

GREAT TEAMS TAKE TIME TO BUILD.
IN OUR CASE, 100 YEARS.



CELEBRATING
100
YEARS
1918-2018

PROUD MEMBER OF TEAM

PERFORMANCE
HEALTH

 THERABAND

Bon Vital'

 **BIOFREEZE**
PROFESSIONAL

 THERA°PEARL
A NEW DEGREE OF RELIEF™

 **ACTIVE ANKLE**

Then & Now

100 Year Story

Cramer has been synonymous with athletic training for nearly 100 years. From our days of educating the first athletic trainers to helping found the National Athletic Trainers' Association, which we still support today, Cramer has and will continue to carry on the innovative ideals of its founders. We are proud of our heritage and the profession it helped found. Cramer is committed to providing leadership and promoting the profession in today's modern world and the world of tomorrow.

1918

Frank & Chuck

Cramer Chemical Co. is born in Frank and Chuck Cramer's mom's kitchen. Chuck was a pharmaceutical student and an outstanding track athlete at the University of Kansas when he sprained his ankle. He whipped up his own liniment to treat his ankle. It worked and our company was born.

1933

The First Aider™

As the company and the athletic training profession grew, Chuck and Frank Cramer felt a responsibility to be an important source of information and education. Cramer launched a newsletter titled The First Aider™. It was mailed to athletic trainers and coaches coast to coast. The publication would soon grow into a must-read resource for athletic trainers.

1950

Organizing NATA

Chuck and Frank fund and help organize the very first meeting of what would eventually be known as the National Athletic Trainers' Association (NATA). Chuck Cramer served as the first executive secretary until 1954.

1968

Changing Times

Cramer Chemical Co. changes its name to Cramer Products Inc., reflecting a product line that included many items that weren't chemically based.

1974

A Kick In A Cup

Cramer Products introduces Quickkick, one of the first electrolyte replacement drinks on the market.

1991

Let's Make It Official

Cramer adds a new chapter to its long history of supporting youth sports by becoming the official first aid supplier of Babe Ruth Baseball and Pop Warner Football.

2002

For Athletic Trainers By Athletic Trainers

Cramer establishes its Advisory Council by inviting six experienced athletic trainers from across the country to test products and give valuable advice and feedback.

2013

Growing Family

Cramer joins forces with Performance Health® to create an unrivaled brand family dedicated to supporting healthcare professionals – including Cramer®, Theraband®, Active Ankle®, Biofreeze®, Therapearl®, and Bon Vital®.

2018

Cramer Celebrates 100 Years

Be sure to connect with us and stay tuned for giveaways, exclusive items, and more.

100

YEARS OLD

AND WE'RE JUST GETTING STARTED

For a full century, Cramer has been taping, wrapping, splinting, hydrating, icing, warming up, and treating athletes – past, present and future. We want to commemorate our milestone by bringing the celebration to you, our Athletic Training partners, who have been with us through it all. So consider 2018 a year-long party with you as our invited guests. Look for launches, visits, giveaways, and events throughout the year as we thank you for giving us an amazing century and help us prepare for the next 100 years of success.

FOLLOW US FOR EVENTS AND HIGHLIGHTS:



CELEBRATING
100
YEARS
1918-2018

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CHAMPIONSHIPS ARE WON BY GREAT TEAMS.



COURTNEY WHITE

JACKIE CHURCH

JASON DOCTOR

MEET OURS.



COURTNEY WHITE, MS, ATC - Courtney joined Performance Health in 2016 as an Associate Regional Promotions Manager. Courtney is an athletic trainer, who was driven to the profession by a desire to help others. She worked extensively in the high school setting before making a career change to the clinical side, as a DME coordinator for a local clinic. cwhite@performancehealth.com



JACKIE CHURCH, MS - Affectionately known as "the Church Lady," Jackie has been with Performance Health since 2015 as an Associate Regional Promotions Manager. Jackie is an exercise physiologist. Prior to joining Performance Health, Jackie worked on Parkinson's Disease research in a clinical setting. She played collegiate volleyball and later played as a professional. jchurch@performancehealth.com



JASON DOCTOR, MS, ATC - Referred to simply as "The Doctor," Jason is an Associate Regional Promotions Manager for Performance Health. Prior to joining the sports medicine team in 2016, Jason was an athletic trainer with a large construction company. Jason has a strong interest in emerging settings in the athletic training profession and was the first athletic trainer to take a construction company through 365 days without an OSHA recordable injury. jdoctor@performancehealth.com

CONTACT YOUR REGIONAL REP TODAY TO LEARN MORE ABOUT OUR PRODUCTS.
cramersportsmed.com

FROM THE FIRST SPRAY TO THE LAST CUT:

COMPLETE TAPING SOLUTIONS.



