



Matlin Mfg. Inc.

Postural Rehab Solutions Since 1986.

Product Catalog #39
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PO Box 3813, Phenix City AL 36868 PH 334-448-1210 www.matlinmfg.com

Postural Rehab

Our established clients will notice this catalog is substantially thinner than previous editions. We've always carried a number of products which, although they fulfilled a niche within the field of postural rehab, were just never very profitable for us. In the interest of simplifying both my business and my life, I am reducing our product lineup to just the core products which have always been the bulk of our business.

To this day, extension traction remains the single most effective tool available for restoring the sagittal curves. Hopefully, this "back to basics" approach (*see my commentary on Pg. 5*) will also help simplify things for our newer clients trying to get a handle on the fundamentals of corrective care. As always, thanks for your friendship and your business.



Mark R. Payne DC
President– Matlin Mfg. Inc.

Our Policy.

- Matlin products are only sold to licensed health care providers and are **NOT** for sale to the general public.
- This catalog is distributed only to licensed health care providers and we do our best to keep your professional pricing confidential.
- All Matlin products are for use **ONLY** under the prescription and/or supervision of licensed health care providers. Improper use may be dangerous..
- Information contained herein is provided only as a means of describing the typical use of these products and is **NOT** intended as healthcare advice for any particular patient or condition. Consider it a communication from one professional to another.
- Matlin products are provided without any warranty, express or implied, as to their fitness for any particular purpose or use by any particular individual.
- The determination to use our products with any individual patient, as well as any risk attendant with such use, rests entirely with the attending professional. It is up to you, as the attending doctor, to determine what is appropriate and safe for your patient(s).
- By ordering any product from Matlin, you are acknowledging that you a) are a licensed healthcare provider, b) understand and are familiar with the products and related treatment concepts and c) that you accept sole responsibility for their use.

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In the beginning,

Chiropractors were largely focused on the relationship between normal spinal alignment and healthy bodily function. We focused (often obsessed) on tiny intersegmental misalignments/subluxations as theorized by Palmer and others. Common sense should have dictated that if small misalignments were all that important, then large ones must matter as well. Unfortunately, common sense was no match for the dogma of the day and the overall global alignment of the spine (posture) was all but ignored even though we all knew intuitively that the spine should be straight in the frontal plane and curved in the lateral. And so, we remained a profession focused on the smaller picture of intersegmental misalignment/subluxation. By the early forties almost every chiropractor had an x-ray unit. Doctors started to realize, that in spite of what they had been taught, their adjustments often weren't doing much in the way of correcting intersegmental subluxation, much less global spinal alignment (a fact since demonstrated in several research papers). This produced a real conundrum. Patients felt better after our adjustments, but spinal alignment (both global and segmental) was often stubbornly resistant to change.



Eventually Palmer's overly simplistic model of subluxation as a "hard bone out of place and pinching a soft nerve" would be replaced by a "new paradigm" which redefined the therapeutic action of our adjustments solely in terms of restoring spinal motion. Proponents of the motion paradigm told us spinal alignment didn't matter as long as the vertebrae "moved" properly when palpated. *(As if any mechanical structure can move properly without proper alignment)*. Within a decade, spinal misalignment was little more than a philosophical dinosaur in chiropractic. Today, many younger practitioners have no idea why spinal alignment is important, let alone how to do it. To make matters worse, the paradigm shift took place during a time when chiropractic research was starting to really make strides in terms of what worked (and didn't work) in terms of correcting spinal structure.

As we've abandoned our focus on spinal alignment, other professions are moving rapidly forward to fill the gap. The literature is now rife with papers by PTs and MDs exploring therapeutic approaches to biomechanical correction ranging from rehab to surgery to the extent that spinal misalignment (Postural imbalance) is becoming rapidly accepted as an indicator for not only for extensive rehab programs, but also radical new approaches to spinal surgery. Step by step, our competition is cementing its ownership of the scientific literature base on structure and function. In the process they are stripping away the very foundation of chiropractic, that healthy function requires healthy structure, and claiming it as their own. If we hope to survive and thrive as a profession, we simply must understand what has happened to the profession and take steps to do better.

