

# **3M Health Care and Casttoo Form Exclusive Agreement to Bring Personalized Cast Decorations to Patients with Orthopedic Casts**

3M Health Care and Casttoo today announced the signing of an exclusive agreement to bring a novel cast decoration system to health care providers. Casttoo cast designs allow patients of all ages to customize their casts in a unique and fun way.

The agreement pairs Scotchcast™ and Casttoo®, two innovative brands in the orthopedic casting market, and extends the availability of Casttoo designs to health care providers through the 3M hospital and clinic sales force.

“Allowing patients to return to normal daily activities as quickly as their injury allows has always been the goal of 3M™ Scotchcast™ products,” said Dennis Graham, marketing manager of immobilization products, 3M Health Care. “Our introduction of color to our durable casting tape was a first step in innovating and personalizing casts. By working with Casttoo, we are enhancing 3M’s offerings and adding a personal and creative touch to the healing process.”

Casttoo cast designs, or cast “tattoos,” are the creation of Jessica Smith, a former art student who broke her wrist during a bicycle accident. She transformed her drab black cast into a bright work of art, uplifting her spirits and raising the interest and enthusiasm of onlookers. Wanting to share her philosophy of “happy healing” with other patients with orthopedic casts, Casttoo cast designs were born. Through the partnership with 3M, patients will be able to choose from one of the widest arrays of casting tape colors and add a unique Casttoo cast design.

“The power of positive energy can have a dramatic effect on the body, and by harnessing it, patients can actually enjoy wearing a cast,” said Jessica Smith, president of Casttoo. “With different sizes to accommodate all cast types and an unending array of images, designs and themes, Casttoo designs are an innovative and inspiring accessory for everyone with a cast.”

Clinics and hospitals will be able to purchase a health care package that includes 100 sheets of various Casttoo cast designs, brochures, application instructions and other materials. Custom design orders are also available. Casttoo designs are decals that patients can easily apply at home with the heat from a hairdryer.

Customers can learn more by calling the 3M Health Care helpline at 1-800-228-3957 or by contacting their local 3M sales representative.

## **ABOUT 3M HEALTH CARE**

3M Health Care, one of 3M’s six major business segments, provides world-class innovative products and services to help health care professionals improve the practice, delivery and outcome of patient care in medical, oral care, drug delivery and health information markets.

## **ABOUT CASTTOO**

Casttoo’s mission is to promote positive reactions from patients and attract attention to a clinic or hospital as “an office of excellent care” and “suppliers of the latest ‘state of the art’ orthopedic materials.” Casttoo cast decorations are an innovative, patented product created to promote “Happy Healing”™ for patients who are

required to wear an orthopedic cast as part of their physical healing process. Located in the Boulder Valley in Colorado, the “Casttoo Crew” creates an array of cast decoration designs to suit all tastes and styles.

3M Stephanie Sanderson, 651-733-8588 [sjsanderson@mmm.com](mailto:sjsanderson@mmm.com) or Casttoo Jessica Smith, 303-817-6500 [jess@casttoo.com](mailto:jess@casttoo.com)

---

<https://news.3m.com/2008-08-13-3M-Health-Care-and-Casttoo-Form-Exclusive-Agreement-to-Bring-Personalized-Cast-Decorations-to-Patients-with-Orthopedic-Casts>