGM Fulfillment sought a comprehensive booklet to showcase their industry leadership in outsourcing CPAP machines and resupply ordering. This document serves to enlighten customers on the process while highlighting VGM Fulfillment's unparalleled services, seamlessly incorporating their distinctive branding for a cohesive and impactful presentation.

# Print

## VGM Off-The-Shelf

**www.hcshme.com**

**800-698-8113**  
16 White Pine Rd Suite D  
Hermon, ME 04401

**603-415-1105**  
128A Hall St.  
Concord, NH 03301

**800-698-8113**  
125 John Roberts Rd. #18  
South Portland, ME 04106

**800-698-8113**  
113 Neck Rd.  
Haverhill, MA 01835

**Visit or call any of our locations for all your home medical equipment needs.**

Thanking you for trusting us with your home medical equipment solutions.

We look forward to partnering with you in 2022!

  
**Home Care Specialists**  
Treating patients like family, since 1979.

  
**Home Care Specialists**  
Treating patients like family, since 1979.

**We'd love your feedback!**  
**Let us know how we're doing!**

\_\_\_\_\_

Team Member Name





Scan the QR code to go to our Google Business Page!

  
**Home Care Specialists**  
Treating patients like family, since 1979.

**www.hcshme.com**  
Ph: (800) 698-8113  
Fax: (866) 372-0380

**Headquarters**  
113 Neck Rd  
Haverhill, MA 01835

**Other HCS Locations**

128A Hall Street  
Concord, NH 03301

125 John Roberts Road  
Suite #18  
South Portland, ME 04106

16 White Pine Road  
Suite D  
Hermon, ME 04401

*HCS Custom Holiday Card and Business Cards*



# Print

## VGM Off-The-Shelf



We are happy to provide the equipment needed by your Medicare patients. For your convenience, we've provided this quick reference guide, which contains reimbursement guidelines. Together, we can continue to ensure patients get the highest quality care and the equipment they need in the most timely manner possible.

## About the project

### MEDICARE Quick Reference Guide

Reimbursement Guidelines  
for Referral Sources

Documentation Requirements  
care to consider payment on medical equipment (DME), the needs to make sure the coverage met as outlined within the medical policies and related articles (LCDs) based on medical documentation provided by the source.

Person visit may be performed by a practitioner (NP), physician (PA), clinical nurse specialist, or physician. To ensure medical coverage, the DME supplier must obtain a valid written order (SWO) prior to billing the claim for payment.

practice to ensure the coverage met prior to dispensing the DME

and related policy articles for review may be reviewed in more detail on the MAC Medicare websites.

Information in this guide was compiled by VGM, Inc., a member service organization.

Information provided herein is our judgment and interpretation of applicable policies and is believed to be current and initially accurate as of the time of publication. Policies and regulations are subject to change at any time, and the governing agency's official or informal interpretations, opinions at any time. The opinions expressed herein are subject to change on such factors and should not be relied upon as binding on the authors.

Contents updated January 2023.



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#### Nebulizer machines

- If one of the above conditions is present, the following criteria must also be met:
  - Pulmonary hypertension has progressed despite maximal medical and/or surgical treatment of the identified condition, **AND**
  - Mean pulmonary artery pressure is greater than 25 mm Hg at rest or greater than 30 mm Hg with exertion, **AND**
  - Patient has significant symptoms from the pulmonary hypertension (such as severe dyspnea on exertion, fatigue, angina, syncope), **AND**
  - Treatment with oral calcium channel blocking agents has been tried and failed, or has been considered and ruled out.

If none of the drugs used with a nebulizer are covered, the compressor, nebulizer, and other related accessories/supplies will be denied as not reasonable and necessary.

#### Standard written order requirements:

- ▶ Beneficiary's name
- ▶ Date of order
- ▶ Detailed description of the DME item being ordered or brand name/model number
- ▶ Name, dosage, and concentration of drug(s) being dispensed
- ▶ Specific frequency and duration of administration
- ▶ Quantity to be dispensed
- ▶ Number of refills
- ▶ Treating practitioner's printed name or NPI
- ▶ Treating practitioner's signature

