

# Earmould Solutions Guide



# Innovation in Action

At Starkey Hearing Technologies, we believe innovative technology and personal service go hand in hand. That's why we back the world's most advanced hearing products with superior customer service and support so you can be confident that you have the resources of a world-leading company right behind you.

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## Experience More.

### Your earmould requires a specialist approach...

At Starkey Hearing Technologies, we have over 30 years experience delivering first-class earmould products. Our core values of quality, service and innovation have earned us a reputation as the industry leaders in earmould manufacturing.

The development of new technology never stops and neither do we. As new products enter the market place, our dedicated product innovation team are constantly researching new products and materials to ensure the latest solutions are always available to you.

Starkey Hearing Technologies has invested heavily in digital processing, we manufacture moulds using state-of-the-art technology in both hard and soft material options.

### Benefits of Digital Earmould Production

All moulds manufactured through the digital process are scanned and held on file for 3 years. This allows:

- **Duplication.**
- **A faster response and no new impressions required if a mould is lost or damaged.**
- **Accurate consistent build.**
- **Finer, more detailed moulds than could be achieved by hand drilling.**

### Hard

A light curing non-allergenic material, specifically developed for Starkey's Ear Imaging Viper SLA fabrication process. This revolutionary approach to earmould fabrication utilises advanced CAD modelling software and hardware within the manufacturing process, providing styling and vent options previously considered impossible. Due to the high temperature used during the laser curing process, this material offers a minimal risk of skin sensitivity or allergy.

### Soft

Silicone is a soft, durable and non-allergenic material available in a wide variety of colours. Silicones offer superior acoustic sealing properties and are suitable for severe to profound hearing losses. Silicone materials offer minimum risk of allergy or skin sensitivity.

We offer 3 different flexibilities of material, varying from soft, mid and firm. If you are using some of our legacy materials, you may want to consider the following guide to help you select the correct material flexibility for your finished digital earmould:

- **25 – Soft - similar to the legacy product Microflex**
- **40 – Mid - similar to the legacy product Biopor**
- **60 – Firm - similar to the legacy products of Bioplast and Soft Acrylic.**

We are producing matt finish earmoulds as these are accurate reproductions of the impressions with no additional layer of coating on them. The matt finish is very cosmetically appealing in use as it does not catch the light and also improves the grip of the product in the ear.

Whilst traditionally produced soft acrylic products remain available there has been a trend towards the use of silicone materials. Silicone is more robust and long lasting.

Soft Acrylic hardens and discolours quickly when worn, due to being very porous.

Silicone earmoulds have a reduced risk of sensitivity reactions.

If you have been using a Soft Acrylic material, we would suggest you request a firm flexibility of a 60 soft silicone earmould as an alternative superior product.

# Earmould Styles

The choice of earmould style is wide and varied. Many factors should be considered when selecting an earmould, such as: degree of hearing loss, age, dexterity, cosmetics and modification requirements. The following descriptions are designed to aid your selection process.



## RIC Custom Mould

A customised RIC mould will commonly be used to overcome retention issues or improve comfort. Starkey Hearing Technologies RIC moulds made using soft materials ensure a receiver can be inserted and held in place firmly by the elasticity of the mould material. The standard format for this mould is a small and cosmetic meatal tip with a removal cord. If you would like a canal lock or a full shell version please request on your order. You can also order RIC moulds in hard materials. For non-Starkey products please specify model and include an appropriate RIC receiver with the order.

Remember that Starkey also manufactures RIC AP (Absolute Power) options for our own RIC solutions where very high power receivers are permanently integrated into a custom earmould.

**Starkey Hearing Technologies also offer a stock universal fit RIC solution. Please contact your regional account manager for further details.**



## Thin Tube Custom Mould

For use with all micro-bore slim tube or thin tube products when the open fit configuration requires modification for improved gain, retention or feedback resolution. The standard format for this mould is a small and cosmetic meatal tip. If you would like a canal lock or a full shell version please request on your order. For non-Starkey products please specify model and include an appropriate thin tube with the order.

**Starkey Hearing Technologies can now offer a stock universal ThinTube solution. Please contact your regional account manager for further details.**



## Full Shell

The full shell mould is exceptionally sturdy, filling the entire concha of the ear for maximum seal. It can be slightly shelled out for better appearance and is appropriate for fitting most hearing losses and provides an effective seal to reduce feedback potential.



## Carved Shell

The interior of the mould is carved out resulting in an ultra lightweight mould offering superb sealing properties even in deformed ears where retention is a problem. This type of mould in soft material is suitable for severe to profound losses, great for paediatrics and highly recommended for pronounced Temporo-Mandibular Joint (TMJ) movements.



## Skeleton

The skeleton mould is inconspicuous and allows ventilation of the concha area. It is suitable for all but the most severe hearing losses.



## Deluxe Sculptured Skeleton

Similar to the carved shell but in a skeletal form. This style offers superb sealing properties and is great for paediatrics.



## Half Phantom

A skeleton mould with the centre section of the band removed. This may ease insertion and removal, may be preferred as being less conspicuous or if there is deformity in the concha area.



## Half Shell

The half shell mould is comfortable with a minimum of bulk. The helix area is removed for ease of insertion and removal. This style may be chosen if there is difficulty inserting the mould or in the case of a very narrow helix, deformity in the helix area or for cosmetic reasons.



