

**FOR IMMEDIATE RELEASE** – August 18, 2017

**Exhibitor Spotlight - Home Modification Product Intro for Merits is “Natural Progression”**

ATLANTA – Home modification is indeed [heating up](#) with providers and manufacturers such as Medtrade exhibitor Merits Health Products launching a new home access division called Pilot. The division currently offers an economical straight stair lift that is easy to work on and can be adjusted to fit most applications. Andy Scothern, national sales manager, Merits Health Products, attributes the addition to a “natural progression” that grows from Merits’ existing product range.

Scothern chatted recently about the Pilot division and what Medtrade attendees can expect to see at the show, scheduled for Oct 23-25, 2017, at the Georgia World Congress Center.



**Q:** Why did Merits decide to get into the home mod business and start the Pilot division?

**Scothern:** This is a natural progression from Merits existing product range. Merits Health Products is driven to improve lives—every day, all over the world—by making high-quality power mobility chairs and scooters, manual chairs, motorized beds, patient aids, and respiratory products. Our stair lift range will help people maintain freedom and independence in the homes they love.

**Q:** Will Medtrade attendees be able to see the new Pilot product at the upcoming show?

**Scothern:** Absolutely. We will be exhibiting both straight and curved models. We currently have introductory offers for all new Pilot customers.

**Q:** What separates your home mod product from the competition?

**Scothern:** We develop high-quality healthcare products at fair prices. Our range of stair lifts have been designed to make installation easy while maintaining a stylish appearance. All safety features are included as standard and every unit is fully adjustable to fit the customer perfectly.

**Q:** How important is the [proposed bill](#) in Congress to growing the industry for providers?

**Scothern:** Raising awareness for the challenges faced by our seniors and the solutions available to make their homes a safer place is definitely a step in the right direction.

**At Medtrade This Year**

Medtrade attendees looking to learn about home modification should consider attending ***Aging in Place, The Longevity Revolution! The Future is so Bright You Need to Wear Shades***, scheduled for Tuesday, October 24, 2017: 4:00 PM - 5:30 PM with:

- Featuring **Jim Greatorex**, vice president, vice president, Accessible Home Improvement of America (AHIA), a division of the VGM Group; and two providers who have been successful in the home modification business.

Greatorex plans a comprehensive panel discussion on the topic at Medtrade. “The session at Medtrade in particular is the future of the aging in place market, and the future is really bright,” says Greatorex. “This will be an exceptional opportunity for attendees. Many people are predicting the revenue in this niche could easily be bigger than what is spent on home oxygen right now. It’s going to take about five to eight years to get there, but that is what’s coming.”

**Medtrade is Oct 23-25, 2017 at the Georgia World Congress Center in Atlanta**

Click the link below to register for Medtrade 2017

<https://registration.experientevent.com/showMTH171?flow=attendee>

For more information about Medtrade, go to [www.medtrade.com](http://www.medtrade.com)

**About Medtrade Spring and Medtrade**

Medtrade and Medtrade Spring are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade and Medtrade Spring are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.5 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve. More info about Medtrade Spring and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

**CONTACT:** Greg Thompson, Medtrade Media Relations  
(970) 206-0071 (office); (970) 227-1002 (cell); [greg.thompson91@yahoo.com](mailto:greg.thompson91@yahoo.com)