



EAGOSH CONFERENCE

May 5-6, 2010

BILL LANDTBOM

Back-A-Line

ADDRESSING BACK PAIN & INJURIES SHOULD BE A VERY HIGH PRIORITY!

- 30% of adults have significant back problems TODAY
- 80% will experience problems in their lifetime
- Back Injuries:
 - #1 cost of payouts for U.S. workers compensation
 - Up to 50% of claims in industrial settings
- Incidence rate:
 - 25% of claims
 - Not dropped significantly in years



***ELASTIC-GIRDLE “BACK BELTS” FAILED...
PROVEN NOT TO HELP!***

- National Institute for Occupational Safety and Health (NIOSH) Study-1994
- National Institute for Occupational Safety and Health (Walmart) Study-2000
- ***Conclusion: NO reduction in pain or injury***

REQUIREMENTS OF AN EFFECTIVE BACK SUPPORT

- Correct Posture, Minimize Postural Transitions
- Activate Abdominal Muscles to *Rigidify* Trunk
- Both should occur at same time

Back-A-Line (BAL): A BETTER APPROACH BASED ON ERGONOMIC SCIENCE:

- **Behavioral:** *“It’s Not **WHAT** You Lift, but **HOW** You Lift...and **HOW** you do everything else!”*
- **Ergonomic:** *“Curved and Firm” → “Proprioceptive”
Feedback*
- **Dynamic:** *Postural Training → Build, not Atrophy!*

BAL PROVEN IN MAJOR INDEPENDENT STUDIES...

Harvard University:

“using a curved and firm surface pressed against the spine”
→ “***proprioceptive feedback***”

Miami University OH: 2 Peer-reviewed Studies 2000 & 2001

- *BAL Dynamic Back-Support* exerts a “positive protective effect, by preserving greater margin of safety”
- Successful result attributed to “***proprioceptive feedback***”

BAL PROVEN IN MAJOR INDEPENDENT STUDIES
[cont'd]

AOASM: American Osteopathic Academy of Sports Medicine

– BAL:

- Stimulates abdominal muscles
- Lumbar pad promotes lordosis, stimulates erector muscles, due to ***proprioceptive feedback***
- Provides rapid rehabilitation

– Granted their Endorsement & Seal of Acceptance:
only product ever granted Seal

BAL HAS THE ONLY PROVEN SOLUTION...

*Back-A-Line holds the **only** Patent on
“Curved and Firm” Back Support*



BAL PROVEN IN INDEPENDENT USER TESTS
...NEVER HAD A FAILED TEST

INJURY TEST: U.S. ARMY in Afghanistan (2007)

- 200 pilots and materiel off-loaders, 1 yr
- Lower back injuries were #1 injury profile, 23% of all injuries
- Used Army-proven “Oswestry Protocol”
- **Results -**
 - 50% Immediate drop** in lower back pain/injuries
 - 66% Overall drop** in new lower back injuries over full 1yr duration

