

MEDTRADE

EXPO + CONFERENCE

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Medtrade Providers' Choice Silver Award – A Closer Look

PHOENIX – The [UpRiser](#) by Netherlands-based Vital Fjord takes a design-driven approach to the bathroom safety category. Medtrade attendees responded to the product, agreeing that the UpRiser is more than a toilet seat lift, but also a solution designed to restore confidence and freedom in one of life's most personal routines.

Medtrade attendees cast their votes for the New Product Pavilion Providers' Choice awards (sponsored by *HomeCare Magazine*) throughout the show, which took place March 2-4. The Provider's Choice Silver ultimately went to the UpRiser, a streamlined electric toilet assist that slides over any porcelain toilet bowl and allows for easy installation.

The official launch happened at Medtrade after a lengthy design process. From drawing board to prototype to mass-production ready, **Jason De Weerd**, CEO is confident that American HME providers will see the appeal of its European design.

"People at Medtrade could see that it is a design-driven product with medical functionality," said De Weerd shortly after receiving the award. "It will seamlessly blend into the household and into the bathroom. That is the whole idea. It does not advertise *disability*, and that's an important aspect of the product."

Unlike traditional tilting seat lifts, UpRiser moves vertically in a controlled, linear motion. This natural movement keeps the user's feet firmly on the floor, supports proper posture, and provides stable assistance when sitting down and standing up. The result is intuitive, safe support that feels integrated — not mechanical.

"When lowered, UpRiser aligns with the height of a standard toilet seat, preserving everyday comfort and aesthetics," De Weerd added. "When activated, the smooth lifting motion gently raises the user, reducing strain on knees, hips, and caregivers while enhancing safety and confidence."

Independence and Safety

Users can operate the seat lift themselves and stay in control of their routine. The stable construction and ergonomic design helps reduce the risk of falls, providing additional confidence.

Comfort That Adapts

Ergonomic seating and customizable armrests provide personalized support, while intuitive dual-side buttons ensure effortless operation.

Reliable & Hygenic

The dual-battery system ensures uninterrupted operation, while smooth, refined surfaces make cleaning simple.

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed

to supporting the communities in which we operate. For more information, please visit <http://www.emeraldx.com>

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, 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 6.9 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 can be found at www.medtrade.com

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