## Canal Mould

The canal mould is the smallest possible. It is comfortable and cosmetically appealing. This type of style requires an impression with good in-canal retention features otherwise it may be difficult to build a mould that retains in the ear. This is suitable for patients with a deformed pinna, or who want a cosmetically appealing solution.



## Canal Lock

The canal lock is similar to the canal mould but with a spur along the anti-tragal area to help anchor the mould in place. It is designed to be small and inconspicuous like the canal style but with superior retention.



## Solid Receiver (Body Worn)

These will be used with body worn hearing aids and some types of FM radio hearing aids with an external receiver button which snaps into the mould.



## Open Moulds

These moulds are suitable for high frequency hearing losses where the low frequency hearing is normal. This style mould consists of a canal portion which just covers the sound tube leaving a large area of the ear canal unoccluded. These moulds are often used for retaining cochlear implants, tinnitus devices and cros systems on the ears.



CLAW



GAP

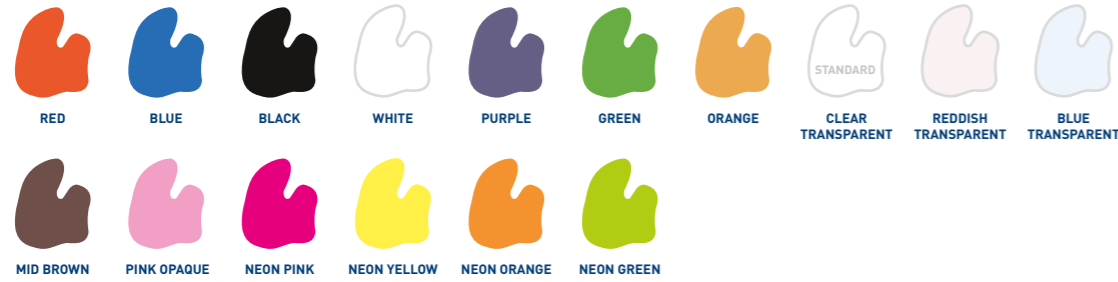
RING

# Earmould Colour Range

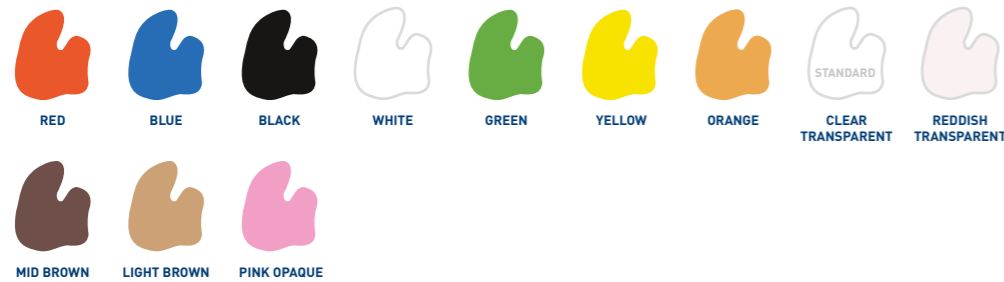
## 25 Shore (soft flexibility)



## 40 Shore (mid flexibility)



## 60 Shore (firm flexibility)



## Hard Colours - Translucent Colours (Excluding Flex Tips)



## Soft Acrylic - Only available in Clear Transparent



## Glitter - Available in all materials except soft tip



## Swim - Opaque Colours (swim & silicones available in marble)



Please note: Colours shown are indication only - real colour may vary.

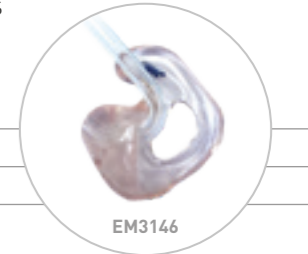
# Earmould Products

## Digimold™ Premium Soft

Blending supreme comfort and superior acoustic coupling qualities, Digimold™ are suitable for all levels of hearing loss.

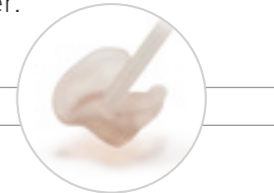
Carved and Deluxe Digimold™ are ideal for jaw movement problems, soft fleshy ears, allergy problems, malformed ears and great for paediatrics. If a lacquered finish is required our Digimold™ products provide this as standard.

PRODUCT CODE	PRODUCT DESCRIPTION
EM3108	Digimold™ Premium Soft Shell
EM3145	Digimold™ Premium Soft Carved Shell
EM3146	Digimold™ Premium Soft Sculptured Shell



3D printed tubing is available as a free of charge option for all Digimolds. Please use one of the codes below to add this to your order.

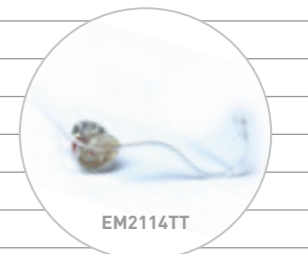
PRODUCT CODE	PRODUCT DESCRIPTION
2182	Printed Tube
2183	Extended Printed Tube