HEEL & LACE PADS

Foam pads help prevent blisters in friction-prone areas. Two rolls of 1,000 perforated pads in a handy dispenser box.



DE-HESIVE™

Makes tape removal easy and painless.

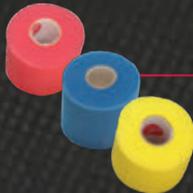


SKIN LUBE®

Protects skin from rubbing and chafing.

SHARK™ CUTTER PRO

Ergonomic rubberized grips provide better control and comfort than standard tape cutters. Updated design allows for better leverage in removing tight tape while providing improved durability.



UNDERWRAP

Single 2 3/4" x 30 yard roll. Case of 48 rolls and colors available.

O.D.A.®

A light, quick-drying adherent to help secure tape underwrap and elastic wraps.



TAPE REMOVER

Removes sticky tape residue and adherent.

TUF-SKIN® COLORLESS

Helps secure all types of tape, underwrap and elastics to the skin. Reduces friction and helps prevent blisters and chafing.





IT'S THE LINE BETWEEN INJURY AND VICTORY.

It's more than tape. Cramer® offers high-quality, affordable, protective taping solutions that deliver confidence and support from whistle to whistle.



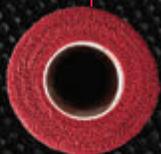
950 POROUS ATHLETIC TAPE

Computer calibrated for consistent unwind throughout the roll. The porous backcloth is easy to tear and conforms to the body.



750 NON-POROUS ATHLETIC TAPE

High-quality, non-porous tape with high tensile strength for support.



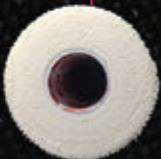
ECO-FLEX™ STRETCH TAPE

Self-adhering stretch tape that does not stick to the skin. Quick application and stays in place – even through sweat and rain.



TEAM COLOR ATHLETIC TRAINER'S TAPE

All the same features of 750 tape, but now you can show your team spirit by wearing your team color.



PROLASTIC™ TAPE

Heavy weight cotton stretch tape with adhesive applied. It's easy-tear and can be used for a variety of applications.

LEARN MORE AT
CRAMERSPORTSMED.COM



HYDRATE FOR THE WIN.

POWERFLO PRO™

20-gallon water capacity with 6 drinking stations // Heavy-duty aluminum cart // Solid foam-filled tires // Quick plug charging system for fast and reliable recharging // 6.5" opening in tank for convenient ice pouring // Tank can be fully emptied without removing it from cart due to drain assembly // Elevated control box houses manifold and all susceptible components.



POWERFLO PRO™ (tankless)

Works with your own water cooler.



POWERFLO 50™

50-gallon water capacity with 6 drinking stations // Powered by 12-volt rechargeable battery // Wide-mouth tank for easy fill and easy cleaning // Heavy-duty cart with anti-tip steering system can attach to hitch for easy transport // 10" pneumatic tires make navigating outdoor venues easy.



THERMOFLO MAX™

Pressure driven unit hooks up to outside potable water supply // Insulated cooler with 30-gallon (120 qt.) capacity // Dual 30' copper coils provide the ultimate cooling capacity // Heavy-duty aluminum manifold with 6 drinking stations // Does not include hose.



Replacement parts, accessories, and reconditioning program available.



SIDELINE DEHYDRATION FOR GOOD.

From the biggest college program to the smallest high school team, keeping your athletes hydrated is a constant battle. That's why Cramer's full line of hydration systems were built to beat the heat and dominate dehydration. Protect your athletes with the power of Cramer hydration systems.



LEARN MORE AT CRAMERSPORTSMED.COM

Tuf-Tek™ Athletic Training Kits



Tuf-Tek Backpack



Tuf-Tek Super
Tuf-Tek Jr. (not shown)
Tuf-Tek Pro (not shown)



Tuf-Tek Traveler
Tuf-Tek Taveler Jr. (not shown)

Tuf-Tek athletic training kits are built tough and made to last through the daily grind of all athletic training environments. Featuring a semi-rigid shell encased with Tuf-Tek material and ballistic nylon for increased durability and weather resistance. Three different style kits available to fit the needs of today's athletic trainer.



