

MEDTRADE

EXPO + CONFERENCE

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New Product Pavilion Silver Award Winner — A Closer Look

DALLAS – Last month at Medtrade, attendees at the Kay Bailey Hutchison Convention Center in Dallas cast votes for their favorite products in the New Product Pavilion Provider's Choice Awards, sponsored by *HomeCare Media*.

The Provider's Choice Silver went to the [Wrappon](#) ORB from Tokyo-based Nihon Safety Co, Ltd. The Wrappon ORB is a portable dry toilet that automatically wraps and seals waste in plastic, controlling odors and making cleanup easy. *Medtrade Monday* chatted with James Oostdyk, president of Wrappon USA, to learn more about the product and why it resonated with attendees.

Medtrade Monday: Why do you think attendees responded so well to your product?

James Oostdyk: Assistance with toileting presents a considerable challenge for both caregivers and individuals receiving care, often impacting hygiene, dignity, and overall quality of life. Wrappon offers a hygienic and efficient solution by eliminating the need for bucket cleaning, thereby reducing caregiver burden while preserving the dignity of the user.

Medtrade Monday: How do you describe the product to interested dealers?

Oostdyk: One of the most significant advantages of this system is the elimination of manual bucket cleaning, which enhances hygiene and reduces caregiver burden. Once the film cassette is installed, it allows for up to 60 uses before replacement. The individual packaging of waste minimizes direct contact, reducing the risk of contamination and infection. Additionally, users can operate the system independently, sealing waste at the push of a button—ensuring discretion and preserving personal dignity. The advanced sealing mechanism effectively contains odors, maintaining a clean and comfortable environment.

Medtrade Monday: What is the “origin story” of the product?

Oostdyk: In 2000, the founder, Mr. Hiroshi Nishida, faced challenges in caring for his mother-in-law, particularly regarding toilet use. At that time, the only available portable toilets required a bucket that needed to be cleaned after every use. The daily task of washing the bucket placed a significant burden on caregivers and compromised the dignity of those receiving care.

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About Medtrade

Medtrade is the largest home medical equipment trade event in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the show gathers hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade is owned by Emerald, the largest operator of business-to-business trade shows in the United States. www.medtrade.com

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