PAIN TESTS: 35 Tests, 900 workers

71% improved

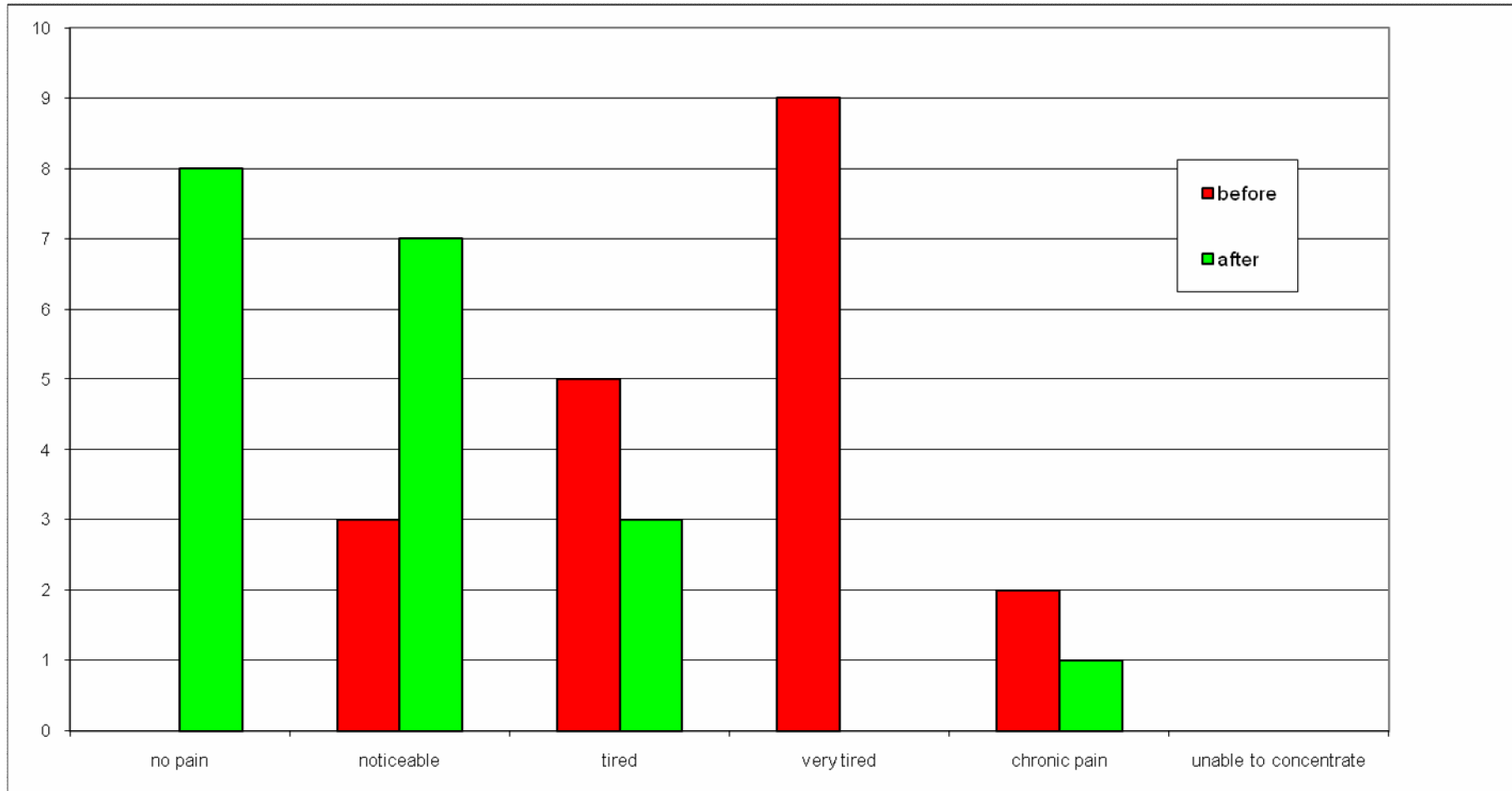
BAL RESULTS FROM 13 DATA-RELEASED PAIN & FATIGUE TESTS ACROSS MANY INDUSTRIES...

- Test Periods: 3-8 weeks
- Variety of Test Actions/Situations/Settings
- **Results -**
 - 64% Overall Improvement** on a 5-level scale
 - 75% Improvement** in those reporting “chronic pain” or routinely “significantly tired” prior to start of test

BAL SPECIFIC TEST RESULTS of AIRLINE RAMP LOADERS...

