

# Milton Means Business

## Driving pillow a big seller for local business

By **RICHARD VIVIAN**  
*The Champion*

**S**afety in Motion of Milton has your back — should it cause you pain while driving that is.

The Main Street business is the Ontario and Manitoba importer/distributor of a pair of products designed to keep drivers comfortable and alert.

The BackCycler — a massage pillow for the lower back designed to improve blood flow and reduce stiffness while you drive — is the company's biggest seller.

"It can really be quite debilitating for people with back problems when they're facing a trip from here to Montreal in their car and they would like to be able to get out and walk around at the other end," said Ross Sowdon, Milton facility manager.

"This (product) helps the blood flow by inflating and deflating at prescribed intervals."

### Help available with purchase

Although the product carries a \$590 price tag, many people won't end up paying the full amount — thanks to a little-known program offered by most major car manufacturers.

"If it's a new purchase or new lease they (manufacturers) have a variety of subsidization plans ranging from \$500 to \$1,000 for these types of devices," Mr. Sowdon explained, adding a medical certificate is typically required under the plans.

"It's up to the individual to make the dealership aware that they have these particular challenges."

Under some plans, dealerships will purchase and install the product, invoicing the manufacturer for compensation afterward. Others require the buyer to purchase the product and apply for repayment.

"It just depends on the company as to how they like to handle it and how much they'll cover," said Mr. Sowdon.

Manufacturer subsidy plans also pay for the majority of purchases involving the company's second product — the Blinker Buddy.

The Blinker Buddy — which runs for \$285 — alerts people who are hearing impaired if they leave their turn indicator on too long. A continually increasing "blip" sound and a flashing light are used to draw the driver's attention to the occurrence.

While the majority of both BackCycler and Blinker Buddy sales come through the manufacturer plans, they aren't the sole buyers. People with older model vehicles have been scooping the two products as well.

"We get people calling about it or coming in who don't qualify (for manufacturer subsidization)," Mr. Sowdon continued.

"We've also had a couple of sales we've done in the last little while where individuals spend their whole working day in an office chair and they also happen to have a back problem. Their health plans, with a big enough company, covered the cost of this thing (BackCycler) because it does work on a normal office chair as well."