| INHALATION DRUGS AND SOLUTIONS  | MAXIMUM PER MONTH  |
|---|--|
| Acetylcysteine  | 74 grams/month   |
| Albuterol   | 465 mg/month (See below for exception)                     |
| Albuterol/Ipratropium combination   | 186 units/month  |
| Arformoterol  | 930 micrograms/month – 62 units/month                      |
| Budesonide  | 62 units/month   |
| Cromolyn sodium   | 2480 mg/month – 248 units/month                            |
| Dornase alfa  | 78 mg/month  |
| Formoterol  | 1240 micrograms/month – 62 units/month                     |
| Ipratropium bromide   | 93 mg/month  |
| Levalbuterol  | 232.5 mg/month – 465 units/month (See below for exception) |
| Metaproterenol  | 2800 mg/month – 280 units/month (See below for exception)  |
| Pentamidine   | 300 mg/month   |
| Revfenacin  | 5250 mcg/month   |
| Treprostinil  | 31 units/month   |
| Sterile saline or water, 10ml/unit (A4216, A4218)                           | 56 units/month   |
| Distilled water, sterile water, or sterile saline in large volume nebulizer | 18 liters/month  |

When albuterol, levalbuterol, or metaproterenol are prescribed as rescue/supplemental medication for beneficiaries who are taking formoterol or arformoterol, the maximum milligrams/month that are reasonably billed are:

| DRUG                              | MAXIMUM MILLIGRAMS/MONTH      |
|-----------------------------------|-------------------------------|
| Albuterol                         | 78 mg/month                   |
| Albuterol/Ipratropium combination | 31 units/month                |
| Levalbuterol                      | 39 mg/month – 78 units/month  |
| Metaproterenol                    | 470 mg/month – 47 units/month |

Claims for more than these amounts of drugs will be denied as not reasonable and necessary.

Medicare Quick Reference Guide -  
Cover and Inside

## VGM Off-The-Shelf

The image is a collage of three Hudson Pharmacy & Surgical marketing materials. The top left is the front page, featuring a couple on a couch, a list of services, and contact information. The top right is the back page, featuring the company logo, a list of services, and a testimonial. The bottom is the medical catalog cover, featuring the title 'Hudson Medical Custom Catalog - Front and Back Pages'.

# WELCOME TO HUDSON PHARMACY & SURGICAL

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BroadviewSeniorLiving.org

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# HUDSON PHARMACY & SURGICAL

We're here for you.

We hope you'll find our services are a bit different than most. For three generations our family has been continuously improving services to care for the evolving needs of people just like you.

We do more than just fill prescriptions. We collaborate with your care team and offer a streamlined approach for medicine, mobility, and more. Our mission is to provide premier customer service, support, and improvements to protect the quality of life for our customers and clients. Rest assured you're in good hands with Hudson Pharmacy & Surgical.

We're proud to partner with you today.

John W. Frustace III and Frank S. Frustace  
Hudson Pharmacy and Surgical Owners

Hudson Medical Custom Catalog -  
Front and Back Pages



# Print

## VGM Off-The-Shelf

# Stay in Your Home

A resource guide to accessible living for people of all ages and abilities

We offer a wide variety of solutions designed to help people stay safe in their homes. Our goal is to make your home safe and accessible based on your needs and daily tasks.

**Contact us today to get started.**

**Falls..... 3-4**  
Important facts and prevention tips

**Introduction..... 5**

**Bird's eye view ..... 6-7**  
Our 3D model house section offers a helpful perspective when considering equipment and modifications for your home

**Room by room ..... 8-17**  
Explore room-by-room solutions to a safer and more accessible home

**Investment ..... 18**

**Important Records ..... 19**

We offer a wide variety of solutions designed to help people stay safe in their homes, and if we don't have the answers, we'll find someone who does.

Stay in your Home Guide - Cover and Back Pages

## About the projects

VGM Off-The-Shelf Marketing serves as VGM's web-based self-service printing solution. Nevertheless, there were also endeavors that demanded tailoring and redesigning of existing products.

| Contact Information |      |       |
|---------------------|------|-------|
| Contractor          | Name | Phone |
| Contractor          | Name | Phone |
| Contractor          | Name | Phone |
| Physical Therapist  | Name | Phone |
| Healthcare Provider | Name | Phone |
| Contractor          | Name | Phone |
| Emergency Contact   | Name | Phone |
| Hospital            | Name | Phone |
| Pharmacy            | Name | Phone |

| Insurance Information |  |               |  |  |
|-----------------------|--|---------------|--|--|
| Company               |  | Company       |  |  |
| Policy type           |  | Policy type   |  |  |
| Policy number         |  | Policy number |  |  |
| Phone                 |  | Phone         |  |  |

| Medication Information |                 |        |           |          |
|------------------------|-----------------|--------|-----------|----------|
| Medication             | Date Prescribed | Dosage | Frequency | Comments |
|                        |                 |        |           |          |
|                        |                 |        |           |          |
|                        |                 |        |           |          |
|                        |                 |        |           |          |
|                        |                 |        |           |          |

**Stay in Your Home**  
A resource guide to accessible living for people of all ages and abilities

- Fall Prevention
- Home Safety
- Safety Assessment Tools
- Accessibility Solutions
- Home Modifications
- Record Keeping

Customer wellness and satisfaction are our top priorities. Let us know how we can help.