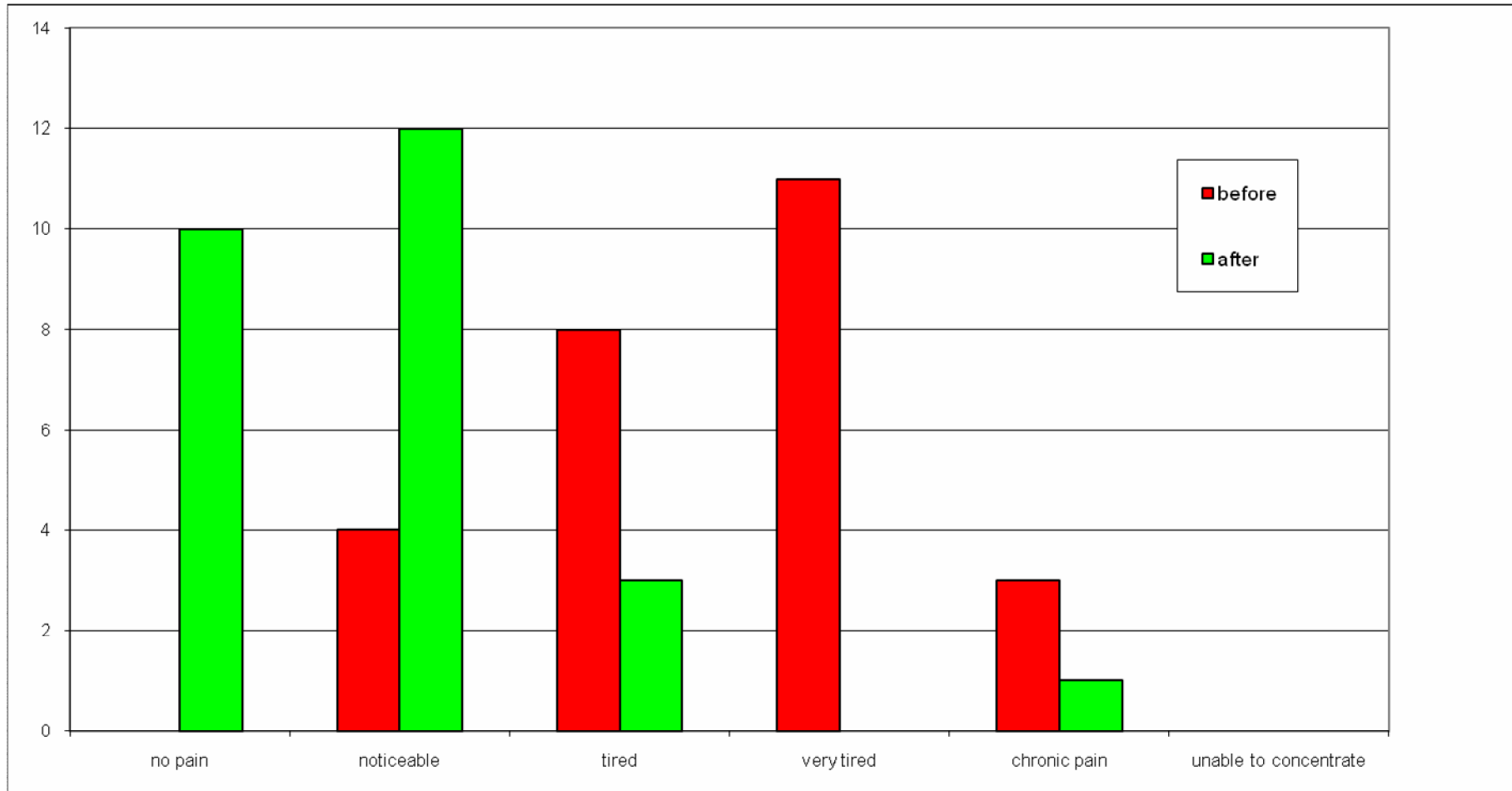
- 2009-2010 Tests by United Airlines and Swissport in Multiple Locations
- **Results –**
 - 67% Overall Improvement** on the 5-level scale
 - 74% Improvement** in those reporting “chronic pain” or routinely “significantly tired” prior to start of test
- UAL ordering BAL Supports for **ALL** ramp personnel

