

# FUTURE INDUSTRIAL TECHNOLOGIES



PREVENTING TOMORROW'S INJURIES TODAY™

Subscribe to our newsletters at <https://www.backsafe.com/contact-fit/>

## Life Changing? Heck Yeah!



Last week I swear I heard an ad on the radio about how a company's *oil change* was life changing! I started laughing because what I hadn't realized until I heard that, is that "life changing" is the buzz word in marketing today. Life changing diets, teeth whitening, vacations, hair plugs, all are promoting a need to change our lives. What is so bad about the ones we have now? I am not denigrating the value of any of these things, but an *oil change*? Really?

In my life I

have had some life changing events for sure:

- When I got married—definitely a life changer
- When I got divorced, another life changer
- Oh, and married again...for SURE a life changer
- Having children certainly changed my life. I went from caring about my golf handicap to nurturing little ones.

You can't really compare an oil change with having kids, can you??



When I heard this hyperbolic pitch to sell more quarts of oil, I reflected on what our company does for a living. Recently, I read a quote from an employee who had experienced a series of annual [Backsafe®](#) workshops. He used to have back pain a couple of times a year, and now he "has had 4 straight pain free years". Yet another employee said that Backsafe "fixed all my back problems and pain."

PREVENTING TOMORROW'S INJURIES TODAY™



I compared those employees' feedback with the oil change ad and I thought "Man, that oil changing company has a pretty low standard for changing people's lives."

**80% of the population incurs a back incident in their lifetime.** That is a horrific statistic. Talk about life changing! Back and shoulder injuries cost US companies up to \$60 billion per year. These injuries are "budget" changing too!

Being properly trained can prevent one of the most painful injuries a person can experience. Preventing these claims have helped companies to **save thousands of lost work days** per year, **saved millions of dollars in workers' comp costs**; and helped increase worker production all at the same time.

Let us help you change a life or two. And when there are less work related injuries there just may be more bonus money that can be spent on hair plugs, teeth whitening and even a great oil change or two!



Prevent tomorrow's injuries today!™  
Dennis Downing, CEO  
Future Industrial Technologies, Inc.  
[dennis@backsafe.com](mailto:dennis@backsafe.com)  
(800) 775-2225



---

This article may be reprinted in its entirety provided that the following resource is left intact:

Future Industrial Technologies, Inc. (FIT) offers workplace safety and ergonomics training programs. Backsafe® teaches employees how to perform their specific job tasks in a manner that is biomechanically correct. Sittingsafe® teaches office employees how to adapt their existing workstations so they are ergonomically correct. These injury prevention programs make your workplace safer and are proven to reduce injuries and worker compensation insurance costs.

---

© 2000-2020 Future Industrial Technologies, Inc. | All rights reserved.

Call Toll Free: 1 (800) 775-2225 | Tel: (805) 967-2485 | Fax: (805) 967-2487  
Email: [info@backsafe.com](mailto:info@backsafe.com) | <http://www.backsafe.com>