## Hard

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PRODUCT CODE	PRODUCT DESCRIPTION
EM2106	Hard Shell
EM2106CS	Hard Carved Shell
EM4420	Hard Hollow RIC Canal Mould with Canal Lock with Soft Chamber
EM4422	Hard Hollow RIC Canal Mould with Soft Chamber
EM2114TT	Hard Thin Tube Canal Mould Note: ONLY Starkey thin tubes can be included in the hard TT mould. For NON Starkey alternatives please order EM2129TT and include the thin tube of your choice with the order.
EM2124	Hard Half Shell
EM2107	Hard Skeleton
EM2117	Hard Half Phantom
EM2122G	Hard Open D Gap
EM2122R	Hard Open D Ring
EM2122C	Hard Open D Claw
EM2122E1	Hard Open E Gap
EM2122E	Hard Open E Ring
EM2122E2	Hard Open E Claw
EM2122F1	Hard Open F Gap
EM2122F2	Hard Open F Ring
EM2122F	Hard Open F Claw



## Hard (continued)

PRODUCT CODE	PRODUCT DESCRIPTION
EM2114	Hard Canal
EM2114L	Hard Canal Lock
EM2101	Hard Solid with Ring and Spring for Body Aid
EM2107CAI	Hard CAI Bruckhoff BC Skeleton Mould

## Gold Plated Moulds

PRODUCT CODE	PRODUCT DESCRIPTION
EM2128SH	Gold Plated Shell
EM2128SK	Gold Plated Skeleton
EM2128SO	Gold Plated Solid with Ring and Spring for Body Aid

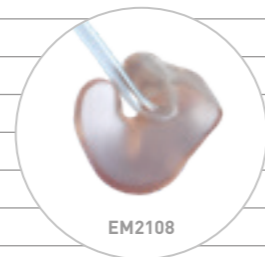
## Soft Silicone

Silicone is a soft, durable and non-allergenic material available in a wide variety of colours. Silicones offer superior acoustic sealing properties and are suitable for any hearing loss including severe to profound. Silicone materials offer minimum risk of allergy or skin sensitivity.

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- 40 – Mid - similar to the legacy product Biopor
- 60 – Firm - similar to the legacy products of Bioplast and Soft Acrylic.

PRODUCT CODE	PRODUCT DESCRIPTION
EM2108	Soft Silicone Shell
EM2108CS	Soft Silicone Carved Shell
EM3147	Soft Silicone Carved Sculptured Skeleton
EM2129RIC	Soft Silicone RIC Canal Mould for All Make Receivers
EM2162RIC	Soft Silicone RIC Hollowflex Canal Mould for All Make Receivers
EM2163RIC	Soft Silicone RIC Helix Mould for All Make Receivers
EM2129TT	Soft Silicone Thin Tube Canal Mould
EM2134	Soft Silicone Half Shell
EM2109	Soft Silicone Skeleton
EM2133	Soft Silicone Half Phantom
EM2170	Soft Silicone Canal
EM2116CL	Soft Silicone Canal Lock
EM2102	Soft Silicone Solid with Clip for Body Aid
52817-004	Universal Fit Soft Silicone RIC Helix Mould Set L&R
52817-000	Universal Fit Soft Silicone RIC Canal Mould Set L&R Size Medium
52817-002	Universal Fit Soft Silicone RIC Canal Mould Set L&R Size Small
52817-003	Universal Fit Soft Silicone RIC Canal Mould Set L&R Size X Small
52817-001	Universal Fit Soft Silicone Thin Tube Canal Mould Set L&R Size



## Soft Silicone Flex Tip

A more flexible material can be combined to a firmer material, allowing a very soft meatal portion to be chemically bonded to a less flexible concha area, to create a flex tip effect.

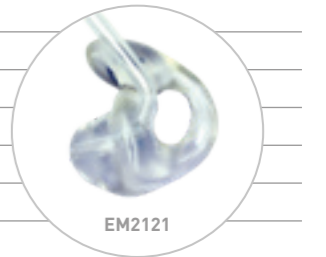
PRODUCT CODE	PRODUCT DESCRIPTION
EM2110FT	Soft Silicone Shell Flex Tip
EM2125FT	Soft Silicone Half Shell Flex Tip
EM2111FT	Soft Silicone Skeleton Flex Tip
EM2118FT	Soft Silicone Half Phantom Flex Tip
EM2115FT	Soft Silicone Canal Flex Tip
EM2115LFT	Soft Silicone Canal Lock Flex Tip



## Soft Acrylic

This is a non digital process using a legacy material which is thermoelastic, and so softens with body temperature. We recommend soft acrylic moulds are replaced annually to maintain the desired texture. If considering a more robust material to replace this product we suggest the soft silicone firm textured mould.

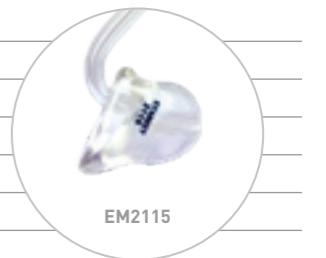
PRODUCT CODE	PRODUCT DESCRIPTION
EM2112	Soft Acrylic Shell
EM2112CS	Soft Acrylic Carved Shell
EM2126	Soft Acrylic Half Shell
EM2121	Soft Acrylic Skeleton
EM2116	Soft Acrylic Canal
EM2116L	Soft Acrylic Canal Lock



## Hard Flex Tip

This is a non digital process using a legacy soft acrylic material. This combination gives the cosmetic and convenience of a hard mould but with additional comfort and sealing properties of a soft acrylic tip. Due to the porous nature of the soft acrylic material, we recommend these products are replaced annually.