CRAMER ATHLETIC TRAINING KITS



Designed by
Athletic Trainers for
Athletic Trainers

Cramer Sling & Fanny Packs



Sling Pack Elite
Messenger Pack (not shown)



Deluxe Fanny Pack
Fanny Pack (not shown)
RigidLite Tactical (not shown)

Cramer Sling and Fanny Packs are ideal for the athletic trainer that needs to have their supplies with them at all times. Cramer Sling Packs are designed to be worn on your back and easily slide to the front for access. Cramer Fanny Packs are designed to be worn around the waist or over the shoulder.



Cramer Accessories

Cramer AT Kit Accessories are perfect for customizing your athletic training kit to fit your needs and to keep you organized.



Sidekick

RigidLite Pod



Elite Kit Organizer



AT Accessory Wallet

Plastic Organizer Trays (not shown)





RigidLite Gameday

RigidLite™

RigidLite Gameday kit takes organization and durability to a new level. Featuring a unique modular design with 9 clear, color-coded, zippered bags and the RigidLite Tape Carrier that nest perfectly into custom compartments. The rigid, protective thermoform shell laminated with ballistic nylon provides superior protection without added weight.



RigidLite Tape Carrier holds up to 12 rolls of tape

Cramer WetGear™ Elite



Cramer WetGear Elite kit is designed to be completely weatherproof for any athletic trainer who wants to keep their supplies dry. No matter the conditions on the field, you won't have to worry about supplies being ruined by the weather. This kit is perfect as a primary kit or an accessory kit for tape supplies and an AED.

LEARN MORE AT CRAMERSPORTSMED.COM



TRUE POWER IS KNOWING WHEN TO GIVE.

Cramer compression products are designed to give constant, targeted support while being flexible enough to provide the unrestricted movement athletes need to be at their best. Increase circulation, support joints, and protect muscles with proven technology that helps optimize athletic motion.



PERFORMANCE SHORT

Premium-quality, high-stretch panels provide compression and support during intense activity. The extended length design helps support the hamstrings and quadriceps. Made with anti-microbial, moisture-wicking fabric. Available in sizes small to XXL, and in black and white.



GH2

Compression short with additional 4" x 8 ft. long strap to support the groin, hip-flexor. A second 6" x 22" strap is included for hamstring or thigh wrapping. Designed to keep the straps secure and minimize slippage of straps around the waist. Available in sizes small to XXL, in black only.

NANOFLEX

Seamless tight fitting compression to assist with joint and muscle pain. Moisture-wicking polyester supports available in knee, thigh, calf, elbow and ankle designs. Lightweight and washable. Various sizing available.



ESS

Endurance Support System

Medical grade compression garment can be used for faster recovery and reduced soreness associated with lactic acid in the muscles. These tight knitted supports are lightweight and stretch for increased comfort. No seam irritation or chaffing. Available in calf, ankle, knee, and elbow.

WHEN THE WORST HAPPENS YOU NEED THE BEST

Athletic Trainers need to be equipped with both pre and post injury splinting supplies. With Cramer unique splinting products, you can protect specific areas or provide the necessary support during emergency care.



Rapid Form™ Vacuum Immobilizer
Help stabilize fractures and dislocations without circumferential pressure. The pump extracts air from the unit, forcing the interior beads to form a solid, rigid mass. Can be purchased separately or in sets.

OSI
Flexible fiberglass pads become a rigid splint with the addition of water. Available in a variety of sizes and shapes. Hardens in 10-15 minutes; wrap and hold in place with Eco-Flex.



PUT PAIN ON ICE

Flexiwrap™

Plastic film on a roller makes wrapping a quick, one-handed task. Patented built-in handle brake on a roller makes tearing easier. Available in 4" and 6", with or without handle.



Ice Bags

Heavy duty ice bags for increased durability with seam reinforcement to minimize breakage due to rough edges on ice.

Cold Shoulder Wrap™

Full coverage cold therapy to the shoulder, rotator cuff, upper arm and elbow. The underarm stretch panel minimizes irritation and improves fit. Universal right or left fit.



Cryo Caps™

Designed to reduce discomfort to the toes and forefoot associated with ice baths. One size fits all. Sold in pairs.



LET OUR LINEUP PROTECT YOUR LINEUP.

