



A Lesson in Hope, Happiness and Ingenuity

Momprenneur Launches Innovative New Business While Conquering Cancer and Defying the Economy

Hollister, CA - July, 2010 -- Annette Giacomazzi has never been one to let adversity to get in her way. Not today, as she launches her innovative new business smack dab in the middle of a lingering, dismal economy. MediFAB3 comes at a time when most people are hunkering down and waiting it out. But Giacomazzi took a leap of faith and launched her flagship product, CastCoverz!, - a unique product line designed to cover casts and braces that are fun and fashionable but also highly functional, protecting the surrounding skin from irritation, preventing clothes from snagging, and keeping orthotic devices clean. Additional removable products are also being developed and will expand further into the medical, athletic and military soft goods market.

"I am an incurable optimist and I bloom where I am planted," Giacomazzi said, and she has a history to prove it. Over the past 20 years, during which time she launched four businesses, moved from MN to CA, had two children, and spearheaded two successful major local initiatives – one to bring a YMCA to her adopted hometown, another to create a local wine industry association – all while suffering from lupus and recently conquering cancer.

The 'aha' moment for her MediFAB3 was inspired by two events in the same week. First was seeing her friend Mari, who has Crohn's disease, carrying a "picc-bag" – a cumbersome, ugly, whirring bag that pipelines life-giving nutrition and medicine into ailing bodies. Giacomazzi's sister, Kaye, also carried a picc-bag for her battle with cancer four years earlier. She made a mental note that both of these beautiful and vibrant women, and a male friend who lugged an oxygen tank due to a rare lung disease, deserved something more stylish and fun. Then, when Giacomazzi's 10-year-old daughter broke her sixth (yes, 6th) bone just two days later, a light bulb went off. "Wouldn't it be great to turn a negative into a positive?" Giacomazzi said. "Why do necessary medical products have to be so dull and unappealing?"

Turning thought into action, she immediately went to work fabricating a cover made from a fun, kid-friendly fabric for her daughter to wear over her cast. Then she fashioned an adorable sling. Then another set. The feedback was remarkable. At the same time, her wheels began turning for the picc-bag design and oxygen tank cover. Over the next few months she put together a business plan to launch both these products – and more – into the medical soft goods marketplace, forming a new niche that would add some vitality to sterile, uninspiring product offerings.

As for launching now – after many months of global economic uncertainty and a personal health obstacle – Giacomazzi feels that life – and business – must go on. "Unfortunately people still get injured or sick, even during recessions. Our products deliver happiness. They give our customers something to smile about during a tough time. Additional products will follow suit, adding levity to difficult situations for adults and children alike," Giacomazzi said. "Great companies have come out of adversity, whether it be external circumstances or personal challenges."

Giacomazzi should know. After 25 years of suffering from lupus, she was finally clear of it for three fabulous years and then cancer hit, in 2009. Phyllodes Tumor's of the breast is very rare (less than 1% of all breast cancers). To top it off, Giacomazzi's was malignant (even rarer still). Surgery and daily radiation for six weeks didn't stop her.

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Giacomazzi says, “it doesn’t do any good to look in the rear-view mirror. As a result, I’m always looking toward the horizon, toward the possibilities.” Her cancer and lupus remain in remission. Her positive, go-getting attitude is infectious. “God has blessed me with an amazing, adventurous life filled with laughter, love and hope. I want to honor that by being my best for my family and to give back to the community I live in that has given me so much,” Giacomazzi explains.

The community she refers to includes Hollister, CA and in a broader scope, the United States of America. She is a strong believer that innovation and small business are the engines that power the USA. “Manufacturing products is one way America became such a great nation, and we can do it again. We need to rebuild America. Creating local, family sustainable jobs is one way I can fulfill that calling.” That’s the reason she is striving to and proudly manufactures her products in the USA.

In the meantime, she is actively working to set a good example for her children, ages 14 and 12 – and is involving them in the business – creating a third generation of probable entrepreneurs. (Her own father and her role model, founded and ran his own successful toy, craft, model and hobbies national distribution company.) “My family is critical to the founding of this company. My daughter gave me my “Aha!” moment, my son named our first product, CastCoverz!, my husband funded it and my dad is my cheerleader. I want my children to have an appreciation and respect for business so I give them an active role, when school and sports allow. They help select fabrics, assemble boxes, label products, take inventory, come to the bank and visit our contractors and retail stores with me.”

More importantly, Giacomazzi’s children hear how cheerfully she and her staff handle customers. “I am passionate about giving our customers superior service. Their injury or illness already puts them in a difficult state. They need someone to empathize with their situation. I can relate to a mom with a child with a broken bone or a cancer patient.” Giacomazzi concluded, “I want my children to have an appreciation and respect for customers and business. Small business can cure a lot of ills, personally, locally and nationally.” If they follow their mother’s example, that appreciation should come easily.

For information on CastCoverz!, visit www.castcoverz.com.

MediFAB3, founded by Annette d. Giacomazzi, in 2008, is the global leader in delivering stylish and functional alternatives for removable soft-goods in the medical, athletic and military after-markets. All products are professionally and proudly manufactured in the USA. Smiles Guaranteed!™

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