PRODUCT CODE	PRODUCT DESCRIPTION
EM2110	Hard Shell Flex Tip
EM2125	Hard Half Shell Flex Tip
EM2111	Hard Skeleton Flex Tip
EM2118	Hard Half Phantom Flex Tip
EM2115	Hard Canal Flex Tip
EM2115L	Hard Canal Lock Flex Tip



**N.B. If a flexibility is not specified we will build a 40 mid texture silicone if colour choice permits.**

Starkey Hearing Technologies Ltd recommends that tubing is secured in place for all mould orders for children up to the age of 36 months.

3D printed tubing is available on all Digimolds or tubing can be glued in position for other mould types. Please mark your order 'GLUE IN TUBE' to receive this free of charge option.

## Venting Style

### Power Vents

SLA offers a power vent option. This is a revolutionary venting design which is recommended for use with a high power instrument. It facilitates venting of the ear without the problem of acoustic feedback. The vent is clearly routed around the back of the concha bowl and into the helix. Any escaping acoustic energy is dissipated before reaching the microphone of the hearing aid. Such venting is impossible using manual techniques of manufacture.



### Conventional Venting Options

- Large - 2.55mm
- Medium - 1.8mm
- Small - 1.2mm

### Vari-Vent Option

- 4mm - 2.55mm available

## Noise & Leisure Products

### Swim Mould

A soft silicone but has the ability to float in water ideally suited for swim plugs.



PRODUCT CODE	PRODUCT DESCRIPTION
EM2119	Soft Silicone Swim

### Musicians Hearing Protectors

Musicians practice and perform in a variety of different settings and they are exposed to high levels of sound, sometimes for long periods. Different amounts of protection are required depending on the sound levels musicians encounter during rehearsals and performances.

Musicians earplugs are flat-response attenuators which replicate the natural response of the open ear, so that sound heard through these plugs has the same quality as the original sound, just quieter

- 10 - Suitable for use under light noise exposure such as vocalists and acoustic guitar or string players
- 15 - For use under medium noise exposure, ideal for most musicians
- 25 - Suitable for heavy noise conditions, e.g. heavily amplified instruments, percussion or bass players
- 30 - Suitable for drummers

**N.B. These products are only available in clear material.**

PRODUCT CODE	PRODUCT DESCRIPTION
EM2149	PerformER 10
EM2139	PerformER 15
EM2140	PerformER 25
EM2150	PerformER 30 (W-75mm, L-100mm, D-35mm)
EM2149H	ProtectER 10 (with moulded handle for cord)
EM2139H	ProtectER 15 (with moulded handle for cord)
EM2140H	ProtectER 25 (with moulded handle for cord)
EM2150H	ProtectER 30 (with moulded handle for cord)



## Noise Plugs

### Solid Plug

The solid plug is designed to completely block the ear. Available in Soft Silicone.

### Filtered Noise Plug

This type of product has a sound bore through the mould into which a filter is fitted. This permits reception of conversational speech, aeration and changes in air pressure in the users ear canal. A choice of filter depending upon need, acts to attenuate the noise by varying degrees at each frequency.

PRODUCT CODE	PRODUCT DESCRIPTION
EM2137	Soft Silicone Shell Non Filtered Plug
EM2157	Soft Silicone Half Shell Non Filtered Plug
EM9399	Soft Silicone Personal Stereo Headset Mould
EM2165	Work Safe Pro Filtered Silicone Noise Plug (specify filter required)

## Custom Earphone Moulds

Custom earphone moulds are perfect for most mobile phone and bluetooth headsets requiring a mini style adaptor. These are ideal for most brands of earphones where the sound fidelity of the music is important to the listener.

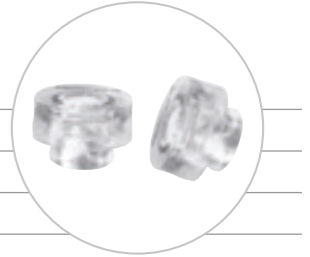


PRODUCT CODE	PRODUCT DESCRIPTION
EM9399	Soft Silicone Personal Stereo Headset Mould

## Options & Accessories

### Noise & leisure Options

PRODUCT CODE	PRODUCT DESCRIPTION
ENG12-001	ER9 Bachmaier 10 Filter (Perform/ProtectER 10)
ENG12-002	ER15 Bachmaier 15 Filter (Perform/ProtectER 15)
ENG12-003	ER25 Bachmaier 25 Filter (Perform/ProtectER 25)
ENG12-008	ER30 Bachmaier 30 Filter (Perform/ProtectER 30)
2310	Alpha Filter Work Safe Pro Silicone (specify with order for EM2165)
2311	Work Safe Pro Silicone Filter I (specify with order for EM2165)
2312	Work Safe Pro Silicone Filter II (specify with order for EM2165)
2313	Work Safe Pro Silicone Filter III (specify with order for EM2165)
ENG12-017	Alpha Filter Work Safe Pro Silicone (spare filters)
ENG12-018	Work Safe Pro Silicone Filter I (spare filters)
ENG12-019	Work Safe Pro Silicone Filter II (spare filters)
ENG12-021	Work Safe Pro Silicone Filter III (spare filters)