WORLD-CLASS PROTECTION FOR YOUR WORLD-CLASS ATHLETES

Eclipse I

NEW

The new Eclipse I Single Upright Ankle Brace provides superior mobility while maintaining the protection of a rigid ankle brace through its unique single upright design and innovative multipoint strapping system.



Our full lineup of best-in-class ankle protection offers a brace for every athlete, no matter the position, the movement or the strain.

Eclipse II

NEW

The new Eclipse II Dual Upright Ankle Brace provides the maximum protection available in a rigid ankle brace through its solid u-shaped design and innovative multipoint strapping system.



AS1 Pro

The AS1 Pro Lace-up Ankle Brace provides superior protection while maintaining the comfort of a lace-up ankle brace through its supportive compression and integrated vertical straps that imitate heel-lock taping technique.

T2

The T2 Dual Upright Ankle Brace uses a classic design and single quick-fit strap to provide support and rigidity, helping to stabilize the ankle and minimize the risk of injury.



329

The 329 High-Compression Ankle Sleeve provides comfortable support to ligaments throughout the ankle with its supportive compression, multi-directional dual straps, and innovative heel-lock design.



Official Supplier



YOU PERFORM.



WE'LL PROTECT.

Add confidence to every juke, pivot, cut and side step with Active Ankle's AS1 Pro. Designed for the most active athlete, it is designed to be the first line of defense in the battle against ankle injury.

AS1 Pro

- Comfortable, supportive compression
- Non-Stretch vertical straps
- Speed lacing system
- Comfort shield technology
- Pro Fit tailored heel
- Non-slip sole



ACTIVE ANKLE[®]
The Leader In Ankle Protection

LEARN MORE AT ACTIVEANKLE.COM

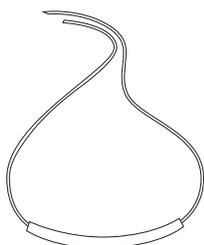
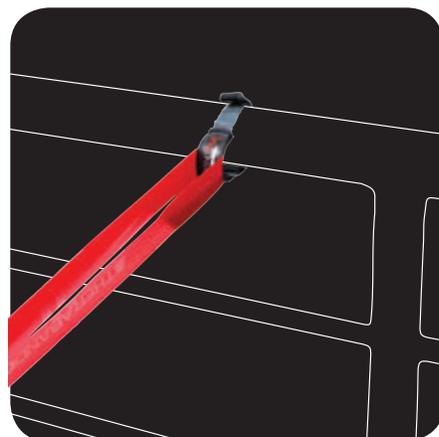
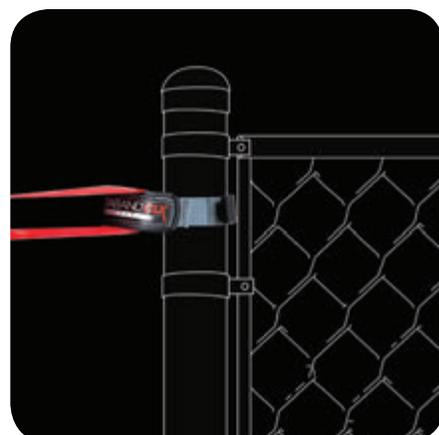
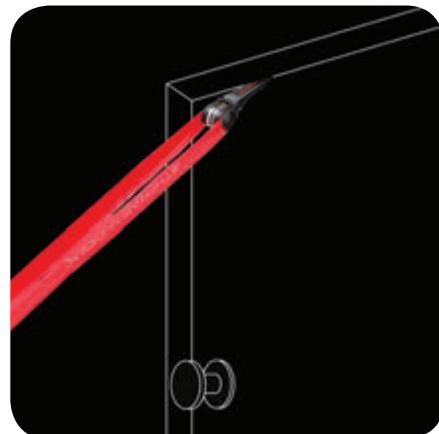
CONTACT
YOUR REGIONAL
REP FOR MORE
INFORMATION.

STABILITY ANYTIME, ANYWAY, ANYWHERE.

