

EVERY WEEK IN THE UK 800 PEOPLE START TO GO UP IN THE WORLD

By Christina Roper-Clarion Reporter

There are more octogenarians living in the 21st century than the grand total of all those 80+ from all previous centuries.

Yes, that statistic sums it up - we're living longer. According to researchers, life expectancy since 1840 has increased by three months every year. That trend will continue and by 2060 we should last, on average, **for 100 years!**

We shall see how governments and the insurance world copes with that but what's certain is that businesses in the Homecare Products sector will just get busier and busier.



Dr. Stirling rides again!

Difficulty getting upstairs can come as standard with a long life which is why the STAIRLIFT industry nationally fits over 800 new lifts *every week*.

Wolstanton - based Castle Comfort Centre is well involved in all this with a UK - wide network of agents and installers - and to ensure a complete service, are linked to associate partner companies.

The www.castlecomfortcentre.com website has had visitors from Canada, the Cayman Islands and Iraq, though for the moment, whilst Riser Recliner chairs can be sent anywhere in the world the firm is restricting Stairlift

jobs to the British Isles!

Ann Bruce, CCC (UK) Director told the Clarion "Not being tied to one supplier means that we can offer nearly every brand of lift-Stannah, Minivator, Bison Bede etc." Ann explained "from the outset purchasers' families can be advised of a 'Caremore buy-back policy' should the product not be needed in the future. Rental is popular too, along with availability of low-priced reconditioned lifts."

The UK's population mainly lives in two floor semis or detached houses and the acute shortage of bungalows has caused Stairlift demand here to be the biggest in the world.

North Staffordshire residents can benefit from having a specialist like CCC on their doorsteps. A Stairlift is available to try at Wolstanton and details can be picked up at the Hanley, Tunstall and Longton Indoor Market branches. Quotes are free and entirely without obligation, with installation being possible within just a few days. Why not call free on 0800 298 3040 for details? Mrs Florence Mould of Cross Heath did just that and this was the result...



Mrs. T. Plesch OBE



Castle Comfort Centre
supply all major brands of Stairlifts. New, Reconditioned - even rental! Straight or Curved.
FREE Info Tel: **0800 832797**