

PRESS RELEASE

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LINET Group introduces new bed – Eleganza 5

On November 16, LINET Group introduced its new Eleganza 5 bed during a gala evening in Düsseldorf. The programme included an auction of photographs by world-renowned photographer Robert Vano, who created the series of black-and-white images of ballerinas for the creative campaign promoting the new hospital bed.

LINET is number one in the industry, thus it was by no coincidence that the company chose to work with such an eminent artist. *"We don't settle for average; we work with the best,"* says the company's global marketing director Klára Horzinková. An original campaign was chosen to support the launch of the Eleganza 5. It accents the light and graceful movements of ballerinas as a metaphor to express the features and benefits of the new bed. *"When ballerinas dance, their movements are graceful and seemingly simple. But there's lots of hard work behind such results. The same is true of our beds. At first sight simple lines, but behind them are hours and hours of work on the part of developers, technicians, and engineers,"* adds Ms Horzinková.

The gala evening was hosted by the director of LINET's Swedish subsidiary, Petr Foit. Over the course of the evening, he shared the stage with Klára Hrozinková as well as with the company's founder, Zbyněk Frolík, managing director, Tomáš Kolář, and chairman of the board, Michael Rosada.

The event was held during the largest healthcare trade fair, MEDICA, at which LINET regularly appears every two years as an exhibitor. This time, LINET shared its booth with BORCAD Medical, in which it acquired a majority stake this October. Visitors to the booth were able to see the Image 3 w bed, the AVE birthing bed, Pura, and a gynaecological chair.

The gala programme culminated with the auction of five hand-signed photographs by Robert Vano that were created for the new bed's campaign. Prior to commencing the auction, BORCAD Medical director, Martin Těšitel, vowed to double the overall proceeds. Thus, the charity auction raised 7,200 euros. The proceeds will go to support the mHealth project in Cambodia, which is run under the patronage of the non-profit organisation People in Need, with which LINET is engaged in long-term cooperation. The project focuses on reducing the number of mothers who die during childbirth, which is 30 times higher in the region than in Europe. It also helps prevent newborn mortality and works to improve mothers' access to information on child nutrition and health.

Perfect, beautiful, intelligent: the new ELEGANZA 5

The new fully equipped intensive care bed ELEGANZA 5 can tilt laterally, monitor the state of the bed, and transmit necessary data. It also has a sophisticated safety system and a motorised wheel, thanks to which the physical burden to nurses is reduced allowing them to provide patients with more effective care and greater comfort.

"The work of nurses in healthcare is physically very demanding and can also be dangerous, more so even than in construction. During a single shift, nurses lift up to 1,8 tons! In the USA alone, annual costs related to back problems in nurses amount to seven billion dollars. And the Eleganza 5 is here to change that," says of the new bed's ambitions product manager Pavel Pospíšil, who contributed to development. For instance, the bed is equipped with lateral tilt, which facilitates patient positioning, changing of bed linens, etc., with much less strain and greater ergonomic comfort. The motorised i-Drive Power wheel means the bed can be moved without the slightest physical exertion on the part of staff. The Eleganza 5 can weigh and provide conditions for x-rays without the need to handle the patient and it can also be controlled from a single location by means of the intuitive iBoard panel.

The new Eleganza 5 has innovations designed to benefit patients in convalescence also. Three unique tools – Mobi-Lift handles, ergonomically shaped side rails, and lateral tilt – reduce the amount of effort required of the patient when getting out of bed by up to 50%. And, of course, it takes a great deal of strain off nurses' backs. The electric flexible positioning including a sitting position and selection of appropriate mattresses ensure maximum patient comfort. *"The icing on the cake is electric extension, thanks to which the bed is able to accommodate larger patients, and there's also a USB port for charging mobile phones, for instance,"* adds Mr Pospíšil.

In keeping with the latest trends, LINET has created the Eleganza 5 as a wager on intelligent communication technology. The new system is called BedMonitor. It is built into the bed and monitors key safety parameters, transmitting data to a computer, tablet, or telephone. Nurses thus have a continual overview of all beds and patients. The integrated module can also collect and evaluate various data, which can serve to optimise the capacity utilisation of the bed, take advantage of online technical support, and monitor technical parameters.

LINET Group

LINET Group is Europe's largest producer of innovative, high-quality healthcare beds, antidecubitus mattresses, furniture, and comprehensive solutions for hospitals and nursing care facilities. The holding, with headquarters in the Dutch city of Dordrecht, employs nearly 1,500 people. It manufactures its products in two locations – Wickede, Germany, and Slaný, Czech Republic – and exports them to more than 100 countries around the world. The company maintains stable, organic growth thanks to its ability to meet customer needs with innovative new products, the competitive advantage of which lies within a proven pairing of technological and design know-how with streamlined production processes. To date, hundreds of prestigious university hospitals and nursing care facilities have opted for the sophisticated and high-quality solutions of the LINET brand. LINET Group is active in the global market through subsidiaries in Europe, the USA, and Latin America. The company also has an expansive network of distribution partners. More at www.linnet.cz.