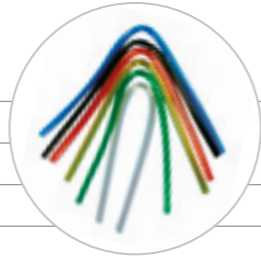


### Earmould Accessories

PRODUCT CODE	PRODUCT DESCRIPTION
2194	Glitter Insert - Red/Silver/Gold/Mother-of-Pearl/Blue/Pink/Purple/Multi
2194M	Marble Effect - (minimum of 2 / maximum of 3 colours)
2198	BHI Licensed Logo Insert
2192	Identification Mark (Right and Left)
HS7	Henry Special Cure (used on soft acrylic & soft tip moulds only)
SF7NH	Antimicrobial Nanoscreen Lacquer - Hard Moulds
SF7NS	Antimicrobial Nanoscreen Lacquer - Silicone Moulds
2188	Barbed Elbow (order with mould)
ENG40-037	Barbed Elbow (accessory for stock)
2191	Swim Plug Cord (order with plug)
ENG40-044	Swim Plug Cord blue (accessory for stock)
2190	Swim Handle (carved - order with mould)
21673	Tube Lock - order with mould
01645-100	Tube Locks
01601-200	Tube Lock with Prebent Tube
2180BL	Pre Bent Black Tubing (13H) (order with mould)
2180B	Pre Bent Blue Tubing (13H) (order with mould)
2180GR	Pre Bent Green Tubing (13H) (order with mould)
2180R	Pre Bent Red Tubing (13H) (order with mould)
2180Y	Pre Bent Yellow Tubing (13H) (order with mould)
VARIOUS	CONVENTIONAL VENTING OPTIONS
2175/L	Vari-Vent 4mm - 2.55mm LGE
2173PV	Power Vent - hard moulds only
5005	*Glue in Tube (recommended for all children up to 36 months)

## Tubing

PRODUCT CODE	PRODUCT DESCRIPTION
01015-000	Pre Bent Black Tubing - 0.5mm thickness - 5 pack
01015-001	Pre Bent Green Tubing - 0.5mm thickness - 5 pack
01015-003	Pre Bent Red Tubing - 0.5mm thickness - 5 pack
01015-004	Pre Bent Blue Tubing - 0.5mm thickness - 5 pack
01601-202 (GHE975)	Pre Bent Clear Tubing, Medium Wall - 0.75mm thickness - 100 pack
01600-002 (GHB8549)	Pre Bent Clear Tubing, Paediatric Thin Wall - 0.5mm thickness - 25 pack
01601-100 (GHB8550)	Double Bent Clear Tubing, Regular Wall - 0.75mm thickness - 25 pack
01612-302 (GHB7841)	Pre Bent Clear Tubing, Thick Wall - 0.8mm thickness - 50 pack
01601-003 (GHF400)	Pre Bent Staye Dry Clear Tubing, 0.75mm thickness - 25 pack
01608-001 (GHF197)	Libby Horn 3mm Standard Clear Tubing - 10 pack
01608-002 (GHF239)	Libby Horn 4mm Standard Clear Tubing - 10 pack
01608-101 (GHB8551)	Libby Horn 3mm Staye Dry Clear Tubing - 10 pack
01608-102 (GHB8552)	Libby Horn 3mm Staye Dry Clear Tubing - 10 pack



## Creating the Perfect Impression

An accurate ear impression is fundamental to achieving a successful patient fitting. The correct fit results in patient comfort, helps prevent feedback through good acoustic seal and retention and ultimately provides a better hearing experience. It also results in less return appointments and time savings for the dispenser or audiologist.

Impression materials must be stored between an ideal temperature range of 15 - 28°C and used within the use by date indicated on packaging.

### The Open Jaw Technique

'Open Jaw', is a technique well researched and widely promoted amongst industry experts.

Downward movement of the jaw causes the facial muscles and the ears cartilaginous tissues to move forward, leading to an increase in the diameter of the ear canal. Jaw movement has been known to create a break in the acoustic seal around earmoulds produced from closed jaw impressions, resulting in problems such as loose fit or intermittent oscillation as the ear canal diameter increases.

Taking the impression of the ear whilst holding the jaw in an open position with the use of a mouth prop, enables the impression to reflect the maximum increase in the ear canal diameter. The resulting earmould is more able to provide the required acoustic seal, comfort and retention to perfectly compliment the fitting. It allows for regular jaw movements such as eating, talking, yawning without losing retention and reduces the problem of the fit loosening.

### Impression Checklist

When the impression has been completed, the following points provide a useful checklist to ensure the impression is ready to be sent to the earmould laboratory for production:

- Is the impression a uniform colour?
- Are the helix and antihelix complete?
- Does the impression have a smooth finish?
- Ensure there are no air bubbles or voids
- Is the canal length sufficient to define the second bend of the ear canal?
- The impression material itself is not unusually oily
- Is the tragus portion of the ear clearly defined?
- Is the concha complete?
- Ensure there are no folds or voids in the finished impression (caused by the impression material drying too quickly)



Too much canal length on an impression is never a problem for the production team. Too little is!

Often the acoustic seal of an earmould occurs at the aperture of the canal, not deep within the canal. Too much canal length on a mould may be uncomfortable for the wearer and can make it difficult to insert and remove. Correct canal length depends entirely on the requirements of the individual patient. However it is necessary for the laboratory technicians to have impressions with good definitions of the ear canal including the second bend. This helps them make moulds that do not feedback due to the sound outlet being occluded by the ear canal wall.

The use of more viscous impression materials, long canal lengths, and where excessive jaw movement noted, open-jaw impressions are critical factors in producing impressions that work.

**Starkey run a number of refresher courses on impression taking, which combine technical seminars with the latest product innovations and industry advice. To learn more about our courses, please contact Customer Service.**

## Impression Taking Material

### Otoform AK X

Ideal for all types of impressions.