The good news is we now know a lot more about how to make great structural corrections. I have covered some of the basics in a series of **FREE REPORTS... *The Best Corrections of Your Career***. The methods are simple, affordable and can be used by doctors of all backgrounds and techniques. My purpose in preparing the Best Corrections series was to explain what works, what doesn't, and help you put this into a clinical framework that can be easily worked into your existing practice. You will quickly notice our products are focused on restoration of sagittal plane postures. I do this for two reasons: 1) loss of sagittal spinal balance is both extremely common and severely impactful to your patients and 2) restoration of sagittal alignment has always been a particularly frustrating area for most doctors. That shouldn't be taken to mean frontal plane postures aren't important...They are. It's just not what we do here.

*Mark R. Payne DC
President*

**START
HERE**

The Original DAKOTA Traction™



Caution...Not for use by patients for whom extension of the head and neck is contraindicated.

Correcting the cervical curve is one of the most challenging aspects of corrective chiropractic. Our Dakota Traction provides proven compression traction forces to help restore lordosis and reduce associated forward head postures. Works with a wide range of neck configurations. *(see comments below)*

Mechanism: Provides extension/compression traction to stretch tight, contracted, soft tissue on the anterior aspect of the spine in order to allow for the return of the normal lordosis. Compression traction force is provided with a single elastic band over the forehead pulls the head down and backward, bringing the neck back into full extension. Tension is fully adjustable and remains constant from session to session.

Comments: We recommend Dakota Traction as the foundation of your home traction program due to its simplicity and efficacy. It is durable, affordable and allows for traction to be performed daily at home. A single daily session of 20-30 minutes is recommended. For use only in carefully screened patients (FREE SCREENING PROTOCOL available on request.). In the event the compression loading force are not tolerated well, doctors may consider one of the alternative methods on the following pages.

Volume Discounts Are Available- See CASE PRICING BELOW

1-5 units: (Broken Case Price)	\$34.75 ea.	Item # DT-1
Single Case (6 Units) -	\$178.50. <i>Only</i> \$29.75 ea. You save \$30.00.	Item # DT-6
Double Case (12 Units)-	\$339.00. <i>Only</i> \$28.25 ea. You save \$78.00	Item # DT-12
Triple Case (18 Units)-	\$481.50. <i>Only</i> \$26.75 ea. You save \$144.00	Item #DT-18

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Compression-CounterStressing Traction

Compression-Counterstressing Traction (aka the "Stynchula Method") offers a comfortable alternative for applying extension-compression forces to stretch the anterior soft tissues in the neck. In use for nearly three decades. Our #1 method for **IN-Office traction**.

This method requires two pieces of equipment: 1) a weighted head harness pulls the head down and backward and 2) a CounterStressing Strap which goes behind the neck and pulls forward into the lordosis. The forward pull of the CounterStressing Strap supports the neck and prevents painful overextension of the facet joints which can be an issue for some patients. Compression Counterstressing traction can provide a more comfortable alternative for patients who don't tolerate the unsupported loading of the Dakota traction. Available in both "take home" and "professional" quality for IN-OFFICE use. **See below for ready to use kits. Separate components available on pg.9..**

HOME KIT

Includes one CET-1 Home Quality Traction unit w/ weight bag, and one CSS-1 Home Quality CounterStressing Strap (see photo at left). Tabbed end of home Counterstressing Strap attaches easily into any door frame. Counterstressing strap provides forward pull and support into middle neck while weighted harness pulls head back into full extension. Patient instructions included. *(Weight not incl. You add weight to unit using rolled pennies (three rolls = 1 lb) We suggest 2-3 lbs as a starting weight for most adults. ** Color: Black . * Not recommended for use with children.*

Only \$26.95 ea. Item # STYNCET-1 (**Sug. Retail \$55.00**)

PROFESSIONAL GRADE KIT

Our BEST kit for both IN-OFFICE Traction & Basic Rehab.

Everything needed for IN-OFFICE Traction PLUS basic rehab. Incl. one pro grade traction harness (Item # CETPRO) w/ steel snap hook, Three weight bags (item # CETB) allow for quick weight changes and our **newly designed CSSPRO PLUS CounterStressing Strap (see right) provides both CounterStressing support for traction PLUS resistance exercise using the same piece of equipment.** Four latex tubes (LGT, MED, HVY, XHVY) may be used singly or in any combination for a wide range of resistance levels. PLUS new booklet... **Spinal Basics...An Exercise in Simplicity.** Color: Gray only.

Only \$60.50 ea. Item # STYNPRO+ (Reg. \$77.20. if purchased separately)



Cervical Extension Traction (*Supine*)

Purpose: To be used as an aid in restoring the cervical lordosis. Traction is generally performed off the edge of the bed. Weighted harness provides both extension and long axis traction. Generally used with a fulcrum or roll for neck support (*sold separately-see below*)

Description: Soft, comfortable, universal harness w/ adjustable forehead strap. Heavy duty weight bag holds up to seven pounds of rolled pennies for weight (three rolls = approximately 1 lb.) Suggested starting weight is three pounds for most adults. Color black only.

