

What's this, another matrix? Sort of, but more in format than in scope. Here you'll find just two products: Ear Gear's Ear Gear and VanB Enterprises Hearing Aid Sweat Band, submitted to showcase some of what we refer to as Hearing Instrument Protection and Security products. We call them that not only because HIPS is a cool acronym but more importantly because that's what they do: protect and secure your patients' hearing aid investments in a big way at little cost. Read more about them in Judy O'Rourke's feature on the following page.

—Will Campbell

Hearing Instrument Protection & Security Products

Hearing Aids



Company Name:
Address:

Ear Gear
11651 Mcgowan Rd
Lake Country, BC, Canada V4V1J2
(888) 766-1838
www.gearforears.com



VanB Enterprises
9905 Rock Springs Rd
West Valley, NY 14171
(866) 644-2500
www.hearingaidsweatband.com



| | | | | |
|---|--|---|--|---|
| 1) What is the name of your product? | Ear Gear |  | Hearing Aid Sweat Band |  |
| 2) What year was your product introduced? | 2005 | | 1999 | |
| 3) What is the average price of your product? | <input type="checkbox"/> Less than \$10 <input type="checkbox"/> \$10-\$20 <input checked="" type="checkbox"/> \$21-\$30 <input type="checkbox"/> Other (please specify) | | <input type="checkbox"/> Less than \$10 <input type="checkbox"/> \$10-\$20 <input type="checkbox"/> \$21-\$30 <input checked="" type="checkbox"/> Other: \$21.95 retail | |
| 4) What types of hearing instruments does your product protect? | <input checked="" type="checkbox"/> BTEs <input type="checkbox"/> ITEs <input checked="" type="checkbox"/> Cochlear implants <input checked="" type="checkbox"/> BAHA (see page 20) <input checked="" type="checkbox"/> Other: Hearing instrument/eyeglasses combinations | | <input checked="" type="checkbox"/> BTEs <input type="checkbox"/> ITEs <input checked="" type="checkbox"/> Cochlear implants <input type="checkbox"/> BAHA <input type="checkbox"/> Other (please specify) | |
| 5) Please list any accessories included with the product. | Not applicable | | Not applicable | |
| 6) Regarding this product, approximately how many are in use today? | More than 80,000 | | More than 150,000 sold since its introduction | |
| 7) How many colors/sizes is this product available in? | 8 colors | | 17 colors (9 sizes) | |
| 8) What kind of protection does your product offer? | <input checked="" type="checkbox"/> Sweat, moisture <input checked="" type="checkbox"/> Dirt <input checked="" type="checkbox"/> Wind <input checked="" type="checkbox"/> Loss <input checked="" type="checkbox"/> Other: Chafing behind the ears | | <input checked="" type="checkbox"/> Sweat, moisture <input checked="" type="checkbox"/> Dirt <input checked="" type="checkbox"/> Wind <input type="checkbox"/> Loss <input type="checkbox"/> Other (please specify) | |
| 9) What is the product's average life span? | Approximately 2 years with average usage | | Its lifespan is dependent on individual use | |
| 10) What kind of guarantee is available? | 1 year unconditional satisfaction guarantee. Ear Gear can be returned for a full refund—including shipping—for any reason during the 1 year guarantee period. | | 1 year unconditional on materials and craftsmanship | |
| 11) What promotional items are available to hearing professionals? | <input type="checkbox"/> Brochures <input checked="" type="checkbox"/> Brochures in foreign languages: French, Spanish <input type="checkbox"/> Digital images/videos <input checked="" type="checkbox"/> Web site <input checked="" type="checkbox"/> Instrument-Specific Fit List <input type="checkbox"/> Catalog <input type="checkbox"/> Posters <input type="checkbox"/> In-office display <input type="checkbox"/> Facebook page <input checked="" type="checkbox"/> Other: Samples of product | | <input checked="" type="checkbox"/> Brochures <input type="checkbox"/> Brochures in foreign languages (please specify) <input checked="" type="checkbox"/> Digital images/videos <input checked="" type="checkbox"/> Web site (with language translator) <input type="checkbox"/> Instrument-Specific Fit List <input type="checkbox"/> Catalog <input type="checkbox"/> Posters <input checked="" type="checkbox"/> In-office display <input checked="" type="checkbox"/> Facebook page <input checked="" type="checkbox"/> Other: Cooperative advertising opportunities | |
| 12) Please list the leading wholesale distributor for this product. | Westone www.westone.com, (800) 525-5071 Oaktree www.oaktreeproducts.com, (800) 347-1960 Warner Tech-care Products www.warnertechcare.com, (612) 623-4300 | | Westone Laboratories www.westone.com, (800) 525-5071 Oaktree Products www.oaktreeproducts.com, (800) 347-1960 Warner Tech-care Products www.warnertechcare.com, (800) 328-4756 | |
| 13) What differentiates this product from others in its class? | Ear Gear offers a complete line of protection for all models and sizes of hearing instruments. Available in both corded and cordless models. Ear Gear is endorsed by Oticon Pediatrics and is distributed in all their pediatric kits from birth to 19 years of age. | | The Hearing Aid Sweat Band is imitated, but not equaled when it comes to protection and fit. Made in USA from all natural fabric, our product sheds moisture and fights dust & dirt infiltration, giving customers the ability to enjoy exercise and vigorous activity that would normally cause damage to an unprotected BTE. | |