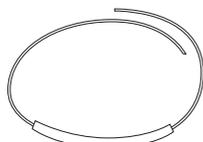


Meet the Portable New TheraBand Anchor

- Anchor attaches quickly and securely to any stable object
- Soft cradle accommodates all CLX color progressions
- Conveniently allows rehabilitation and strength-building exercises to continue
- Lightweight & portable



In A Door



Around An Object

TWO ANCHORING OPTIONS





RESISTANCE JUST GOT A WHOLE LOT SMARTER

PRACTICAL. VERSATILE. DYNAMIC. GENIUS.
TheraBand is the pioneer in resistance band innovation for exercise and rehab. Now, the smartest solution is more brilliant than ever with TheraBand CLX, the first and only resistance band with connected loop technology that lets you easily loop the band around hands, feet, legs, and anchor points without stopping to change positions or tie knots.

Learn more at therabandclx.com

CLX™

CONNECTED LOOP EXERCISE
RESISTANCE BAND



Loops Expand Exercise Potential

 THERABAND®

NEXT-GENERATION ELASTIC RESISTANCE, FROM THE MOST TRUSTED BRAND

INCLUDES THESE THERABAND® PRODUCTS:

- (2) 42" Anodized Aluminum Wall Tracks with Slide Track Connections
- (1) CLX™ Station Full-Color Poster
- (7) TheraBand® CLX™ (colors: yellow, red, green, blue, black, silver, gold)
- (3) CLX™ Station Anchors
- (1) Accessory Rack
- (1) Installation Instructions



INTRODUCING A STRONGER WAY TO STRENGTHEN.

MEET THE NEW THERABAND® CLX™ WALL STATION.

The only total-body rehabilitation system strong enough for use with all resistance levels of TheraBand CLX. That means your in-clinic strength-training for rehabilitation, prevention, and performance can all be done on the same compact, wall-mounted station with the TheraBand progression you and your patients already know and trust. Our TheraBand CLX door anchor allows you to quickly transition your in-clinic training to a consistent home exercise program for your patient.

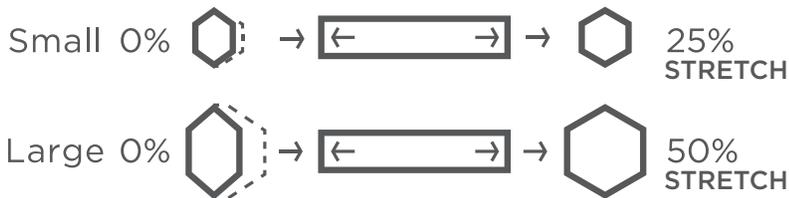
LEARN MORE AT THERABANDCLX.COM

THERABAND
CLX

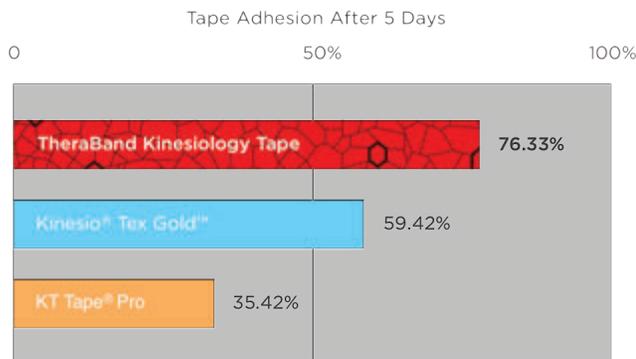
STATION

EXCLUSIVE XACTSTRETCH™ TECHNOLOGY

Tape stretch indicators for perfect application every time



- Provides pain relief, muscle and joint support
- Non-Latex, non-irritating, and allergy tested



Over a 5-day period, TheraBand Kinesiology Tape outperformed the KT Tape® and Kinesio® Tex Gold™ with better adhesion.*



IT'S TIME TO STOP BEING **INTIMIDATED** BY KINESIOLOGY TAPE

Most kinesiology tapes leave you guessing if you've applied it correctly, with no real way of knowing, but TheraBand XactStretch™ Kinesiology Tape uses built-in stretch indicators so the perfect application is never intimidating - It's easy.

Learn more at theraband.com

XACT 
STRETCH
TECHNOLOGY

XactStretch™ Shapes



Make Perfect Application Easy



LINDSEY VONN
CHAMPION SKI RACER

 **THERABAND**®
KINESIOLOGY TAPE

CAN YOU SPOT THE POOR TECHNIQUE?



CAN YOU FIX IT?

TheraBand has developed full lines of products that help coaches improve performance, correct technique and strengthen on or off the field.

Contact your TheraBand representative to take your players to their next level of performance.

 **THERABAND®**

OUR EQUIPMENT AND EXERCISES ARE READY TO BE PART OF YOUR TEAM.