Comments: Although this method is generally not as effective as compression traction methods, it may be better tolerated by some patients due to the long axis traction component. We suggest this as an alternative for patients unable to tolerate Dakota Traction (pg.6) or Compression-Counterstressing Traction (pg.7) .



Supine Use

Supine traction with a weighted harness generally requires a roll or fulcrum (see below) for support.

Only **\$16.00 each** Item # **CET-1**

Accessories For SUPINE Traction



Multi Purpose Rolls: Many doctors prefer a simple roll beneath the neck. Most doctors prefer the 3" roll for 90 % of patients and generally only use the 4" only for very tall patients. Firm open cell foam. Uncovered. Color gray. 12 inches in length.

S.M.A.R.T. Blocks- Normally used for spinal remodeling, (*see pg. 12 for more detail*), can also be used to provide support during supine traction. Layered/Interlocking design is adjustable **from 2 1/2" up to 4 3/4"** for patient comfort. Firm, open cell foam Color Gray. Uncovered.



3" Roll (uncovered) - Item # **MPR-3:** Only **\$4.75 ea.**

4" Roll (uncovered)- Item # **MPR-4:** Only **\$5.75 ea.**

Item # **SMART-C:** Only **\$8.75 each**

Individual Traction Components

HOME Quality Traction Harness.

Standard weight webbing. Plastic hardware. Weight bag/foam roll (shown here) not included. Use seated or supine. Available in Black only.

only \$9.00 ea.
Item # CETH



PROFESSIONAL Quality Traction Harness

Heavy duty webbing. Metal hardware for quick easy weight changes in your office. Includes head harness only. Weight bag not included. Use seated or supine.. Available in Silver or Blue

only \$12.75 ea.
Item # CETPRO



HOME Quality Counterstressing Strap

Provides static Counterstressing support for home use. Tabbed end secures into any standard door frame. Black only. Head harness not incl.

only \$11.75 ea.
Item # CSS-1



New CSSPRO PLUS

PRO quality. Use for IN Office. Perform both **Counterstressing traction and resistance exercise** with a single versatile strap. Provides multiple levels of resistance w/ four grades of tubing (see pg.11).

only \$32.50 ea.
Item # CSSPRO PLUS



Standard Cloth Weight Bag

Durable nylon material with Velcro top closure and grommet for attachment to harness. Holds approx. 7 lbs of rolled pennies (3 rolls = approx. 1 lb.)

only \$8.25 ea.
Item # CETB



Basic Resistance Module



Add our resistance module to your existing Professional Grade Counterstressing Straps or XTRAC Lumbar Traction devices, to enable a wide range of resistance levels. Suitable for most common spine and extremity movements. Instructions Included.

only \$19.95
Item #BRM

Lumbar Extension Traction

Purpose: To be used as an aid in restoring the normal lumbar lordosis.

Description: May be used seated or supine. Suitable for HOME or IN-Office use. Directs extension traction force into the lumbar spine at the precise point and vector recommended by the doctor. Traction force is derived from the patient's own body weight (supine use) or muscular effort (seated use)

Comments: For HOME use simply insert the tabbed anchor strap into any hinged door frame and close door. Patient places padded strap as directed and tightens to desired tension. No need to continue holding strap once adjusted to proper tension. Quick release for easy exit. Easy installation. No tools required.



Supine use for " passive extension traction of lumbar spine.



Seated use for "active" extension exercise/ traction effect.

IN-OFFICE use is generally in the seated position. With strap attached to the wall of your rehab area (See our **UniRAIL Wall System** on page 11), patient leans forward, tightens strap, and then "actively" extends the L-spine. Extension forces are generated via ACTIVE contraction of the lumbar extensors providing both exercise of the extensor muscles and a forward traction effect into the lordosis. Complete instructions for installation, supine and seated use provided. Total patient control of traction force allows every patient to start at their own comfort level and progress as they are able. Simple design enables exact duplication of traction force from session to session. Another Matlin first.

Item # **XT-1** *Only* **\$31.50 ea.**
Complete instructions included.