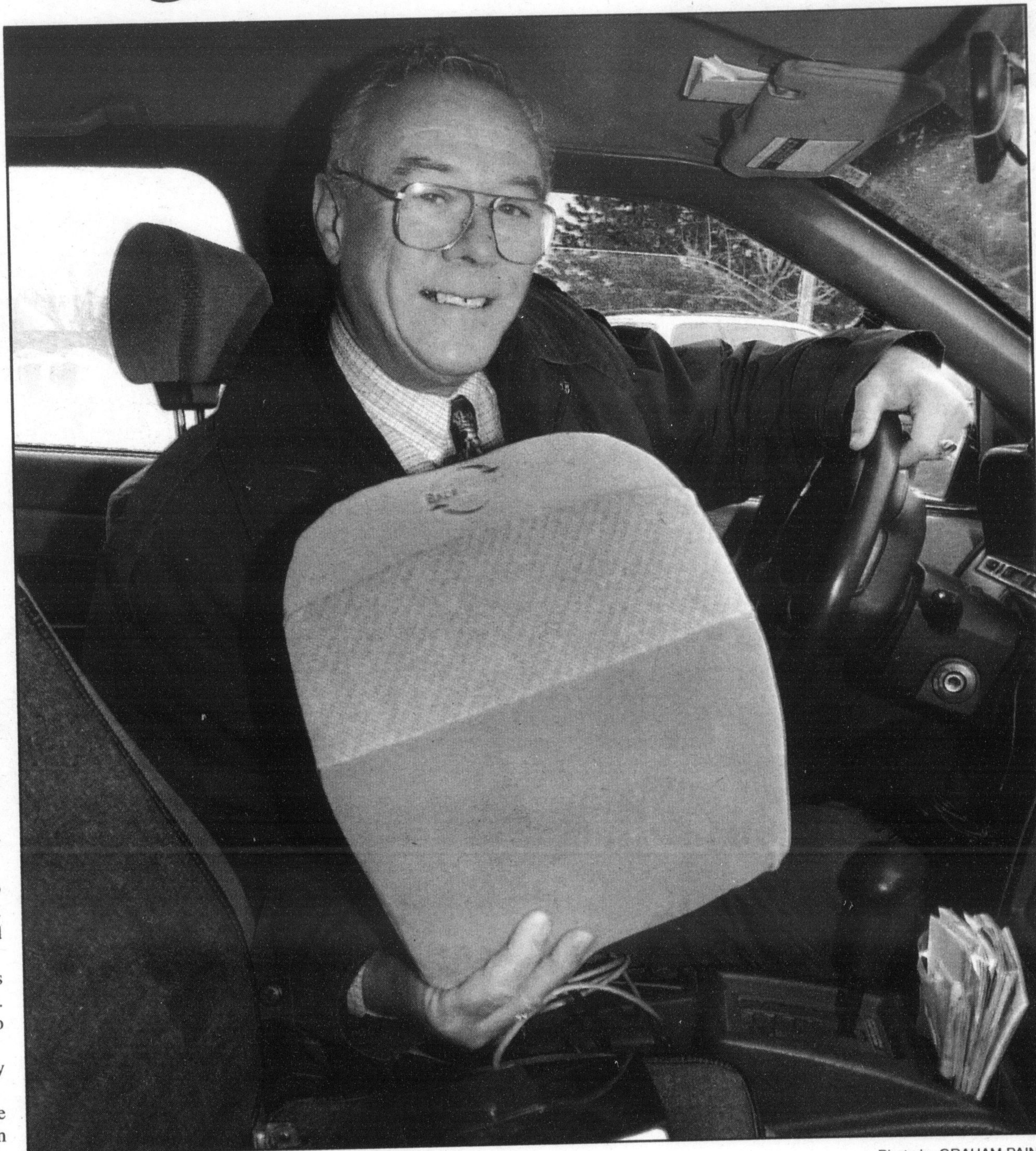
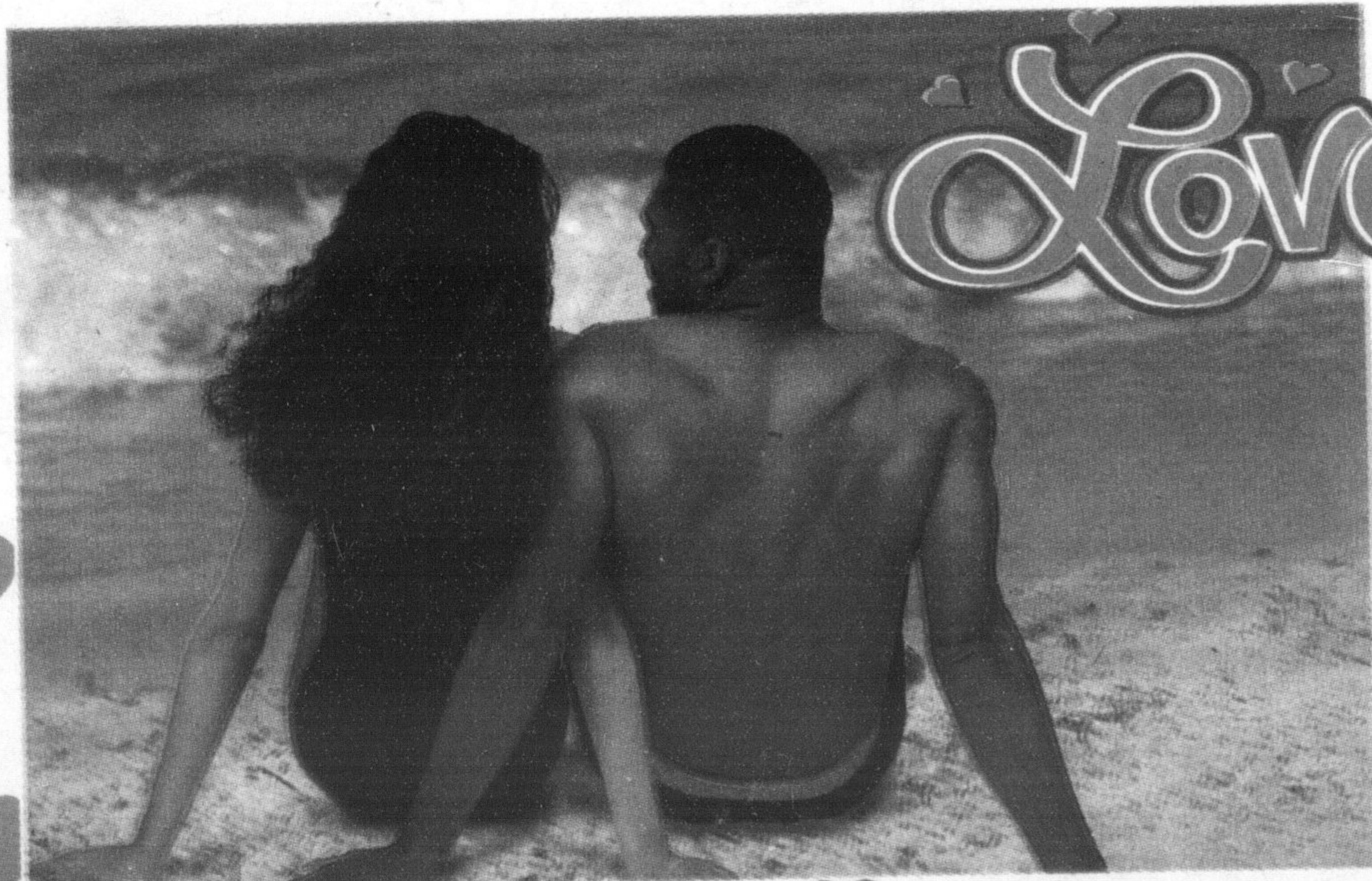


Photo by GRAHAM PAINE

Ross Sowdon of Milton's Safety In Motion displays one of the new BackCycler driving pillows — which helps blood flow and reduces stiffness when driving.



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