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## FOR IMMEDIATE RELEASE

### Contour Products Targets Chain Drug Stores Expansion

**Charlotte, NC, August 2017** – Recognizing the ongoing success of the chain drug store industry amidst retail decline, Contour Products aims to increase its footprint in this market by becoming a National Association of Chain Drug Stores(NACDS) member. Contour wants to help more habitual drug store shoppers find comfort solutions for their pain or sleeplessness. The company will attend the NACDS Total Store Expo in San Diego in August.

“Contour Products strives to help as many people as we can; that’s why we offer so many products that aid different areas of the body,” said Contour Products President Scott Davis. “The pillow and support cushion industry often drives high prices that are not always practical for the everyday consumer. We look to offer better options that allow more people access to the comfort and support they need, and see the opportunity to do this in the chain drug store market.”

Millions of Americans shop at chain drug stores to purchase medication, makeup, greeting cards, or comfort products, making this market one of the largest shopping circuits in America. Consumers like shopping at drug stores for their convenience, affordability, and consultative nature. A shopper walking into this retail environment expects to purchase items at a certain price. With the addition of Contour Products, customers will be able to purchase a high-quality comfort product at the chain drug store price.

Popular Contour product lines include the [Kabooti®](#) seat cushion and the [Flip Pillow](#). The Kabooti® is a discrete seating cushion that helps relieve coccyx pain, acts as a seating wedge, and functions as a donut ring. The Flip Pillow flips into 10 different positions that can be used for sleep or support.

Chain drug stores often have limited shelf space. Contour offers several optimal merchandising options for the Kabooti® and Flip Pillow. Retailers can sell one Kabooti® product or the whole family line on their shelves by using Contour Products’ POP display options. The Flip Tower also catches consumer eyes and is easy to assemble and display. The Flip Pillow sells well seasonally, especially during Back-to-School and winter holidays.



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Since the introduction and success of the Contour Pillow® in 1991, **Contour Products, Inc.**, has sold more than 20 million products in the United States and 80 other countries. We design comfort solutions to improve the overall physical well-being of our customers and, ultimately, enhance their daily lifestyles. An emphasis on posture, ergonomics and support is what separates Contour Products from the competition. We take pride in our motto, "We Support You for Life." Please visit us at [www.contourproducts.com](http://www.contourproducts.com) for more information.