Castle Comfort Clarion

SPECIAL
DR STIRLING'S 90TH
EDITION

Circulation: ONE QUARTER OF A MILLION
(read in hospitals, palaces and prisons)

Congratulations Doctor!

By **Jerry Attrick, Clarion Correspondent**

The last Clarion referred to the fact that a lot of us can easily reach the '90' milestone - and beyond. The team at Castle Comfort Centre are delighted that 'one of their own' is an amazing example. Dr Neil Stirling MB ChB (who has been a vital and formidable member of the team at the area's best known mobility products specialist for over 12 years himself) is entering his tenth decade.

The 'Face of Castle Comfort' as he has become known in Staffs and Cheshire – or nationally 'The Stairlifts Doctor' is seen here with the Group's directors, Keith and Ann. We think many people will indeed ensure …. it's a very happy birthday!

Remarkably, this well-known doctor is still not just still attending his office in Wolstanton, but seen regularly at the Haywood Hospital meeting many former patients and chatting about well-remembered moments and experiences. For anyone who knows little about Dr Stirling - take a look at his own website - ***www.stairliftsdoctor.com*** which includes fascinating reading about his life and times and a long (continuing) career spanning over seven decades.

A HUNDRED AND SEVENTIETH BIRTHDAY CAKE ?? ... Correct.
See page four and all is revealed.

Anyone wishing to say 'hello' in person, just let us know. As you'll see on the Castle Comfort 2017 calendar, Neil's birthday is in January, but many cards and emails of congratulations already arrived before the date, and will continue for a long time after.

Castle Comfort Clarion
SPECIAL TIME FLIES BY EDITION
Circulation: ONE QUARTER OF A MILLION (even read in palaces and prisons!)

FOUR SCORE YEARS AND TEN - it used to be three!

By Gerry Attrick, Clarion Correspondent

Yes, it was not long ago when arriving at 70 years of age was considered to be a pretty fair innings. How things have changed. It's a simple fact, due to a mixture of reasons - that we are all living longer. Healthcare [illegible]

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IN THIS CLARION EDITION ...

There's more than just special Chairs, Beds & Stairlifts –
See The Castle Classified Ads
Meet Rosa & Pat – ***They make going to hospital .. FUN!***
Get your FREE 2017 CCC Calendars

In 1997 Castle Comfort was born and started...

GIVING THINGS AWAY!

By **Thomas Ronkalot, Clarion Correspondent**

Back in the late 1990's very few places in the area dealt in mobility products - and those that did would always charge for all their services and products. That's logical of course, but Castle Comfort's founder, who became involved in the industry after searching for a riser recliner for his own mother - had other ideas.

Keith Simpson opened display stalls at Stoke on Trent's indoor markets and word went round in no time that if folk brought along their walking sticks then the stoppers would be changed without cost. Two decades on, the Wolstanton based homecare products specialists never go many days without receiving enquires for their special chairs or beds, and of course stairlifts, from those delighted folk who first met them at Hanley, Longton and Tunstall markets.

Most established businesses change with time - but Castle Comfort firmly believe that if something is popular and works well - don't change it!

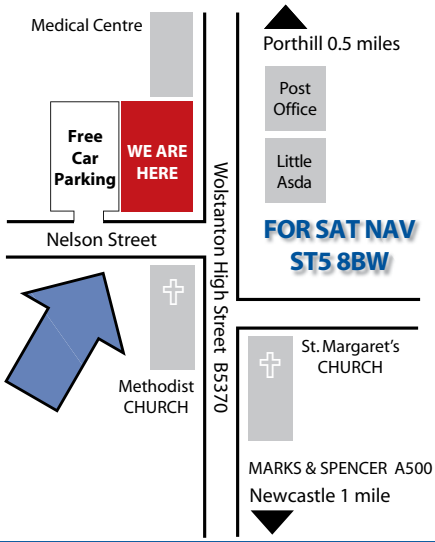
So the tradition continues, and at the Haywood Hospital the CCC team can be seen most days not just changing those worn out ferrules, but offering small gadgets and items at cost price, like the handy 'pill poppers' pictured below, that many find useful. Walkers, wheelchairs and other useful aids are offered at a special 'hospital price' - and for those of you planning a new chair, an adjustable bed or a stairlift one day, please collect your discount voucher, which when presented at time of purchase, will save you a very useful £50!

And whilst at the hospital, don't forget to to try your luck on one of CCC's *free-entry* competitions.

Rosa & Pat will cheer everyone up with FREE walking stick ferrules – and new sticks from £10.

If you miss us at the hospital why not visit the Wolstanton showrooms?

Find us between J15 & J16 of M6



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Celebrating 170 YEARS in total

and still going strong!

By Dick Roemer, Clarion Roaming Correspondent

One hundred and seventy seventy years is a long time indeed – so what lasts that long? Well, the gathering of Castle Comfort team members and friends below was to mark of course the ninety years that Doctor Stirling has achieved. But another milestone that merited some fun, food and frivolity was the sixtieth birthday of CCC's office and Administration Manager, Kathy Allan.

It's twelve year since Kathy joined the mobility products firm on a part time basis, but a busy (very busy) business like Castle Comfort soon meant that her skills and enthusiasm were needed virtually full time! Despite the work obligation, it's noted that Kathy (who has an enviable youthful appearance) has never reduced her commitment to golf, and has maintained her single figure handicap at Alsager Golf & Country Club, where she is a past Lady Captain.

So ninety plus sixty... is one hundred and fifty - so where does the other twenty years come from? Regular readers of the Clarion and customers perhaps already know that is now TWO DECADES since a small enterprise emerged from an old abandoned bank building in Wolstanton.

Castle Comfort Centre (and Castle Comfort Stairlifts) quickly became one of the leading players in homecare products, not just in Staffordshire and Cheshire, but across the UK and Ireland. So maybe a celebration at that old bank is deserved!!

Meet the people below. *Who do you recognise?*

From all of us... to all of you...

BHTA British Healthcare Trades Association

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