



For Immediate Release

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## CastCoverz! and The VGM Group, Inc. Sign Partnership Agreement

*Industry leaders in orthopedic products and medical retail join up to offer innovative cast cover line.*

**San Jose, CA – November 24, 2014** - CastCoverz!™, global provider of [designer covers for orthopedic braces](#), casts, and crutches, announced today that it has signed an agreement with The VGM Group, Inc. the nation's leading member buying group for the home medical retail industry. The partnership allows The VGM Group, Inc.'s 3,600 members access to CastCoverz!'s high-quality products including, but not limited to, arm and leg cast covers, designer slings, orthopedic boot covers, crutch covers and accessories, and walker bags.

"The medical industry is changing fast, and even with their vast offering, VGM continues to offer innovative products and services to their members," said [Annette d. Giacomazzi](#), CEO of MediFAB3, LLC, owner of the CastCoverz! brand. Giacomazzi continued, "Orthopedic surgeons initiate the healing process and we complete the total patient experience with our line of comfort and care products. Research bears out that a patient's experience, and their recovery, increases due to state of mind. By offering CastCoverz!'s line of quality products, VGM members can facilitate the post acute-care orthopedic experience from, 'What happened to you?' to 'How cool is that?' "

Nicole Bleakley, Director of Merchandising and Stores, VGM Retail, said, "VGM is dedicated to providing the best retail services and products to help our members grow their business more easily, efficiently, and profitably. CastCoverz!'s product line adds to our comprehensive offering of retail-ready products for our members' customer requests."

According to the American Academy of Orthopaedic Surgeons (AAOS) and Orthoworld, provider of strategic intelligence for the orthopedic industry, research indicates the United States orthopedic market is a 26 billion dollar industry with 64,000,000 people (that's 1 out of 5) having an orthopedic event every year. In addition, the orthopedic industry is poised for significant growth with an aging population, extremity device procedures, and the increasing incidence rate of sports injuries in youth.

Ms. Bleakley continued, “Everything about health care is changing. Consumers are savvy and want functionality that incorporates design and style, especially for medical devices like casts, braces, even crutches. CastCoverz! enhances the orthopedic patient experience with a full-line of products and fresh designs. As an established and the most trusted brand, we’re excited about offering CastCoverz! to our members to meet the retail opportunities in the orthopedic industry.”

CastCoverz! designs solve the unsightly medical device dilemma with designer colored crutches, walker bags, crutch accessories, and slings. But, they also solve the problem of casts, walking boots, and braces snagging clothing and upholstery, scratching furniture, and even pets and other people. In addition, [CastCoverz! products](#) keep casts clean and prevent odors that are so common while wearing an orthopedic device. CastCoverz!’s broad line of products extend to weatherproofing orthopedic walking boots and leg and hand casts, too.

Ms. Giacomazzi finished with, “We are eager to support VGM members’ efforts as being the go-to source for their customers’ medical product needs. We are confident our cover and comfort products will quickly become a customer favorite. I am particularly excited about the synergy of our companies. I grew up in the Midwest and they are a Midwest company. We share the same values of providing products and services that help patients feel better, so they heal better.”

#### **About CastCoverz!**

CastCoverz! is the leading global manufacturer, e-tailer, and innovator of designer orthopedic soft goods (brace, splint, boot, and cast covers), patient-requested orthopedic gear, and orthopedic accessories (crutches, CrutchWear®, ChairWear®, WalkerWear®, EvenUp, waterproof products). CastCoverz! 24 branded lines are proudly Made-in-the-USA. CastCoverz! has been featured in Yahoo!, Wall Street Journal, Good Day Sacramento, Entrepreneur, Parenting Magazine, About.com, Huffington Post, Womenetics, NYTimes, Orthopedic This Week, and many more. In addition, CastCoverz!’s founder, Annette d. Giacomazzi, has been featured in two NYTimes and Amazon best-sellers, *One Simple Idea for Start-Ups and Entrepreneurs*, by Stephen Key and the *The Mom Inventors Handbook, Revised and Expanded, 2nd Edition* by Tamara Monosoff. CastCoverz! products ship world-wide and are available for purchase at select orthopedic clinics and [www.castcoverz.com](http://www.castcoverz.com).

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2337 Technology Parkway, Suite F • Hollister, CA 95023 • (800) CASTCOVER • (831) 636-3500 • [www.castcoverz.com](http://www.castcoverz.com)

● Your single source solution for orthopedic covers and comfort products

● 24 branded products • Made in the USA

● LemonAid Designer Colored Crutches • CrutchWear • WalkerWear

**Authorized Distributor/Dealer of CastCooler® • DryPro™ • EvenUp™**

As featured in/by Lower Extremity, OTW, Yahoo!, Entrepreneur, Shark Tank Lori Greiner, WSJ, Huffington Post, Kelly Ripa, two national best-selling books and so many more!