TheraBand CLX



Massage Roller



Stability Trainers



Exercise Balls

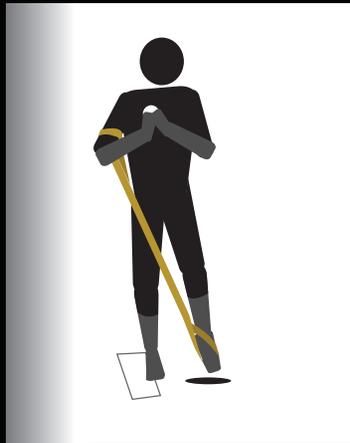


FlexBars



Soft Weights

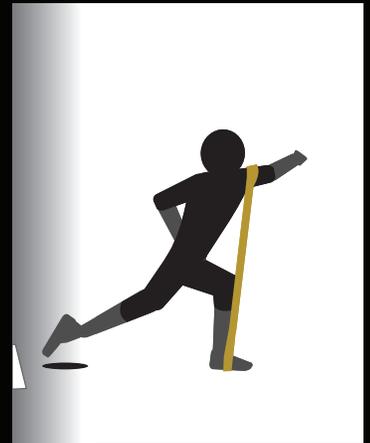
CLX Pitching Elbow Position Exercise



1. Loop CLX on the bicep close to the elbow and around the stride foot. Assume stretch position.



2. Move through the pitch allowing the CLX tension to keep the elbow down.



3. Continue through the throw then repeat, increasing speed until at a full pitch speed.

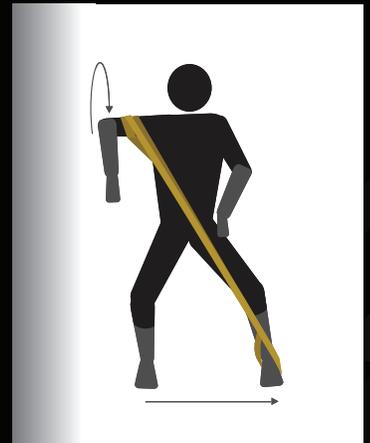
CLX Shoulder Rotation Exercise



1. Loop CLX twice around the bicep close to the elbow and secure the end loops around the opposite foot. Stand with knees bent, feet shoulder width apart with the throwing arm parallel to the ground at the hand raised 90 degrees.



2. Stride the opposing foot away from the throwing arm while rotating the throwing hand forward.



3. Plant the foot and lower the hand until it is facing down while keeping the bicep parallel with the ground.

The Best Biofreeze® ever provides a longer-lasting experience and a smoother application.*



- Helps relieve sore muscles, back pain, and joint pain
- Last up to 36% longer*
- Optimized to apply smoother
- Available in spray, gel, and roll-on applications



CONTACT YOUR REGIONAL REP FOR MORE INFORMATION.

*Biofreeze professional Roll-on formula, compared to regular Biofreeze Roll-On. Biofreeze Professional Gel formula lasts 18% longer compared to regular Biofreeze Gel

LESS PAIN. MORE PLAY.



**Biofreeze Professional provides pain relief
to get your athletes back in the game.**

The #1 clinically recommended brand is now optimized to apply smoother
and last up to 36% longer* - the kind of performance you'd expect from a pro.

Learn more at Biofreeze.com

Contact your distributor or visit biofreeze.com

 **BIOFREEZE**[®]
PROFESSIONAL

DREW BRES
PROFESSIONAL QUARTERBACK
AND BIOFREEZE USER

*Biofreeze Professional Roll-On formula, compared to regular Biofreeze Roll-On. Biofreeze Professional Gel formula lasts 18% longer compared to regular Biofreeze Gel.

TIME FOR SPORTS MASSAGE TO GO PRO.



Bon Vital'® Muscle Therapy Massage Creme

Perfect for sports massage, deep tissue, neuromuscular, and trigger point modalities. Pumpable. No Nut Oils. Paraben Free!

KEY INGREDIENTS:

- Rosemary Oil: long known to be cleansing, invigorating, and clarifying
- Dwarf Pine Oil: helps soothe muscles with a slight warming affect



Bon Vital' Deep Tissue Massage Creme

Specially formulated to provide easy glide with more grip and control for slow, relaxing, deep tissue techniques. Leaves no greasy feel. No Nut Oils. Paraben Free!

