

## About ITA-MED

***“Manufacturer of medical support products for a healthy lifestyle”***

Incorporated in 1992, ITA-MED is an innovative U.S. manufacturer of high quality, eco-friendly home health care, medical support, orthopedic, and sports medicine products. Based in Hayward, CA, ITA-MED’s products are both medically correct and comfortable to wear and are popular among consumers, doctors, dealers, pharmacies, and distributors worldwide.

ITA-MED manufactures and markets its products under three brands: ITA-MED, Gabrialla (maternity & women’s health collection), and MAXAR (sports medicine & orthopedic supports, plus graduated compression socks). A high percentage of ITA-MED’s 100 products are manufactured in the U.S. and carry FDA certification, as well as Medicare and Medicaid approval; ITA-MED is also a GSA Contract Holder. The company’s products can be purchased by direct customers at its online stores, [Medbarn.com](http://Medbarn.com), [Gabrialla.us](http://Gabrialla.us) and [Maxarbraces.com](http://Maxarbraces.com) and by wholesale customers and distributors at [itamed.com](http://itamed.com).



At the beginning, the idea of the founder, Lev Tripolsky, was to simply be a distributor of orthopedic and medical support products: find better quality products, create better packaging, and add value to the shapewear, support, and maternity products that were available in the early 1990’s. But Tripolsky, a mechanical engineer, found he could improve the design, quality, and materials of the products he was distributing, using more natural fabrics, creating more attractive designs, and improving overall functionality. Based on that within 2 to 3 years the company converted from distribution to actual design and manufacturing.

The company takes a proactive approach to healthcare and well-being: ITA-MED believes the best way to “feel healthy is to be healthy.” Consequently, they have developed brands to provide quality products that are not simply ways to alleviate various medical conditions but are part of a long-term plan for health maintenance and better living overall.

ITA-MED prides itself on being an eco-friendly and “green” manufacturer. The company uses natural, breathable and non-allergenic materials to ensure its collections can be used comfortably and safely while reducing the environmental impact.

## **ITA-MED FACT SHEET**

COMPANY:	ITA-MED Co
CORPORATE HEADQUARTERS:	25377 Huntwood Avenue Hayward, CA 94544 USA
PHONE:	1-888-9-ITA-MED
WEBSITES:	<a href="http://www.itamed.com/">http://www.itamed.com/</a> – for B2B <a href="https://store.medbarn.com/">https://store.medbarn.com/</a> , <a href="http://www.gabrialla.us">http://www.gabrialla.us</a> <a href="http://www.maxarbraces.com">www.maxarbraces.com</a> – for B2C
FOUNDED:	September 1992
EMPLOYEES	100
MISSION:	To help our customers create and maintain a healthy lifestyle through support products that are comfortable, well-made and medically effective
PRODUCTS:	A wide range of medical support products, sold under three separate brands: <ul style="list-style-type: none"><li>• <b>ITA-MED</b> orthopedic and rehabilitation braces and support products</li><li>• <b>Gabrialla</b> (maternity and women’s health collection)</li><li>• <b>MAXAR</b> (sports medicine braces and graduated compression socks).</li></ul>
PRINCIPAL:	Mr. Lev Tripolsky, CEO
OWNERSHIP:	Privately owned

## ITA-MED GROWTH OUTLOOK

Despite being in a market with razor-thin profit margins and abundant competition, the outlook for ITA-MED's market growth is extremely bright. Consider just some of these statistics as evidence:

- While the company already manufactures and markets to a variety of end-user markets, there are still a significant number of markets that remain ripe for the picking. In fact, one of the company's stated business goals is to reach further into the sporting goods and athletic markets, including health clubs, pro shops, college, high schools, and sporting goods stores.
- The latest market research report on the [global maternity support products market](#) forecasts that the market will grow at a CAGR of over 9% during the forecast period (2018-2022). The growing influence of fashion trends on maternity support products is a major factor driving the market's growth.
- The [global compression hosiery market](#) is anticipated to witness growth of 5.3% over the forecast period (2017-2024). Increasing cases of venous disorders is anticipated to spur the growth of the compression hosiery market during the forecast period.
- According to [Verified Market Intelligence](#), the Global Orthopedic Braces and Supports Market was valued at USD 3.11 billion in 2016 and is projected to reach USD 4.95 billion by 2025, growing at a CAGR of 5.31% from 2017 to 2025.

## **ITA-MED MARKETING APPROACH**

### ***All in the Family***

When Mr. Tripolsky launched ITA-MED, he wanted the ability to market to an entire family, with each member having their own unique needs. For example, the husband might need a back support brace (82% of men experience lower back pain); the wife needs compression hosiery (over 50% of women suffer from varicose veins); the pregnant adult daughter needs a maternity belt to minimize back pain and stretch marks; the son plays sports and needs braces to protect himself from various types of trauma; and the grandmother suffers from radicular pain and cannot sleep without her wool warming support binder. This explains the company's wide range of products and how it became a "one-stop shop."