- Pink
- 3 minutes 15 seconds curing time
- Available in 250ml or 500ml Tubs

PRODUCT CODE	PRODUCT DESCRIPTION
43050-000	Otoform AK X - 2 x 250ml Pots
43051-000	Otoform AK X - 2 x 500ml Pots

### Otoform A Soft

Product of choice for those who prefer the auto canular approach.

- Yellow
- 3 minutes 15 seconds curing time
- Convenience of gun injector system

PRODUCT CODE	PRODUCT DESCRIPTION
43048-000	Otoform A Soft - 8 x 50ml Cartridges
ENG65-058	Gun Injector
43049-000	Otoform A Soft - 40 x Canulas (pink)

### Otoform KC

- White impression material / Red hardener
- 4 minutes curing time

PRODUCT CODE	PRODUCT DESCRIPTION
43052-000	Otoform KC - 800g tub (includes 20ml tube of hardener)
43053-000	Otoform KC Hardener - 20g Tube

# The Better Hearing Initiative

## Assisting children since 2000 to wear their hearing aids with pride.

A hearing problem can have a very significant effect on a child's educational development and language skills. Sometimes it is not possible to medically treat the cause of the hearing loss and the solution to better hearing comes with the fitting of appropriate hearing aids.

A key element of the hearing aid fitting is the custom made earmould that couples the hearing aid to the ear.

It is not uncommon for children with permanent hearing loss to be a little self-conscious, embarrassed or think they may be teased about wearing their hearing aids, especially with their peer group. Any steps that can be taken to encourage hearing aid use are to be welcomed and applauded.

**With this in mind, Starkey Hearing Technologies set out to devise a technique to insert a picture into the earmould at the development stage. This technique became revolutionary within the hearing aid industry and, as this became more popular, children began to request more personal inserts - including the popular Manchester United Football Club logo.**

In May of 2000, Starkey approached Manchester United Football Club, requesting the use of their logo. To Starkey's delight, Manchester United agreed and gave their 100% support to encourage youngsters who were Manchester United FC supporters to wear their hearing aids with pride.

Added to this, specially developed coloured tubing could also fit into the earmould, in this case red, giving the final touch of customisation and class for a true Red Devil supporter!

The reactions of the hearing impaired youngsters who were the first to receive their Manchester United customised earmoulds were absolutely incredible. Not only were these children over the moon with their new prized possession, but they were the envy of all their school's MUFC supporters. Starkey Hearing Technologies were delighted and overwhelmed with this positive feedback from the children.

**Though, not satisfied to stand still, Starkey set out on a quest to gain more support from other local teams which could be added to their pioneering non-profit making procedure . . . and so, the Better Hearing Initiative (BHI) was born.**

Since 2000, the BHI have worked hard to offer children Premiership Football team crests, Rugby Union and League crests as well as National Teams such as England, Wales, Scotland and Ireland.



## But what happens if you're not a football fan?

Over the next 7 years the BHI were excited to offer children the Bubblegum character range courtesy of Carlton Cards and fortunate to be granted permission to use all of the Mr. Men and Little Miss characters courtesy of Mrs. Roger Hargreaves. The response to the Mr. Men and Little Miss characters was phenomenal, so much so that Starkey Hearing Technologies have a designated Paediatric Fast Track Team to deal with all the BHI requests!

During this time, Starkey pioneered yet another technique of adding glitter into the earmoulds, to give the Bubblegum and Little Miss range of characters an added dimension.

2004 brought with it another great addition to the BHI; welcoming the much loved BBC children's characters Tweenies, Teletubbies and Fimbles in an agreement with BBC Worldwide. Shortly after the BBC Worldwide also granted permission to use the Doctor Who characters Dalek, Cyberman, K9 and the Tardis; which again was met with enormous success.

In early 2006, a request for Noddy prompted further growth for the BHI. Approaching Chorion, who holds the Enid Blyton License, they were delighted to support the BHI and thus Noddy, Big ears and friends arrived.

Early in 2012, once again Starkey are on the forefront of innovation within their earmould departments and have successfully created a technique to print all the characters and crests available on acetate with a white spot background which allows the image to appear clearer and brighter within the earmould.

Better hearing means better quality of life. The Better Hearing Initiative compliments all of their supporters in their commitment to hearing impaired children.

**The BHI will continue striving to offer children (and adults) the logos they request and look forward to encouraging more hearing impaired children to be BRAVE and SMART in wearing their hearing aids with PRIDE.**