UniRAIL Wall System

Provides secure, versatile attachment of traction/rehab equipment to wall of your rehab suite. May be used with a wide range of equipment. Sturdy, powder coated, steel track is 60" long. Sliding anchor point adjusts up or down for traction or exercise at the desired angle. Easy one hand operation. Available in white or neutral gray. Attach in minutes with standard tools. All hardware/instructions included. Compare to wall systems by other manufacturers costing hundreds of dollars more. No one touches this value. Satisfaction guaranteed. * Item subject to "Oversize" Shipping fees.

only \$149.00ea Item# **URWS**

Add Treatment Modules to meet your clinical needs.



Cervical Traction / REHAB

So easy... Everything you need to get started with Cervical Compression-Counterstressing traction and basic rehab in your office.. Plus an extra discount when purchased with Unirail Wall System! Includes our already discounted STYNPRO Traction Kit (See pg. 7 for full details.) complete with Pro grade harness, Counterstressing strap, Basic Resistance Module and three weight bags for quick easy weight changes. .



Traction



Rehab

Only \$55.50 w/ purchase of UniRAIL Wall System (Reg. \$77.20) Item # **UTRC**

Lumbar Traction / REHAB

Everything needed for IN=Office Lumbar Extension Traction plus Basic Rehab. Kit includes 1- XTRAC Lumbar Traction device, 1- Seat wedge (shown) for use during extension traction/rehab to accentuate lordosis and 1- Basic Resistance Module which can be used for a wide range of basic rehab movements. Complete instructions included.



Rehab

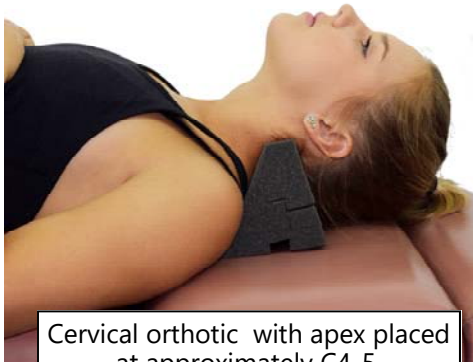


Traction

Only \$37.75 w/ purchase of UniRAIL Wall System. (Reg.\$44.25) Item #**UTRL**

NEW

S.M.A.R.T. Spinal Orthotics. (Sagittal Maintenance And Remodeling Tools)



Cervical orthotic with apex placed at approximately C4-5.
Order **Item # SMART-C**

For decades, chiropractors have used rolled up towels, foam rolls, and more recently, a variety of exotically shaped cervical orthotics to help rehab the sagittal curves. Now, there's a better way. Our S.M.A.R.T. series orthotics serve a dual purpose: 1) for MAINTENANCE CARE/SUPPORT once the lordosis has been successfully rehabilitated OR, 2) for use as an alternative treatment method for those patients who can't/won't perform more effective methods of extension traction. Simply determine a comfortable starting height for your patient and allow them to work up to 15-20 minutes of daily use. Once patient is tolerating the device well, you can increase the corrective force slightly by adding another spacer to increase the wedge height.

Adjustable Height. No more "one size fits some" products. Layered/Interlocking design for stability. Firm but Comfortable. Maintains corrective contours. Simplify and SAVE \$\$. Eliminates stocking of multiple sizes.



Lumbar orthotic with apex placed at approximately L3-4.
Order **Item # SMART-L**

SMART Orthotic (CERVICAL)- *only \$8.75 ea.* **Item # SMART-C**

SMART Orthotic (LUMBAR) - *only \$13.75 ea.* **Item # SMART-L**

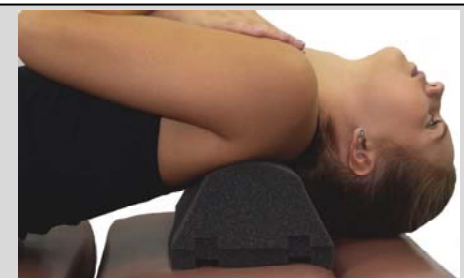
Cervical orthotic adjustable from 2.5" to 4.5" H in 1/2 " increments. Lumbar orthotic adjustable from 2.75" to 5" H in 3/4" increments.



*Doc, If you're buying over priced, exotically shaped neck orthotics, **DON'T BE FOOLED.** There's nothing mysterious about this! Spinal remodeling just extends the spine over a properly placed fulcrum to open up narrowed disc spaces and stretch the anterior soft tissues. It's unlikely to*

*be as effective as extension traction methods but it's still a useful tool for curve maintenance or patients who can't tolerate extension traction **Mark R. Payne***

Adjustable Arch Fulcrum: Provides economical remodeling in supine position for HYPERkyphotic thoracic spines at a fraction of the cost of most thoracic arches. New interlocking base allows secure placement of spacer(s) underneath to raise arch height up as needed. Start low. Add spacers as your patient is able to tolerate more force.



