



For Immediate Release

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Maddak Supreme Sock Aid Increases Independence and Restores Dignity

Wayne, NJ - March 22, 2016 - For most people putting on socks is an automatic daily routine, however for people with mobility issues it can be difficult, frustrating and time consuming. "The ability to put on socks is something many of us take for granted, yet not being able to, can greatly compromise a person's ability to live independently," says Kathleen Hanek, Senior Product Manager for SP Ableware/Maddak. The new [Maddak Supreme Sock Aid](#) is a durable and hygienic solution that compensates for limited range of motion and makes putting on socks effortless.



Made entirely of plastic, the Supreme Sock Aid features the popular three finger design that makes the aid flexible to conform to different users, but also rigid enough to stay open after the sock is slipped on. The inner surface of the sock aid is smooth, enabling the foot and leg to glide effortlessly into the sock, while a slip resistant coating on the outer surface provides the friction necessary to hold the sock firmly in place.

Once the sock is on the aid, the 30" long loop strap is used to lower the sock aid to the floor. The user then slips their toes into the sock opening and pulls on the strap until the sock is completely on. At this point, the sock aid will disengage from the sock.



[Watch the Video](#)

According to Hanek, "The Supreme Sock Aid was developed to provide a better alternative for the sock aid market. It is similar in functionality to other sock aids, however it addresses concerns regarding longevity and cleaning. Many sock aids use terry cloth and nylon covered surfaces or traditional plastic."

"Over the course of time, fabric covered sock aids are prone to wear and are not easy to thoroughly clean. The slip resistant material on the [Supreme Sock Aid](#) provides a similar function to the terry cloth but will not unravel, ensuring a longer lifetime."

Further explaining the benefits, Hanek states, "Being 100% plastic and non-porous means it can be cleaned in a multitude of ways - with soap and water, with household disinfectant sprays and can even be placed in the dishwasher; making it ideal for institutional use where cross contamination may be a concern."

Asked about how the Supreme Sock Aid compares to other plastic sock aids on the market, Hanek replies, "The slip resistant coating on the outer surface of the Supreme Sock Aid provides a superior friction component which is necessary to keep the sock on the aid."

The Supreme Sock Aid, item 738450000, is for men, women and children. It can accommodate various foot sizes; small to large, narrow to wide and can be used with a variety of socks - ankle, athletic, crew, over the calf, etc. Suggested retail price is \$9.50. For additional product information go to www.spableware.com. For a copy of our catalog or a list of local dealers write, call, fax or email: SP Ableware/Maddak, 661 Route 23 South, Wayne, NJ 07470, (P) 800-443-4926, (F) 973-305-0841, (E) custservice@maddak.com or visit the SP Ableware/Maddak website www.spableware.com.

About SP Ableware/Maddak

SP Ableware/Maddak manufactures products that simplify the tasks of daily living - eating, drinking, dressing, grooming, bathing, toileting, etc. - for seniors, people with disabilities and people undergoing rehabilitation. The company mission is to provide quality products that enable people to maximize their independence and remain active despite any limitations they may face. Marketed under the Maddak brand name, the product line includes over 500 products sold through medical and hospital supply centers, pharmacies, homecare centers and internet outlets. Headquartered in Wayne, NJ, SP Ableware is the largest U.S. manufacturer of assistive devices, clinical modalities, home healthcare and rehabilitation products. For more information visit www.spableware.com.

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