

**Press Release**  
**March 23<sup>rd</sup> 2011**

## **Bathing Seat is a Leap Forward Towards a Safer Environment**

***The very latest in bathing technology has been used to develop the brand new Ascot 1600 hi-lo powered bath, launched by Gainsborough Specialist Bathing.***

The new equipment combines state-of-the-art technology with practicality and ergonomic design – and features an automated system which seamlessly transfers the bather from the seat into the bathing water.

The specially-designed detachable transfer chair attaches to the lift frame and at the touch of a button lifts the bather into the thermostatically-controlled water without effort.

Brett Smith, Sales Manager from Gainsborough Specialist bathing, said: "We are delighted to reveal this exciting new system. We've been working hard to develop a bathing system that makes the bathing experience effortless for not only the bather, but the carer as well.

"The design brief for the Ascot 1600 was to ensure practical installation for refurbishments in the long term Care and Nursing home sector by providing a functional bathing solution in space restricted environments.

"The system not only minimises the effort associated with manual handling in a care environment but also is compact enough for people to have in their own homes."

Unlike some competitors the seat has both soft touch slip-resistant finish with a hygienic aperture as standard. Safety straps and adjustable nursing arms make sure it's not only safe, but comfortable as well.

For more details about the extensive range available from Gainsborough Specialist Bathing, please contact 01527 594203.

### **Ends**

Gainsborough Baths Ltd  
Gainsborough House  
Hewell Road  
Enfield  
Redditch  
B87 6BW  
Tel: 01527 594203  
Email: [sales@gainsboroughbaths.co.uk](mailto:sales@gainsboroughbaths.co.uk)  
Web: [www.gainsboroughbaths.com/en/](http://www.gainsboroughbaths.com/en/)

