

# Be the Difference.



CORPORATE IDENTITY



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# Mission & Vision

To develop innovative furniture and equipment solutions that make a difference in the markets we serve.



# About Us

The **Pivotal Health Solutions** name is synonymous with innovative, quality-built and ergonomically sound products. From our products to our employees, we harvest a creative atmosphere that encourages growth that sets us apart from our competitors. As one of the industry's leading manufacturers, we create and develop diverse lines of healthcare and wellness products.

Pivotal Health Solutions relies on the teamwork of our employees, customers, dealers and vendors to continuously create rewarding solutions that put us at the top.

Be the Difference.





**Our Values**

**INNOVATE  
EDUCATE  
DOMINATE**

**Be the Difference.**

# INNOVATION

To stand out and foster innovative thinking to solve problems and continuously push the creative barriers of product selection, performance and price.

# EDUCATION

To exceed customer expectations by educating our employees, vendors, dealers and customers on the benefits of working for and with Pivotal Health Solutions.

# DOMINATION

We have a relentless desire to compete and win.

## INTEGRITY

To stand behind our work in an honest and respectable manner by being open and ethical in all of our decision-making.

## TEAMWORK

To build comradery and provide enjoyable and successful experiences through our employee, customer and vendor relationships.

## CUSTOMER CENTRIC

We are customer driven in all we do and strive daily to enhance and improve their experience with us.

## UNRIVALED QUALITY COMMITMENT

We are constantly moving forward, striving to deliver unmatched value to our customers in both product and service.





**PHSChiropractic**  
by Pivotal Health Solutions

## Adjusting to your needs.

PHS Chiropractic continues to evolve to build the best, most comprehensive chiropractic adjusting table lines in the market today. As you grow your practice, our tables grow with you. Every PHS Chiropractic product is made to help your practice succeed. From our adjusting tables to our intersegmental roller tables and benches, DOC Decompression Table and Apollo Laser System, our product innovation doesn't end there.

[www.phschiropractic.com](http://www.phschiropractic.com)



## Our Brands



# *CUSTOM CRAFTWORKS*

A Brand Of Pivotal Health Solutions

## A touch above the rest.

Custom Craftworks tables are designed to add positive value to each practice as a whole by benefitting both the therapist and the client. With advanced features and numerous options, our tables are built to make a difference.

[www.customcraftworks.com](http://www.customcraftworks.com)





We have the **EDGE.**

## ATHLETIC TRAINING ROOM EQUIPMENT

We pride ourselves in providing the best quality, custom athletic training room equipment to High Schools, Colleges, and Pro Teams. We will work with your school or organization to design cutting-edge products that will meet your equipment needs and bring your vision to life.

[www.teamedgeathletics.com](http://www.teamedgeathletics.com)



## Our Brands



## LOCKERS

High schools, Colleges and Pro Teams across the country have utilized The Athletic Edge's bold design expertise and cost-effective locker room solutions to communicate a positive brand image to athletes, students, boosters and the general public.

[www.aelockers.com](http://www.aelockers.com)





## Innovative Care Solutions.

### EPIDURAL POSITIONING DEVICE

Our Electric Epidural Positioning Device (EPD), positions patients correctly and comfortably by encouraging cervical, thoracic and lumbar flexion while maintaining a solid and stable position.

[www.phsmedicalsolutions.com](http://www.phsmedicalsolutions.com)



## Our Brands



## PHYSICAL THERAPY EQUIPMENT

Outfit your therapy and rehab facility with our ergonomic, durable, state-of-the-art therapy tables. Perfect for any physical therapy, athletic training or clinician setting, these tables add a professional touch that will set your facility apart.

[www.phsmedicalsolutions.com](http://www.phsmedicalsolutions.com)



# Our Story

## A brief history of Pivotal Health Solutions

**Renutra Natural Health Products** was founded and we started selling nutritional supplements direct and to retailers

2004

We were the master distributor of **Relax Right Pillows** (phased out in 2014)

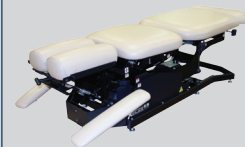
2007

2008

**PHS Chiropractic** was branded



**OCTOBER:** Acquisition of Chattanooga chiropractic table line which is now our **ErgoStyle table line**



2009

**FEBRUARY:** The company name changed to **Pivotal Health Solutions** with the acquisition of the Eurotech chiropractic table line (originally launched in 2005) which is now our DOC Decompression Table, TradeMark and TradeFlex Tables



**NOVEMBER:** Acquired HCMI table line which is now our **ATT roller tables**



**AUGUST:** Acquired a company called **Custom Craftworks/Valley Technologies**, which included massage tables and EPDs, located in Eugene, Oregon (originally launched in 1986 by Ron Tinsley)





**SEPTEMBER:** PHS acquired **Apollo Laser Systems** (originally founded in 2006 by Dr. Curtis Turchin)



**PHS Medical** was branded



**MAY:** Pivotal Health Solutions moved into a larger facility in Watertown, SD

**2011**

**2013**

**2018**

**DECEMBER:** Pivotal Health Solutions moved to a bigger facility within Watertown, SD

**DECEMBER:** PHS introduced and started manufacturing **The Athletic Edge** products



**JANUARY:** Custom Craftworks moved to a new facility in Eugene, Oregon

**JUNE:** Custom Craftworks facility moved to Springfield, Oregon

## TODAY

Pivotal Health Solutions functions within two manufacturing facilities that house our office staff and production team. Most of our wood products along with the majority of our Custom Craftworks products are manufactured in our Springfield, OR facility and all other products are manufactured in our Watertown, SD facility. Pivotal Health Solutions is constantly evolving and innovating to be the difference in today's healthcare and wellness fields.



# Be the Difference.

PIVOTAL HEALTH SOLUTIONS

800.743.7738 | [www.pivotalhealthsolutions.com](http://www.pivotalhealthsolutions.com)

