

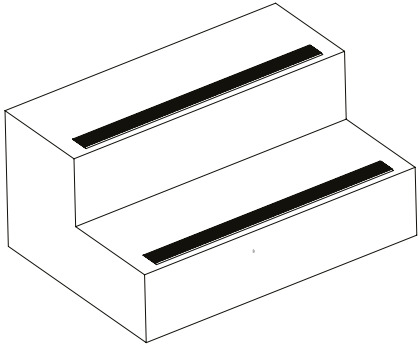
Product

Benefits

Timeline

Building codes

1. Grip Strips



Better visibility

Provides grip

Pilot

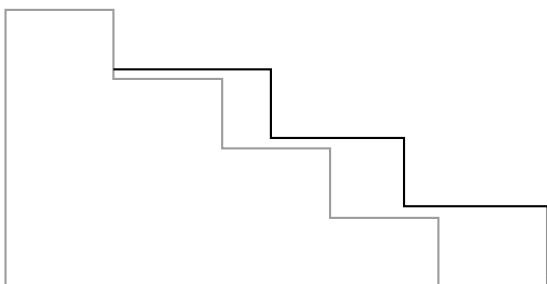
Now

Full automated production

1 year

Unaffected

2. StairWear
(Outdoor steps)



More foot space

Better visibility

Provides grip

Pilot

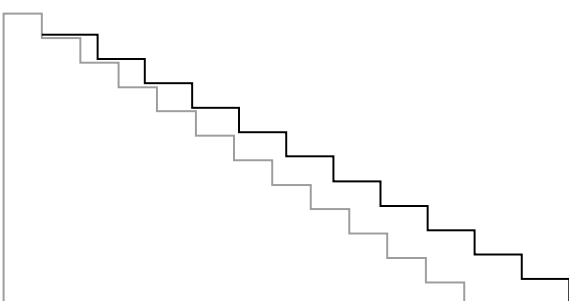
6 months

Full automated production

2 years

Unaffected

3. StairWear
(Indoor stairs)



More foot space

Better visibility

Provides grip

Pilot

18 months

Full automated production

3 years

May be limited

Will work for many people, not for others. Read more in the following section.

NOTE

StairWear provides attachments to existing stairs in an effort to make them safer for users and to help prevent falls, especially among the elderly. As such, the majority of the market is dominated by houses that were built under older, less safe building codes, and StairWear aims to bring these up to the new, safer standards in a cost-effective, non-permanent way.

Products 1 and 2 (above) are not affected by building code regulations, and many of the people interviewed for this project believe that Product 3 should also be unaffected by these codes, as it is essentially a non-permanent 'rigid rug', rather than an alteration to the actual construction. However, if it is decided that Product 3 (Indoor StairWear) is affected by building codes, the following shows the potential areas where some customers may be limited when purchasing the product.

It is also important to note that StairWear products will not be installed without professional measurement-taking, and that the website will not allow customers to purchase a StairWear configuration that breaches the building code of their country/state. The site will also allow users to request a permit/inspection when interested in buying.

