

The Beginning

In 1947, Charles Greiner, a Hungarian immigrant and orthotist, founded Charles Greiner and Company at Eighth and Spruce Streets in Philadelphia, Pennsylvania. The Company serviced local hospitals and clinics to custom fit patients with orthotic devices, castings, and ambulatory equipment. One of his employees, Elvira Gramaglia, was a seamstress and corset fitter. In 1963, Mrs. Gramaglia, along with her husband, Ernest and sons, Frank and Joseph, purchased the Greiner Company.



Mrs. Gramaglia recruited her brother, Anthony Calabrese, in 1964 to become a partner of the Company. Prior to this, he was an operations manager at a local clothing manufacturer. While running the daily operations at the Company, he became a certified orthotist in 1969. Mr. Calabrese was involved with the manufacturing and application of prescription orthotic appliances. His primary duty was to take patient measurements, develop the required device and fit patients. Sometimes several fittings were necessary to ensure proper stabilization and adequate patient comfort. Through his daily experiences with some of the most difficult cases, he was determined to improve the present state of the orthotic industry, specifically cervical orthoses.

Mr. Calabrese recognized that current cervical collars were either soft foam collars or rigid metal collars. The soft foam cervical collars were made with open cell urethane foam and one-piece construction, which offered little or no support. The rigid metal cervical collars were uncomfortable and had to be removed for X-rays thereby compromising cervical spine stability. In 1971, Mr. Calabrese and Frank Gramaglia solved this problem by inventing and marketing the Philadelphia® Cervical Collar, the first two-piece, semi-rigid cervical collar, manufactured from closed cell polyethylene Plastazote® foam and Velcro® fasteners. Unique sizing was achieved by being an off-the-shelf product with a custom fit. In 1973, they were issued United States Patent 3,756,226 for their invention. Sales grew rapidly and the Company moved to a larger facility at Ninth and Arch Streets in Philadelphia.



1970s

In 1974, the Company split into two independent entities. Charles Greiner and Company, Inc. focused solely on the manufacturing and distribution of the Philadelphia Cervical Collar. The company became synonymous with the product in the industry and thereby was known as the Philadelphia Cervical Collar Company. The other partners merged with another local orthopedic supplier to form Greiner & Saur Orthopedics Inc. located at Sixth and Spring Garden Streets in Philadelphia. The company continues to serve local hospitals and clinics to custom fit patients with orthotic devices, castings, and ambulatory equipment.



The Company, with three full time employees, directed all of its attention to the manufacturing and marketing of its sole product, the Philadelphia Cervical Collar. Mr. Calabrese handled all marketing and sales efforts, as well as managing the daily operations. After a year of operation in Florida, the Company relocated its operation to Westville, New Jersey in 1978. During the first four years of its operation, the Company's niche market grew establishing itself as a leading manufacturer in the orthopedic soft goods industry with a revolutionary product.

1980s

In 1981, Anthony Calabrese brought his son, Salvatore, into the business. Salvatore began to learn every aspect of the manufacturing process while attending college and during summer breaks. In 1988, after graduation, Salvatore joined the company on a full time basis. Once he firmly understood the manufacturing side of the business, he became interested in office procedures.



Being a small family business, ordering, invoicing, purchasing, and payments were all done by hand. Salvatore decided that the company needed to move forward and purchase a computer system. After several months, he had implemented the computerization of the accounting and daily office administration tasks.

Mr. Calabrese continued to invent and acquire new products related to cervical orthoses and attachments; the Philadelphia Tracheotomy Cervical Collar in 1983 and the Philadelphia Stabilizer in 1984. In 1987, Mr. Calabrese realized that paramedics and emergency technicians were using his cervical collars to stabilize their patients at the scene of accidents and during pre-hospital transport. To meet the needs of this market segment, he developed the Emergency Medical Philadelphia Cervical Collar. Soon after, attachments for the new cervical collar were introduced to further immobilize the cervical spinal region.

The Company moved into a 35,000 square foot building, which contained its offices, warehouse and operations in 1988 to accommodate its exponential growth.

1990s

After the passing of Anthony Calabrese in 1990, the daily operations of the Company were managed by Salvatore, who had become President. In 1991, his sister Carolyn, joined the company to assist him in the office. Carolyn had a background in Human Resources, Marketing and Customer Service. She was a perfect compliment to Salvatore's management capabilities.

Salvatore and Carolyn's ability to resolve several company matters enabled them to focus on product re-alignment, research and development, and machinery procurements.