# BBC Childrens

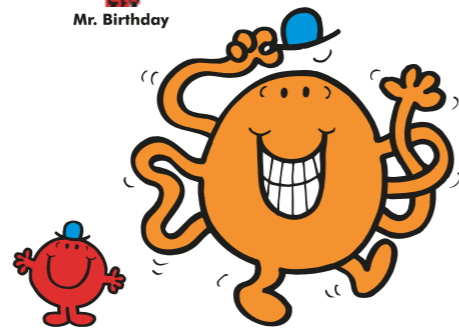
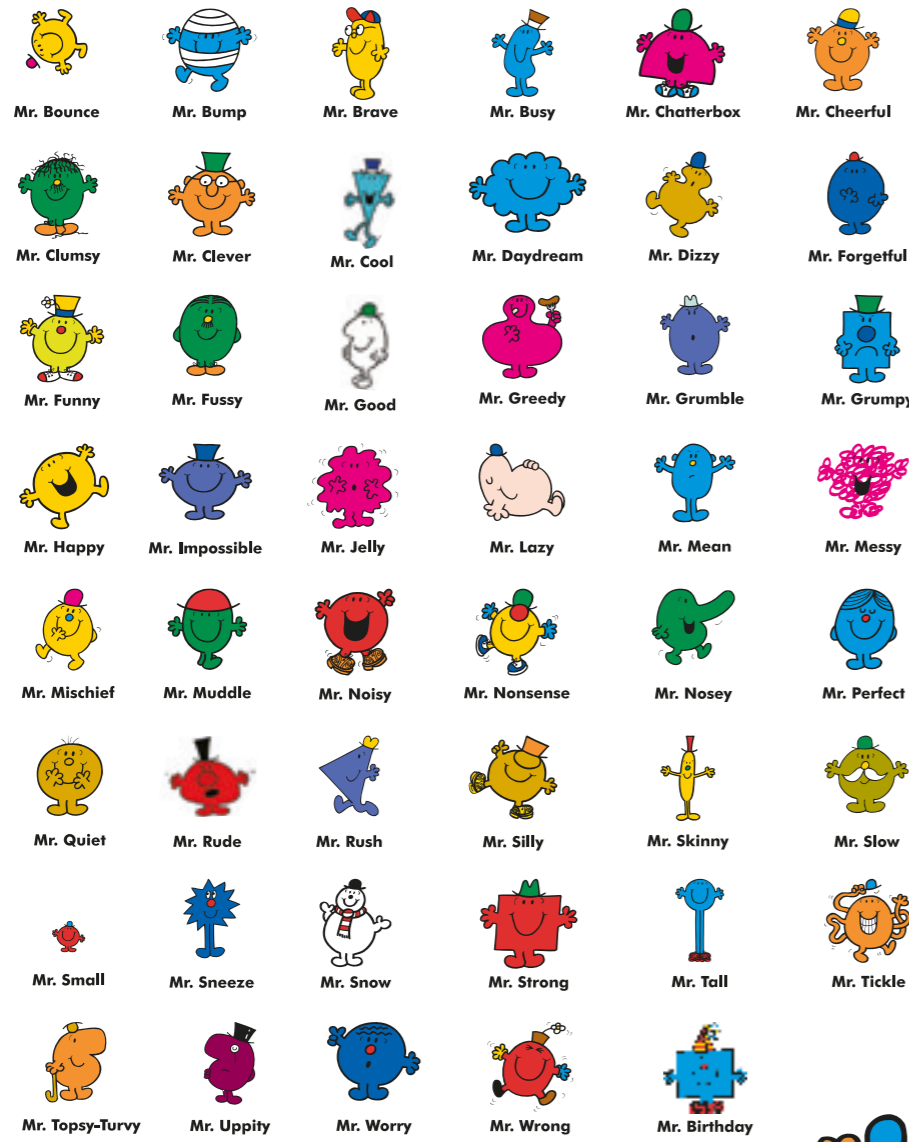


# BBC Doctor Who

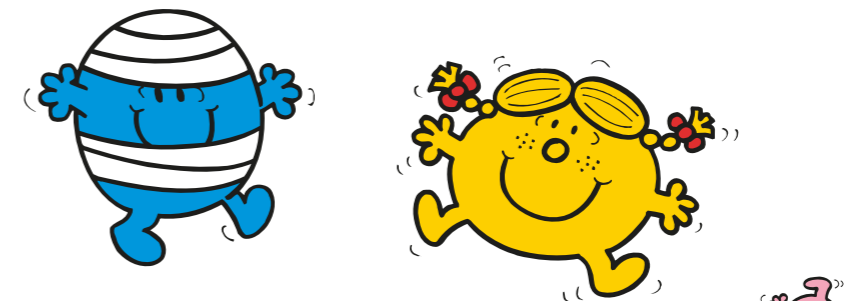
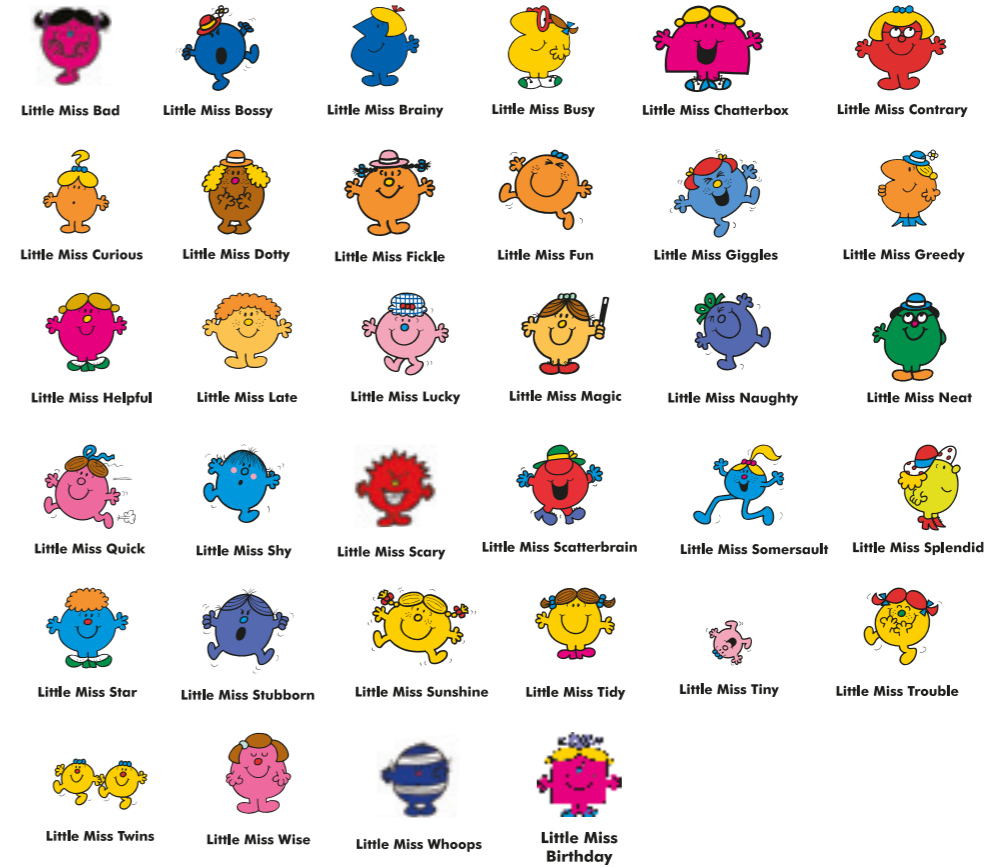


