



Benmor Medical's New "Aurum" Bariatric Bed Offers Middle East Hospitals Ideal Solution For Handling Obese Patients

Modern hospitals in the Middle East now need to be able to cope with handling larger patients on a more regular basis, and to enable healthcare providers to meet this challenge Benmor Medical are launching their new "Aurum" bariatric bed at Arab Health 2012 (Dubai, 23-26 January) in the ABHI UK Pavilion (Stand 7C51).

Obesity levels in the Gulf States are high and rising fast. According to the World Health Organisation, by 2008 around a third of the population of the UAE, Saudi Arabia, Qatar and Bahrain were considered obese – the same proportion as the United States – and incidence is expected to rise.

Benmor Medical has been supporting bariatric care since 1996 and was the first company in the UK specialising in bariatric patient handling equipment. As pioneers within the UK market for bariatric equipment Benmor Medical has been at the forefront of the development of products and solutions that have helped to raise the standards of bariatric care within the UK. Now the company is taking its range of innovative bariatric solutions to the Middle East.

Peter Staddon, Managing Director, said:

"We are continually driving innovation and quality within the bariatric market and have established a firm reputation for excellent customer support and class leading products. Benmor Medical will be attending Arab Health for the first time and are excited at the prospect of showcasing our innovative new width expandable bariatric bed – the Aurum – to a new audience within the Middle East. We are confident that our range of bariatric products will create significant interest in the Middle East healthcare market and allow us to meet companies who share a passion for our products and with whom we can develop fruitful long-term relationships."

As part of a trade mission organised by UK Trade and Investment, Mr Staddon will also be travelling to Kuwait and Saudi Arabia after Arab Health in order to meet with buyers and distributors interested in their range of bariatric products.

Aurum – width expandable bariatric bed

The Aurum 4-section electric profiling bariatric bed has been designed to facilitate safe and efficient care of the larger patient whose body weight and/or size exceeds that of a standard bed. Combining functionality and aesthetics the Aurum is strong and durable enough for all bariatric care situations, whilst providing a comfortable environment for improved patient care and tranquility.

Key features of the Aurum such as width adjustment, integrated weighing and removable/adjustable safety rails provide a safe environment within which to improve the moving and handling of larger patients up to 65 stone/910lbs/413kg and ensure ease of care and safer working conditions for nursing staff and carers.

Visit Benmor Medical in the ABHI UK Pavilion Stand 7C51

Association of British Healthcare Industries (ABHI)

ABHI is the industry association for the medical technology sector in the UK. ABHI's purpose is to promote the rapid adoption of medical technologies to ensure optimum patient outcomes throughout the UK and in key global markets. With over 200 company members ABHI is the voice of the medical technology sector, championing industry to the NHS, Government, regulators and stakeholders. ABHI is a Government "Accredited Trade Organisation" (ATO). As an ATO ABHI organises the official UK pavilions at key medical technology exhibitions around the world. ABHI works closely with UK Trade and Investment and Department of Health International to ensure maximum benefit for UK pavilion exhibitors.