



## **Relax The Back® Expands into Ergonomic Solutions for Handwriting with PenAgain from Baumgartens**

**ATLANTA, July 18, 2019** – Nearly one in five people have a disability in the United States and of them about 19.9 million people have difficulty grasping a pencil according to a U.S. Census Bureau report. Thanks to an innovative and ergonomic writing instrument called PenAgain, many adults and kids suffering from arthritis, ALS (Lou Gehrig’s disease), and EDS (Ehlers-Danlos syndrome), are able to pick up a pen and write again with more ease and less pain.

To broaden the availability of PenAgain to those who can benefit from using it, Baumgartens and Relax The Back® announce a partnership to offer the writing solution at participating franchises in the United States and Canada.

“Relax The Back is dedicated to bringing best-in-class health and wellness products to market and providing a full range of quality solutions for our clients with superior service from our stores,” said J.D. Nespoli, V.P. of Merchandising for Relax The Back®. “This small but mighty writing instrument from Baumgartens is aligned with that mission.”

PenAgain ([www.penagain.com](http://www.penagain.com)) is a line of ergonomic writing instruments that allows the writer to use the natural weight of the hand instead of the gripping action of fingers to create the downward pressure. This reduces the effort of squeezing and push down while writing, relieving the thumb and forefinger of the strain so writers’ words can flow.

“By helping kids and adults bring back the freedom and joy of writing for nearly 20 years, we have been fulfilling on our mission to grow with new and unique products that make a difference in the world,” said David Baumgarten, EVP of Baumgartens. “Relax The Back® has a long-standing reputation for being dedicated to the well-being of their customers and we are looking forward to working with the franchise to share this miracle writing solution with more people.”

PenAgain is currently available in select Relax The Back® stores in North America and Canada.

### **About Relax The Back®**

For over 30 years, Relax The Back® has provided a unique, holistic approach to the six categories of health: sleep, recliners, massage, fitness, travel, and office products. Today, Relax The Back® has evolved to include products that promote total body wellness, with more than 90 successful stores throughout North America and Canada. Store owners and consultants are

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trained in the common spinal health disorders and strategies to increase wellness. Clients enjoy a personalized experience with education and product solutions that address their unique needs. Many medical professionals rely on Relax The Back® as a resource for prevention and continued care of their patients. As we have since the beginning, we consider our success a reflection of the American consumer's insistence on quality, service, and integrity. We are dedicated to helping our clients live healthier, happier lives through best in class ergonomic and wellness products. Visit a locally owned Relax The Back® store or <http://www.relaxtheback.com/> and change your life.

### **About Baumgartens**

Baumgartens, a woman-owned family business, delivers school, home and office supplies that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful business paradigms, flexible programs and award-winning customer service are unrivaled in the office supply industry. As part of its 2007 *Green Initiative*, the company planted thousands of trees and has offset hundreds of thousands of pounds of harmful greenhouse gasses. The company is on the path to being 100% carbon neutral by 2022. For more information, visit [www.baumgartens.com](http://www.baumgartens.com).

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