SWISSPORT FIRST TEST – BASEL



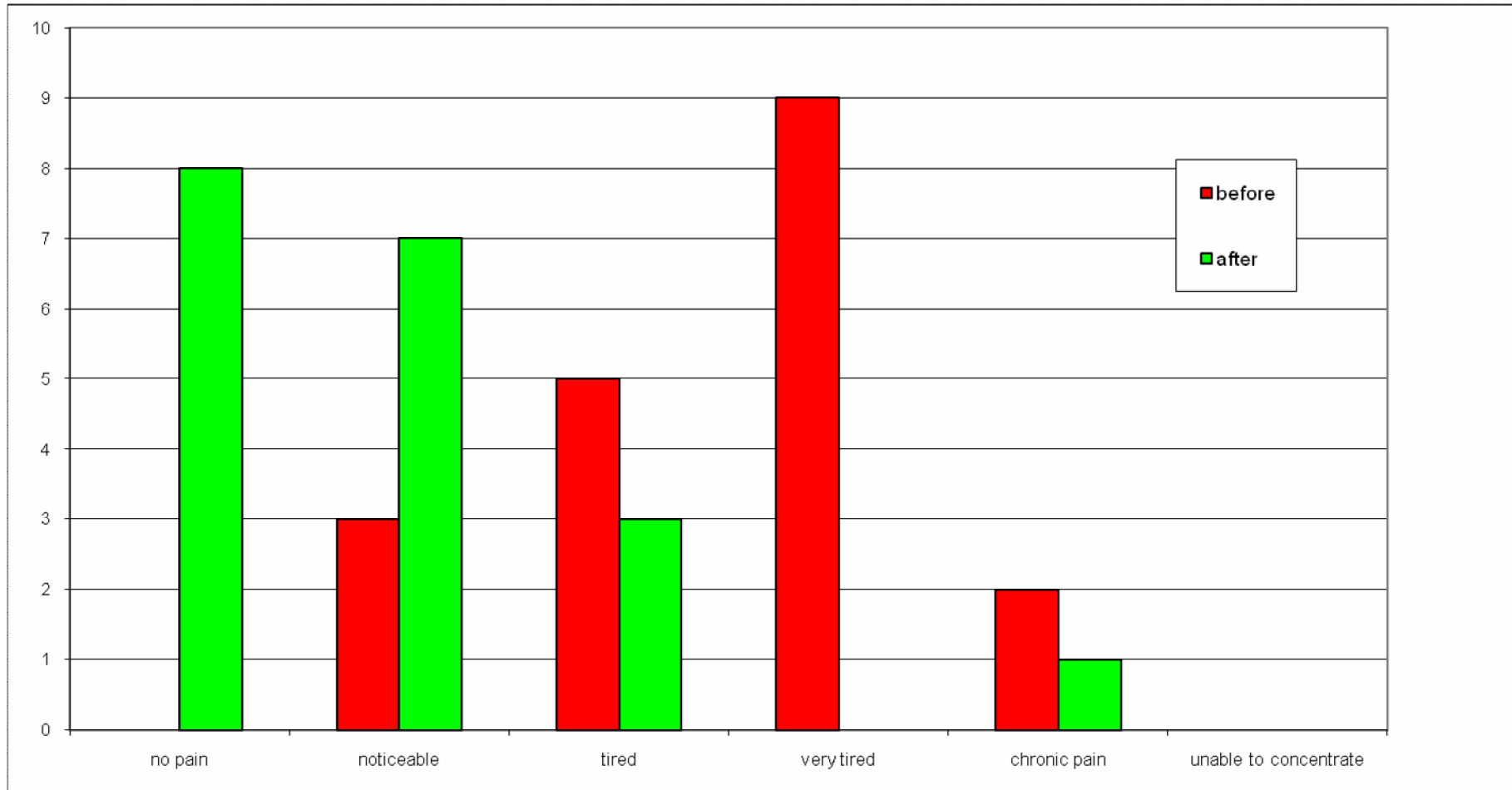
(N = 19)

SWISSPORT 2nd TEST – BASEL & ZURICH



(N = 26)

UNITED AIRLINES TEST RESULTS – PORTLAND AND SEATTLE



(n = 86)

ROI CONSIDERATIONS of BAL SUPPORTS...

- Typical “cost” of back-related injuries in U.S. =
US \$600 per worker
- Average U.S. Costs for job-related serious back-injury =
US\$ 60,000
- 1 (one) less injury pays for over 2,000 BAL units!
- Test results prove BAL could reduce operable injuries by
FAR MORE than 1 incident per 2,000 employees

BAL, THE ONLY PROVEN SOLUTION TO THIS HIGH PRIORITY ISSUE

*The **ONLY** back support that can create **proprioceptive feedback...***

*And thereby **strengthens the back and improves posture - the main cause of most back injuries***





For More Information, Please Contact:

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