### **Sales Channels**

ITA-MED sells its products through several channels:

- **40%** Brick and Mortar Stores (pharmacies, clinics, sporting goods stores, etc.)
- **40%** Online (through Amazon.com, CVS.com, Walmart.com, and various reseller partners)
- **20%** International Exports

## ITA-MED MARKETING DIFFERENTIATORS

ITA-MED boasts a number of differentiators over its competitors.

- **One-Stop Shop**: With 100 products, ITA-MED can be a “one-stop” shop for any business – or consumer – looking to fulfill their medical, maternity, and orthopedic support needs.
- **Approvals and Certifications**: The company’s products are FDA-certified, as well as Medicare- and Medicaid-approved. In addition, ITA-MED is a GSA Contract Holder. Some companies have one or more of these certifications but few, if any, have all.
- **Style**: The company’s products are not only medically effective but stylish as well. Not many medical support manufacturers offer both advantages.
- **Made in the USA**: 95% of the “U.S.” soft goods manufacturers don’t make anything. The company’s modern production facilities in the San Francisco Bay area not only allow ITA-MED to proudly offer a high percentage of American-made products, it ensures a high level of quality control versus offshore production.
- **Consumer Experience**: ITA-MED has been producing its high-quality products for 26 years. This kind of experience gives customers a high level of confidence in both the quality and the effectiveness of their merchandise.
- **B2B Experience**: ITA-MED also has extensive experience working with HME/DME stores, pharmacies, maternity shops, doctors, clinics, e-commerce retailers, and international dealers and distributors. As a result, each time the company brings on one of these entities as a reseller or retail outlet, these new customers can be assured that ITA-MED understands the nuances of their business and the challenges they face.
- **Materials**: ITA-MED uses a wide variety of natural and breathable materials (such as cotton, milk fiber, wool, angora, and airprene), ensuring that their finished products offer a



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maximum of comfort as well as durability. No other company uses the wide variety of natural materials that ITA-MED does.

- **Packaging:** The company's newly redesigned, attractive retail-ready packaging features bi-lingual copy and messaging, making it accessible to a more diverse audience.



## ITA-MED PRODUCT LINES

The company's best-selling products include (by brand):

### ITA-MED

- ITA-MED Style TLSO-250(M) Posture Corrector for Men - Thoracic Lumbosacral Orthosis
- ITA-MED Style H-500 Anti-Embolism Thigh Highs (Light Compression 18mmHg)
- ITA-MED Style HS-484 Hernia Support Brace Double Sided with Removable Foam Cushioned Inserts
- ITA-MED Style LS-112 Extra Strong Lower Back Support - 12" Wide
- ITA-MED Style RSM-223 Breathable Elastic Rib Support For Men
- ITA-MED Style AB-412(M) Men's Breathable Elastic Abdominal Binder - 12" Wide
- ITA-MED Style CC-265 Rigid Plastic Cervical Collar with Chin Support
- ITA-MED Style CC-260 Rigid Plastic Cervical Collar



### Gabrialla

- GABRIALLA Style MS-96 Elastic Maternity Support Belt
- GABRIALLA Style MS-99 Maternity Belt - Strong Support, 8" Wide
- GABRIALLA Style AB-309 (W) Breathable Abdominal Support Binder (9" wide, 2 Panels)
- GABRIALLA Style H-160 Sheer Knee Highs - Medium Compression (20-22 mmHg)
- GABRIALLA Style H-80 Sheer Thigh Highs - Firm Compression (23-30 mmHg)
- GABRIALLA Style H-340 Maternity Pantyhose - Firm Compression (23-30 mmHg)



### MAXAR

- MAXAR Style BMS-511 Bio-Magnetic Back Support Belt - Deluxe Far Infrared with Cera Heat Fabric
- MAXAR Style KNS-140 Airprene Wrap – Around Knee Brace (Double – Pivot Hinge)
- MAXAR Style WRS-202 Airprene (Breathable Neoprene) Wrist Splint
- MAXAR Style CMS-2115 Men's Fashion Cotton Compression Support Socks (20-22 mmHg)
- MAXAR Style NWA-152 Airprene (Breathable Neoprene) Sport Belt - Lumbosacral Support



## ***EXECUTIVE BIOGRAPHIES***



***Mr. Lev Tripolsky, CEO, ITA-MED Co***

Lev Tripolsky has served as president and CEO of ITA-MED since its inception in September 1992. Before founding ITA-MED, Mr. Tripolsky served as Regional Manager for National Group Marketing. Before that he was International Sales Manager at Westinghouse Electric Corp. Though a seasoned expert in the medical support field, Mr. Tripolsky was educated as a mechanical engineer, earning his Master of Science from the Leningrad Politechnical University in Russia in 1978.