

# West-Tones

The monthly resource for the hearing health professional.

## Good News...Prices Unchanged for 2014

For nearly 55 years, Westone has been manufacturing custom-fit earpieces for hearing healthcare, hearing protection, and music products, as well as providing clinical supplies to the hearing healthcare community. We rely on you to provide suggestions and comments to ensure we are meeting your needs and expectations.

We used your recent feedback as we mapped out our business plan for 2014, and we are very pleased to inform you that we are holding the pricing of our earpieces and supplies to the 2012 levels!

In order to keep these rates for the third straight year, we considered several options to defray rising operating costs. We determined that eliminating the five percent early pay discount program would have the least negative impact on our customer base. Therefore, this discount program was discontinued December 31, 2013.

We appreciate your understanding and support as we all face new challenges and changes in these difficult economic times. We look forward to continuing to provide you the highest quality products and best customer service for many years to come.

On behalf of our Westone team, thank you for being a loyal customer.



## Pink Camo

During the recent hunting season, we felt like we should appeal to our female hunter/shooter customers so we challenged our staff in the silicone labs to develop some "pink camo" designs. They came up with six new color combinations. To narrow down the field to one, we posted all six designs on Facebook and asked our fans to vote for their favorite. The winning combination is the pink, black, and white.

Pink camo is not limited to hunters and shooters. Any silicone earpiece can be made in this unique color combination. Order yours today!

## Westone on the Road

Jan/Feb 2014

- January 7-10** Consumer Electronics Show (CES) — Las Vegas, NV
- January 23-26** National Association of Music Merchants (NAMM) — Anaheim, CA
- February 17-22** American Hearing Aid Association (AHAA) — Grapevine, TX
- February 25-27** HELI Expo — Anaheim, CA
- March 13-15** National Hearing Conservation Association (NHCA) — Las Vegas, NV
- March 26-29** AudiologyNOW! 2014 — Orlando, FL

## Account Number Changes

If you've recently joined a buying group or practice management company, you will be issued a different account number.

Typically, your "old" Westone account number cannot be used as a designated Ship To. You will be assigned a unique number or letter identifier for your specific office location, e.g., H1234, AD01234, LI01234, K12345, etc. This account number and/or shipping code must be shown on the order form (or referenced when you call us) if you wish to be billed through these accounts.

As always, thank you for your continued support of Westone as we strive to provide the best products and service in the hearing healthcare industry.

## Customer Support Corner

### How do I use my Online Coupon?

1. First and foremost you MUST be logged into your Dealer Account in the online store to use your coupon.
2. Second, after you have placed all of your items into your shopping cart AND BEFORE you proceed to the "check out," go to "Discount Code" and enter your Coupon Code.
3. You must then click on "Apply Coupon" on the left hand side in RED.
4. Please note that the coupon cannot be used with any other discount.

## Just the Right FIT™

Here at Westone we are using a digital manufacturing process for acrylic-style earpieces that we like to call FIT™. For this type of manufacturing, we scan the ear impressions with our computer-controlled scanning hardware, which is so precise that it can scan up to 100,000 points on a single impression. After the impressions are scanned, they are converted into a 3D representation that our technicians use to create a model of the earpiece. The finished model is then sent to sophisticated additive manufacturing equipment where the earpiece is built, layer by layer. The result is a custom-fit earpiece made with amazing precision and accuracy. As an added benefit, the scanned impressions and order specifics of the earpiece are stored for two years, so any future earpiece orders can be quickly and easily produced.

To use this cutting-edge process, simply check FIT™ Technology on your order form. Available colors for these acrylic earpieces include clear, rose, translucent brown and DisappEar B. Stay tuned for additional material options!



## 10% off!



### SiliClone X-act Impression Material

X-act combines the accuracy and dimensional stability of Westone's S-50 cartridge material with the expansion properties of our Pink Silicast syringe material. Requiring only nominal hand strength, it is easily expressed from a manual impression gun. X-act's flow characteristics are more like those seen in a higher viscosity syringe material than the typical cartridge material.

- Vinyl polysiloxane material
- Medium viscosity
- Shore A hardness of 20-22
- 3-4 minute set-up time
- Approximately 4-6 impressions per cartridge

**Siliclone X-act cartridge,**  
Single

**Sale Price: \$8.10**

Dispenser Price: \$9.00

PN 10111

**Siliclone X-act cartridge,**  
Single with 4 mixing tips

**Sale Price: \$9.54**

Dispenser Price: \$10.60

PN 10112

**Siliclone X-act cartridge,**  
8/pkg

**Sale Price: \$63.00**

Dispenser Price: \$70.00

PN 10113

**Siliclone X-act cartridge,**  
8/pkg with 32 mixing tips

**Sale Price: \$72.90**

Dispenser Price: \$81.00

PN 10114

## PockeTalker® Ultra

When hearing situations prove most challenging, the Pocketalker delivers. Compact enough to bring anywhere, the Pocketalker is ideal for 1-on-1 conversations, TV listening, small groups, and much more. The Pocketalker Ultra amplifies sound clearly and easily for better understanding. 100 hours of battery life ensures long-lasting performance.

- 20-40 dB acoustic gain
- External tone and volume controls
- Removable microphone with extension cord
- Compatible with neckloops for telecoil
- Belt clip
- Lanyard
- Requires 2 AAA batteries
- Up to 100 hours of battery life
- 5-year warranty

### PockeTalker® Ultra

with deluxe headset, HED 021 and EAR 013

**Sale Price: \$94.50**

Dispenser Price: \$105.00

PN 62115



## 10% off!