Arch Fulcrum (3 1/2" hgt) *only \$10.50 ea.* **Item # TA-1**
1" Spacers *only \$2.75 ea.* **Item # TAS-1**

Postural Support for the Workplace.

In my humble opinion, extension traction and therapeutic exercise are the most effective tools available for structural correction. Period. Everything else is in a very distant third place. Obviously, there are any number of postural support products on the market. These are just a few that we offer which may serve to fill a unique niche. If your patient spends hours on end “driving” a desk, or a truck, they are worth considering.



Typical slumping seated posture with loss of lumbar lordosis.

Seat Wedge

Purpose: Provides support for the normal lumbar lordosis by encouraging proper sitting posture. Simple uncovered foam wedge tilts pelvis forward slightly to rein force the lumbar lordosis.

Comments: Inexpensive. Effective. Helps prevent slumping of the lumbar spine into flexion and hypolordosis. Encourage patients to use for short periods each day until they regain enough strength to sit properly all day. Made of firm, durable, open cell foam. **UNCOVERED.** Very effective, very low tech, just the way I like it.

Only \$12.25 ea. (Suggested Retail \$24.00) Item # SW-15



Proper seated posture. Head erect, lumbar lordosis intact!



Bentley Back Right

Purpose: Provides seated support to the upper lumbar lordosis. Firm open cell foam with gray cotton twill cover. Complete with tie straps to attach to office or car seats. Device targets support into the upper lumbar spine in a way completely different than other low back cushions.

Comments: Unique cushion designed by Dr. Roger Bentley of Delta CO. Unlike other cushions which introduce curve into the lower lumbar segments, this cushion gently reinforces curve into the upper lumbar segments where it is often needed most. Use for patients with loss of curve in the upper lumbar or posterior translation of the thoracic cage relative to the sacrum.

Only \$15.50 ea. (Suggested retail \$24.95) Item # BBR

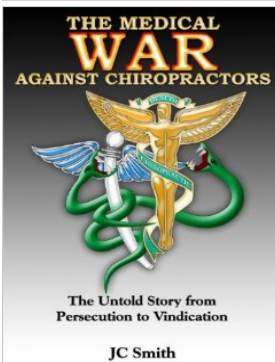
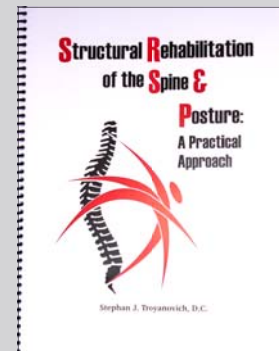
Suggested Reading

Structural Rehabilitation of the Spine & Posture: A Practical Approach

by Stephan J. Troyanovich DC

Interested in postural correction procedures but don't care to spend thousands on seminars? Curl up with Dr. Steve's classic for a few hours. Learn from one of chiropractic's most published researchers and talented teachers. Nobody in the profession teaches structural chiropractic procedures as well as Dr. Steve. Posture analysis, X ray interpretation, extension traction, postural adjusting and exercise...Dr. Steve covers all the bases for busy practitioners who just want the nuts and bolts of what postural chiropractic is all about. We are very proud to be able to offer this book. Read it this weekend. You'll be a better doctor on Monday. **Soft Cover, Coil Bound. 140 pages. Over 190 illustrations.**

Only \$49.95 ea. Item # TROY-1



The Medical War Against Chiropractors: The Untold Story from Persecution to Vindication

by JC Smith DC

My friend and colleague JC Smith (Warner Robins GA) has done an outstanding job of documenting the dark side of American medicine's political war against our profession. Dr. Smith documents events, tactics, and names the characters involved. We've made a special volume purchase of this great book and we're passing the savings on to you. This book should be in every doctors library. Buy the bargain. Read the book. Know your enemy.

Only \$19.95 Item# JCS-1

ScienceInBrief.com

We find the scientific articles that matter, condense them into easily digestible reviews, and deliver them weekly to your In-Box.



We publish two **FREE** newsletter services to help you deliver better outcomes. Unsubscribe at any time and of course we never share your information with anyone.

Mark R. Payne DC
Pres.