# Mr. Men & Little Miss

## MR. MEN *By Roger Hargreaves*

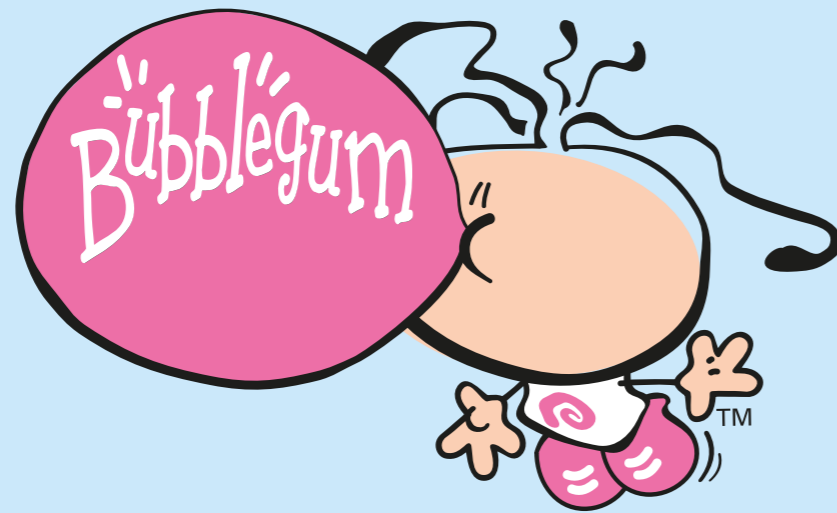


## LITTLE MISS *By Roger Hargreaves*



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# Carlton Cards Bubblegum



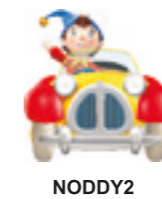
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# Noddy & The Beano

Enid Blyton wrote the first Noddy book "Noddy goes to Toyland" in 1949. Noddy is a little wooden boy whose head is on a spring, which means it nods whenever he moves! Especially if he's driving too fast! Wherever Noddy goes so does his famous red and yellow taxi; the car responds "Parp-Parp" whenever Noddy talks to it.

Noddy lives in Toyland with lots of friends, a place where toys are alive and adventures never cease, where there are naughty goblins, speeding cars, flying rockets, bouncing balls, toy trains and fantastic magical potions!

## NODDY



## DENNIS THE MENACE and GNASHER



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# Football & Rugby



# Fairy Tales & Princess



# Dare to be Different Teen Range



# Animals

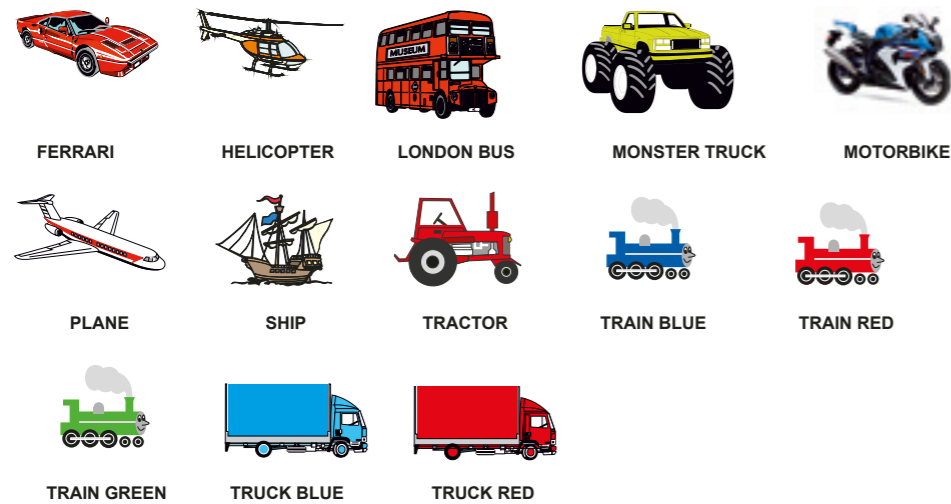


# Zodiac & Vehicles

## Zodiac & Chinese Signs



## Vehicles



# Christmastime





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