

FOR IMMEDIATE RELEASE

March 3<sup>rd</sup>, 2009

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## **Doing Our Part to Ease Recession Pains**

### *The Marena Group Announces Free Ground Shipping*

ATLANTA – With The New York Times reporting a 30-40%\* downturn in plastic surgeries in various parts of the country, The Marena Group has announced free UPS ground shipping to all of its US customers within the contiguous United States.

Marena's co-founder Bill Watkins related, "We feel the pinch of the current economic conditions, but more so, we know our customers are experiencing a serious reduction in procedures. Often, customers batch orders over several weeks to save on shipping charges. This creates a headache with large inventories and issues with time sensitive procedures. We want our customers to be able to order what they need when they need it, even if it's for a single garment. We don't want them to have to worry about shipping."

Marena has aggressively negotiated with freight carriers like UPS and Federal Express to obtain the best possible shipping rates. "... Otherwise, we would not be able to absorb these costs" explains Marena's international sales manager Sara Wilson. "A large part of our business is exported to countries around the world in which we pay tens of thousands of dollars in freight. This has given us greater leverage with the carriers."

Another reason that Marena has been able to provide free ground shipping is their focus on manufacturing process. Marena Engineer Shenshen Lin explains, "We have based our entire methodology of doing business on Lean Manufacturing\*\* to bring the greatest value to our customers in the most efficient way possible. This has allowed us to hold prices over the past few years, despite fluctuations in the cost of our materials and shipping."

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### **About The Marena Group**

Since 1994, The Marena Group, Inc., has designed, developed, and manufactured the most comfortable, science-based medical compression garments under its ComfortWear® brand of products. ComfortWear® can be found in thousands of physicians' offices, clinics and hospitals in the US and 58 other countries. To date, ComfortWear® is the only medical compression garment to achieve F-5 certification. In a recent clinical study, 82% of plastic surgery patients preferred ComfortWear®. Marena's customers worldwide appreciate the uniquely innovative products, lightning-fast shipping and Marena's "no excuse, no hassle" performance guarantee.

\*<http://www.nytimes.com/2008/12/18/fashion/18skin.html>

\*\*[http://en.wikipedia.org/wiki/Lean\\_manufacturing](http://en.wikipedia.org/wiki/Lean_manufacturing) "...is a production practice that considers the expenditure of resources for any goal other than the creation of value for the end customer to be wasteful, and thus a target for elimination."