POSTURAL REHAB

Monthly E-Newsletter covers topics related to postural chiropractic. Available to chiropractors and chiropractic students.

NEW CLIENTS ONLY- HOME Traction Starter Kit

Thinking about implementing a HOME traction program with your patients? Here's **my best deal ever** to get you started toward the best corrections of your career. EVERY. THING. YOU. NEED. PERIOD. Twelve item assortment of the best extension traction tools available. One GREAT Discount.

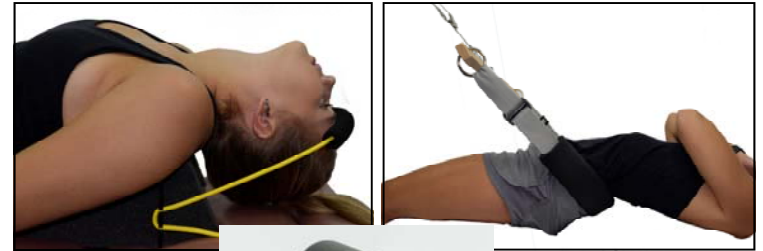
- 6 - Original DAKOTA Traction (see pg. 6)
- 2 - X-Trac Lumbar Traction (see pg.10)
- 1 - Seated Compression Traction Kit (see pg.7)
- 1 - Supine Cervical Traction Unit (see pg.8)
- 1 - 3" Cervical Roll
- 1 - 4" Cervical Roll

ONLY
\$219.95*

Reg. \$294.95.
Order Item # HTSK

SAVE \$75.00!

*Limit One Per Doctor/Clinic. Limited Time.
Sorry this offer for NEW Clients **Only**.



SMART Orthotic (Cervical))
Reg. \$8.75 ea.
See pg. 12 for details

SPECIAL OFFER!

GET S.M.A.R.T.

Spinal Maintenance And Remodeling Kit

For decades, chiropractors have used everything from rolled up towels to high priced, exotically shaped orthotics to help **remodel and maintain** the spinal curves. Our adjustable height S.M.A.R.T. series orthotics (see pg. 12) are a better solution. Here's a GREAT deal to help you get started.



SMART Orthotic (LUMBAR)
Reg.\$13.75 ea.
See pg. 12 for details

Ten each of our cervical and lumbar S.M.A.R.T. Series Orthotics... **Only \$175.00***

Reg. \$225.00 (You Save \$50.00!) Order Item #GSK

*Limit ONE per doctor/clinic

Mail/Fax Order Form

ALL PRICES ARE IN U.S. DOLLARS.

To Order CALL 334-448-1210 or FAX 334-448-8403 or at www.Matlinmfg.com

Item #	Description	Quantity	Price	Total
Shipping and Handling S/H charges will be added per UPS posted Ground Rates once your order is packed and weighed. You pay exactly what UPS charges...Not a penny more. Order by Phone, Mail, Fax or Web Matlin Mfg. Inc., PO Box 3813, Phenix City, AL 36868 PH. 334-448-1210 Fax 334-448-8403 www.MatlinMfg.com			4% Sales Tax. (Alabama residents only)	
			\$ 12.00 COD charge. If applicable	
			Shipping and Handling. See left.	
			Total \$25.00 <i>minimum order</i>	

Doctor's Name (No Clinic Names Please)

Street Address

City State ZIP

Payment Method: Mastercard Visa AMEX Expires CVV Code Check Enclosed COD

Signature Phone E-Mail

Return Policy

We stand behind our products. Please check your order carefully when you receive it. If you aren't satisfied for any reason, we will refund the purchase price of your item (exclusive of shipping and handling) provided it is returned to us in new and resellable condition within thirty days of your order date. **Items over 30 days may be returned for credit only.** Items covered under another manufacturer's warranty must be returned directly to the manufacturer. We will be happy to provide you with shipping information. Return shipping costs are the responsibility of the customer.

To return any item for a refund you should:

1. **Call 334- 448-1210 for a refund authorization.** Items returned without authorization will be refused. (If you were displeased for any reason, please let us know why so we can better serve our customers in the future). Your input is appreciated.
2. **If possible return items in the original box.**
3. **Although not required, we highly recommend using a private carrier such as UPS.** In our experience, the postal service loses a lot of packages and they can be very difficult to trace. Plus, UPS insures your package up to \$100.00 at no extra cost. **NOTE:** UPS will not ship to our PO BOX. All private carrier shipments should be to Matlin Mfg Inc, 3787 Opelika Rd. Unit B, Phenix City, AL 36870