08

# Logos



# Logos

## *Various Companies*

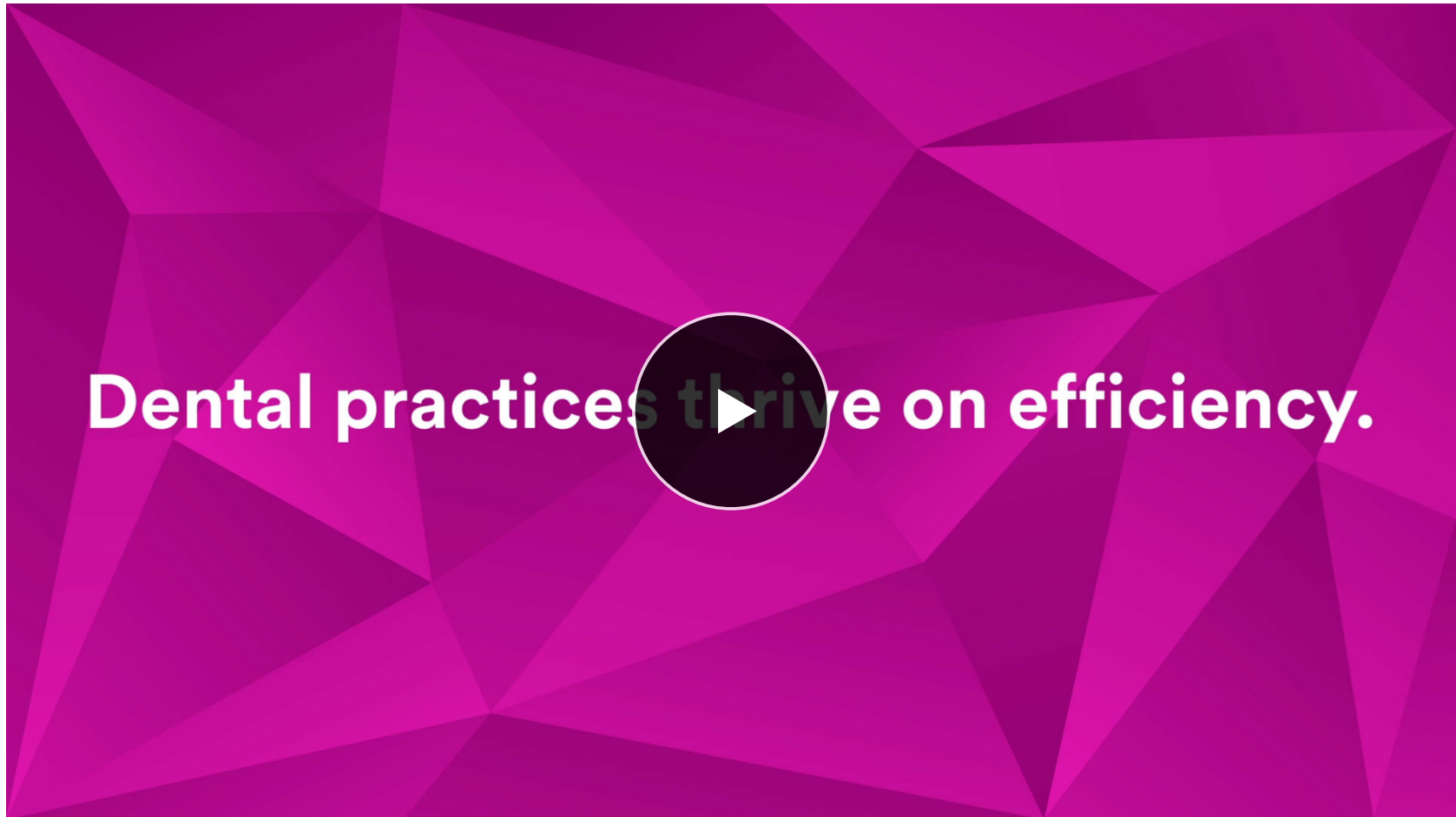


09

# Animated Video

# Animated Video

3M



*Video (click to website view)*

