



**For Immediate Release**

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## **SafetyCare and WestRock Inc. Join Forces to Offer Deluxe Security Services**

**KANSAS CITY, MO. – June 13, 2007** – SafetyCare Technologies, Inc. (SafetyCare), a central monitoring facility that incorporates life safety with other health services, has joined forces with WestRock Inc., a health care security and equipment provider, to provide the latest in security technology to their clients.

Jim Todd, manager of WestRock's electronics division, said SafetyCare's unique safety monitoring technology was the biggest reason WestRock decided to partner with the Reading, Pa., company. Todd said the greatest asset is access to SafetyCare's innovative security products.

"Technology in the security field moves so fast. If you're not willing to change according to what the customers want, they're going to go somewhere else," Todd said. "We not only try to meet our customers' needs, but we try to anticipate how such needs will evolve as technology advances. We never hope we're one step ahead of the competition. We hope we're several."

WestRock, based in Kansas City, Mo., provides security and mobility equipment for health care providers. The company installs devices in hospitals, nursing homes, clinics, assisted-living facilities and long-term care units. The company's expertise is in three areas: electronics, bathing and lift systems.

"WestRock Inc. has been the best security equipment provider in its territory for years," said Michael Bodnar, general manager of SafetyCare. "We feel that by offering SafetyCare products to its customers, WestRock is bolstering its already exemplary and award-winning customer service."

WestRock Inc. has been in business for more than 25 years and primarily serves health care facilities in Missouri, Nebraska, Kansas and Iowa. It offers several products, including nurse call systems, door access systems and closed-circuit television monitoring.

WestRock's signature product is a security system with several low-voltage systems combined into a single piece of monitoring software, allowing customers a user-friendly way to operate an entire security system.

WestRock Inc.'s partnership with SafetyCare allows WestRock to offer its customers a security monitoring service that isn't offered anywhere else in the country, Todd said.

SafetyCare is an innovative business that merges home security and safety systems with a range of additional services. It is the only company in the United States to offer personal emergency monitoring, burglary monitoring, fire detection and over a dozen other services as part of the same package. SafetyCare products are ideal for assisted living, independent living and skilled care facilities as well as the ever-growing stay-at-home seniors population.

Unlike the traditional monitoring business, SafetyCare's monitoring is performed by first responders, such as licensed nurses, EMTs and law enforcement professionals from a secure, 24-hour UL monitoring center.

Todd said WestRock has been installing an increasing number of SafetyCare products for health care companies that own multiple buildings.

"Several nursing homes have tried the new call systems," Todd said. "After having them installed and tested in one building, it's pretty common for them to ask us to install them in other buildings."

More information about WestRock Inc. is available at [www.westrockinc.com](http://www.westrockinc.com); more information about SafetyCare can be found at [www.safetycare.net](http://www.safetycare.net)

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