



For Immediate Release

Transfer Master Electric Bed Manufacturer Introduces Major Upgrades to Night Rider and Original Bed Models, Including Built-in Massage System

New bed designs are specifically targeted for residential customers seeking independence or those with part-time caregiver requiring bed that is easy to get into and out of throughout the day without assistance

POSTVILLE, Iowa (October 20, 2010) – [Transfer Master Products, Inc.](#), an Iowa-based electric bed manufacturer, announces the release of its newest models; the Night Rider and the Original, featuring a built-in massage system. Responding directly to customer requests, Transfer Master has created industrial-quality medical beds that are designed specifically for the needs and desires of home clients.

Many medical and electric beds are too high for residential use, as they are primarily designed for hospitals and not for the ease of the home caregiver nor disabled/elderly persons living independently. Transfer Master beds are comfortable, attractive and allow the user ultimate independence, allowing them to easily transfer in and out of the bed. They also operate high enough to easily facilitate efficient care giving. The company was the first to pioneer the system of incorporating home styling in industrial-quality medical beds. And unlike nearly every other bed manufacturer, all Transfer Master beds are designed and manufactured in the U.S.A.

The bed design is specifically targeted for home-based customers who seek greater independence or may have a caregiver part-time and needs a bed that is easy to get into and out of throughout the day without assistance.

The beds feature:

- Variable speed massage unit that aids circulation and relieves stiff muscles, helping the user relax and rest
- Single massage controller allowing the user to select the options most comfortable to them

- New mattress and unique styling tailored specifically for home users

“The Night Rider, with the new massage feature, is a great enhancement. Once we were notified of its availability, we immediately ordered a full size version for one of our customers,” said Kenneth Torrence, Director of Rehab, Experea Healthcare “This feature presented a major challenge in the past, as we could not find a quality product like Transfer Master that included a reliable massage feature into its beds. Now, though, we can confidently provide this popular feature to our client base.”

“At Transfer Master, we engineer beds that our customers need based on their requests and suggestions drive our design process,” says Aaron Goldsmith, founder and president of Transfer Master. “We believe strongly in manufacturing domestically and consistently deliver a durable, long-lasting product to our customers and it is that commitment that has given us an excellent reputation among users, hospitals and caregivers.”

Transfer Master listens to customers and builds its beds specifically to meet the precise needs of users. The electronic boards of the newest models were designed by a U.S. defense contractor. The beds are innovatively designed and solidly manufactured, creating a long-lasting product that allows its users the features they need and the comfort they deserve.

About Transfer Master

Founded in 1993 in Postville, Iowa, [Transfer Master](#) engineers electric beds for sleep centers and pregnancy wards, hospitals and home use. For Transfer Master, customer-driven design and innovation is paramount. Each bed is custom designed and hand-built for the user. The company received the industry's first patent in 1993 for combining adjustable medical bed functionality with home use design as well as for creating the first specialized dual-use King beds.

The company builds beds that are low enough for users to transfer into and out of but high enough for caregivers to easily access. Domestically designed and manufactured, Transfer Master beds are durable, comfortable and attractive, providing customers with the functionality and comfort they deserve.

To find out more, please visit www.transfermaster.com, visit us on [Facebook](#) and follow us on [Twitter](#).

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