KEY INGREDIENTS:

- Jojoba: well accepted by the skin and highly moisturizing
- Grapeseed Oil: helps nourish skin and enhance skin tone



Prossage® Massage Balm

Provides cooling relief and is excellent for soft tissue mobilization, scar mobilization, instrument-assisted, and a range of other soft tissue therapies.

KEY INGREDIENTS:

- Menthol: cooling relief
- Dwarf Pine Oil: muscle soothing

NEW



Bon Vital
complete™
a premium dual purpose creme

Marula Oil +
Arnica Extract

HYPOALLERGENIC

8 fl. oz. (237 ml)

HYPOALLERGENIC
UNSCENTED

bonvital.com

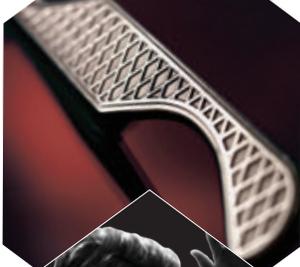
Bon Vital®

complete™ versatility

Introducing the newest advancement
in dual purpose creme

Versatility has been mastered with new Bon Vital® Complete, a premium dual purpose creme that flawlessly combines the features of an oil and lotion, so you can transition from high glide to deep tissue work with ease. Marula, Olive, Avocado and Jojoba Oils provide intense hydration and skin restoration, while Arnica, Horse Chestnut and Ivy Extracts are known to soothe soreness when combined with massage.






SCRAPE, TAPE & MOVE

LEARN THE TECHNIQUE

This course combines evidence and practical applications which allow athletic trainers to immediately implement into their practice. These advance techniques include IASTM, taping, and a movement-based approach to achieve better performance and outcomes in rehabilitation. Register for the 2 day course and receive Level 1 IASTM and Biomechanical Taping certifications. All participants will receive free product valued at over \$150.

8.5 EBP's on Day 1. Earn 8 additional Category A plus certifications on Day 2

	REGULAR	EARLY BIRD
2-DAY COURSE	\$645	\$595



Advances in Clinical Education is approved by the Board of Certification, Inc. to offer continuing education to Certified Athletic Trainers.

Advances in
Clinical Education®



A man in a red polo shirt is examining the arm of another person. The background is a bright, slightly blurred indoor setting.

MAKE THEM
BETTER.
BECOME
BETTER.

The Performance Health Academy brings quality clinical content right to your fingertips. Stay up-to-date with the latest trends and techniques that are fueling the athletic training field and immediately implement these practices into your practice for maximum results. Find articles and videos from the world's top clinicians. Search over 900 exercises and create your own exercise programs. Improve your skills and clinical outcomes with a wide variety of CEU opportunities. Catch up on ground-breaking studies that drive and support evidence-based practice.

performancehealthacademy.com

 **PERFORMANCE
HEALTH ACADEMY™**

RESEARCH. EDUCATE. PERFORM.

CRAMERBLITZ

COMING SOON TO A CITY NEAR YOU



The Cramer Blitz gives our team the opportunity to highlight and sample products from Cramer, Active Ankle, TheraBand, Biofreeze, Therapearl, and Bon Vital with athletic trainers in selected metropolitan areas. These prominent brands are part of the Performance Health brand family and are available through all athletic training distributors.

For more information and to see upcoming events, go to cramersportsmed.com/blitz





CELEBRATING
100
YEARS
1918-2018

CORNERSTONE SPONSOR



NEW ORLEANS

COME JOIN US FOR OUR 100 YEAR CELEBRATION

Cramer wants to reward you with multiple monthly chances to win FREE registration (value of \$235, early registration fee) for NATA 69th Clinical Symposium & AT Expo, in New Orleans, LA.

VISIT CRAMERSPORTSMED.COM/NATA-2018 TO SIGN UP



CELEBRATING
100
YEARS
1918-2018



@cramerproducts



cramerproducts



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Performance Health®, Bon Vital®, Biofreeze®, TheraBand®, the Color Pyramid Design™ and Associated Colors™, CLX™, XactStretch™, Pedigenix®, Prossage®, Cramer®, Tuf-Skin®, QDA®, Skin Lube®, Shark™, De-Hesive™, Eco-Flex™, ThermoFlo Max™, and Powerflo™ trademarks are property of Performance Health and/or its subsidiaries and may be registered in the United States and other countries. Unauthorized use is strictly prohibited. ©2017 Performance Health. All rights reserved.