Legend

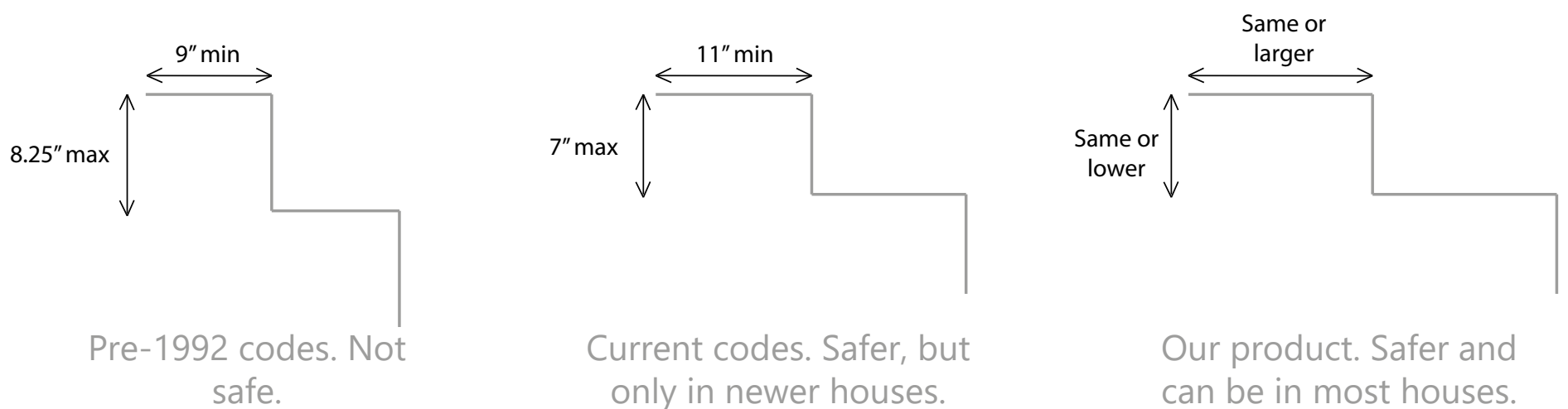


No issue

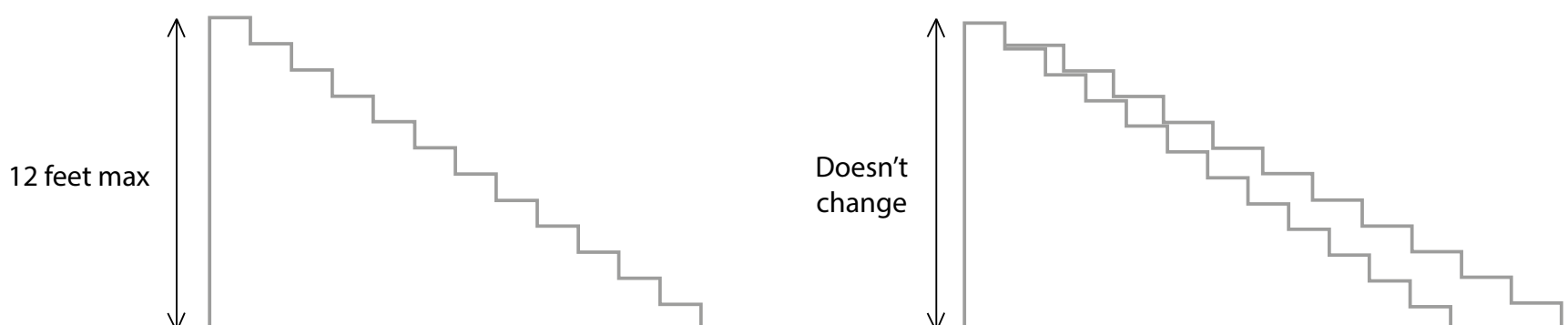


Some customers may be limited

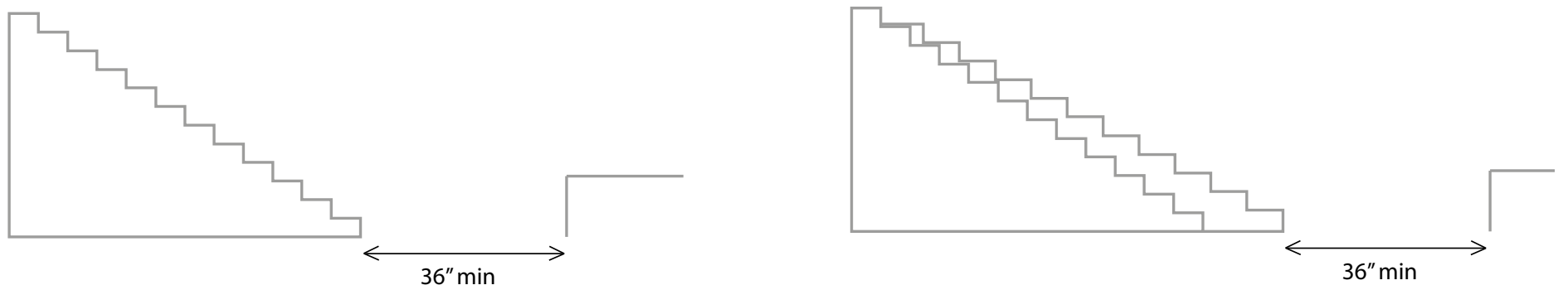
1 Riser height & tread depth



2 Overall height

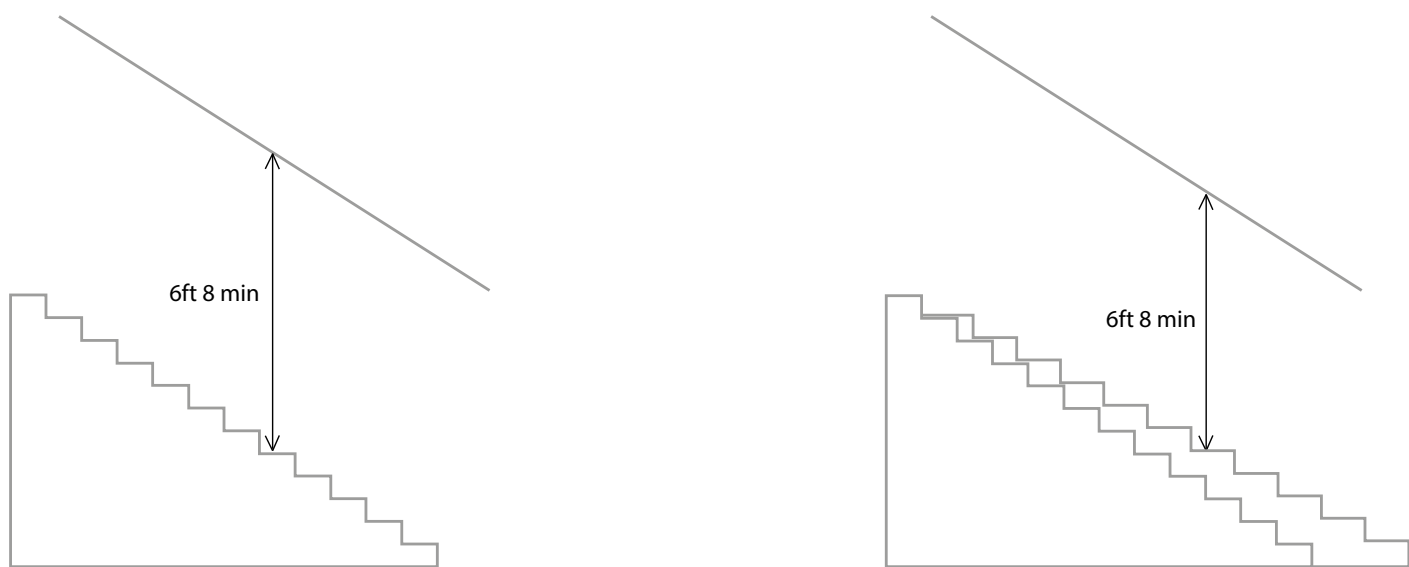


3 Overall depth



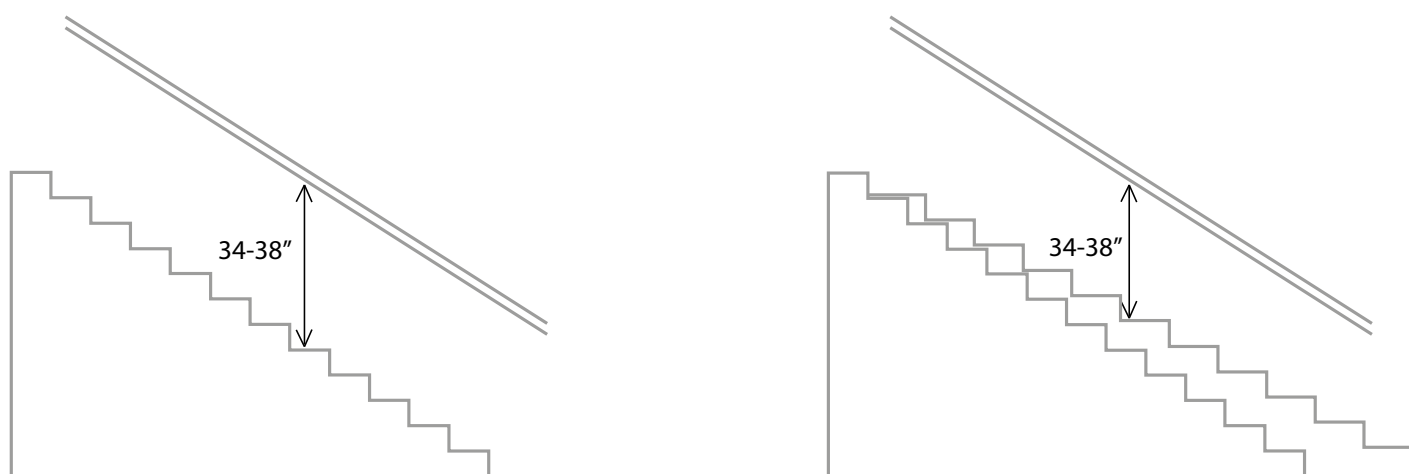
A customer will not be able to order a StairWear if it will reduce the size of the landing to under 36" or if it will interfere with a doorway. Some customers may be able to add 2 inches to each step, others only 1 inch, and others may have no extra space to play with. In this case, StairWear Grip Strips are recommended.

3 Headroom



A customer will not be able to order a StairWear if it will breach the headroom threshold illustrated above. Again, this will not be an issue for many, and for others it may limit how much foot space they can add.

4 Handrail



As the steps get wider, the angle gets less steep, and so handrail regulations may be breached when customers wish to add a lot of foot space. The installation of new handrails is already recommended for seniors.