

# MEDTRADE

## EXPO + CONFERENCE

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### **Medtrade Providers' Choice Gold Award Winner – A Closer Look**

DALLAS – Medtrade attendees at the Kay Bailey Hutchison Convention Center in Dallas cast votes earlier this year for their favorite products in the *New Product Pavilion Providers' Choice Awards*, sponsored by *HomeCare Media*. A close vote on the final day earned the gold for a new product called the Jover Walker Cover from Pennsylvania-based [Jover](#).

The idea for the stylish walker covers first came to **Mary A. Schuleri** (co-founder) about 18 years ago when her mother experienced complications from a surgery. Normally upbeat, Schuleri's mom became depressed by the walker's presence. "I really could not believe it," Schuleri recalled. "We're giving these dreary metal walkers and people like my mom want to feel better."

Schuleri believes that Jover walker covers give people an opportunity to continue to express their identity as they age or face unexpected mobility challenges. "I eventually patented the product and built the right team around me," Schuleri said. "I have enjoyed every part of this journey— from learning the patent process to manufacturing and choosing fabrics."

Jover Walker Covers are easy and safe for consumers—washable and functional with four pockets. "I tested a variety of different fabrics and now we've got a polyester that does very well," Schuleri confirmed. "Packaging is important, so we want the packaging to share our brand, our journey, and to show off the product."

After tweaking several prototypes, Jover covers are now able to support 99% of walkers. "The reaction to our product was overwhelmingly positive at Medtrade by attendees and other exhibitors," Schuleri enthused. "Somebody either wanted to sell it or they wanted it for their parent, grandparent, or friend. It was absolutely amazing. It showed me that all the time, resources, and money I've spent over the last 18 years was worth it."

### **About Emerald**

Emerald's talented and experienced team grows our customers' businesses 365 days a year through connections, content, and commerce. We expand connections that drive new business opportunities, product discovery, and relationships with over 140 annual events, matchmaking, and lead-gen services. We create content to ensure that our customers are on the cutting edge of their industries and are continually developing their skills. And we power commerce through efficient year-round buying and selling. We do all this by seamlessly integrating in-person and digital platforms and channels. Emerald is immersed in the industries we serve and committed to supporting the communities in which we operate. As true partners, we create experiences that inspire, amaze, and deliver breakthrough results. For more information, please visit: [www.emeraldx.com](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. [www.medtrade.com](http://www.medtrade.com)

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