In 1994, they introduced the Philadelphia Liner, which is designed to enhance the patient's level of comfort while wearing the Philadelphia Cervical Collar. The Philly® One-Piece™ Extrication Collar was invented in 1995 to meet the requirements of the emergency medical field for flat extrication collars.

In 1999, Salvatore and Carolyn focused their attention on product development and expansion into new orthopedic and emergency medical markets. They introduced the Philly EMT's Choice® Extrication Collar, a multi-height adjustable collar for the emergency medical field. This product significantly reduces the quantity of collars needed on rescue and EMT vehicles, which have limited space. Another product for the emergency medical field introduced this year was the Philly Bloc-Head® Cervical Immobilization Device, a disposable device that is fastened to a backboard and positions the patient's cervical region in neutral alignment during transportation.

In an effort to answer the needs of the long-term care market, they introduced the Philadelphia A-Series® Collar with removable Orthowick® foam pads that wick away moisture and increase patient comfort.

2000s

Salvatore and Carolyn decided to prove their commitment to their father's vision by erecting a state-of-the-art 52,000 square foot building located in the Mid Atlantic Corporate Center in Thorofare, New Jersey. In addition, they have invested in their Company by upgrading office technologies and automating product processes and material handling.



Although their customers were satisfied with the Company's quality commitment, Salvatore and Carolyn decided that an independent authority should approve their policies. In 2001, the Company was certified by ITS Intertek Services Corporation to be compliant with ISO 9002, EN 46002 and ISO 13488 international standards. In addition, the Company is a licensed FDA operator and all products are manufactured in accordance with MDD 93/42/EEC and 21 CFR 820 (GMP) standards and specifications.

The addition of the Philly Patriot® Collar, a multi-height adjustable extrication collar for both Adult and Pediatric sizes in 2002, allowed the Company to satisfy the ever-demanding needs of the pre-hospital industry. This product significantly reduces the quantity of collars needed on rescue and EMT vehicles, which have limited space.

In 2003, the Company expanded its offering collars specifically designed for the long-term care and rehabilitation markets with their C-Breeze® and Atlas® Collars. Both collars have removable laminate foam pad that wick away moisture and increase patient compliance.

Under the direction of Salvatore and Carolyn, the Company was able to realize its potential as a leading global designer and manufacturer of orthopedic products. This realization was further demonstrated in June 2005 when the Company was acquired by Royce Medical Holdings (RMH) and its subsidiaries, Royce Medical and Jerome Medical. In August 2005, Ossur, a trusted and leading global supplier of prosthetic and orthopedic devices acquired RMH thereby solidifying Ossur as the

dominant industry leader. This was one of Ossur's largest acquisitions, and is in line with Ossur's strategic growth plan of increased focus in the orthotic industry.

From 2005 until 2008, Salvatore was employed and consulted for Ossur as a medical device designer and product manager facilitating product research, new product development and product acquisitions. He was responsible for identifying potential products, conducting market research and strategies to generate product requirements and specifications

2010s

In 2010, Salvatore continued his medical industry consulting by utilizing his entrepreneur experience with over 30 years as a medical device designer, manufacturer and distributor focusing on the development of innovative products, execution of critical organizational strategies and implementation of tactical operations. He is a mission driven, goal oriented and award winning leader recognized for his fundamental commitment to provide products and services that continually exceeds client expectations. Salvatore has a proven record of successfully taking intellectual property from conceptualization to product commercialization as well as assisting client with product realignment, research and development and machinery procurement including strategic planning, business acumen and ability to insightfully assess industry situations.



Starting in the summer of 2010, DeRoyal engaged Salvatore due to his significant experience in the design, manufacture and sales of cervical collars and desired to partner to assist DeRoyal in expanding its self-manufactured cervical collar product line while allowing Salvatore to purchase, sell and distribute cervical collars and other orthopedic products produced by DeRoyal.

In 2012, Salvatore's consulting efforts grew into his ability to start distributing his own line of medical devices and orthopedic soft goods. For this reason, Salvatore started Sofia Orthopaedics® named after his daughter Sofia and in 2013 leased a 4,000 square foot warehouse in Folcroft, Pennsylvania thereby facilitating product fulfillment to his customers worldwide.

In 2014, DeRoyal appointed Sofia Orthopaedics as an independent manufacturer's representative for the DeRoyal full line of orthopedics products including cervical collars and to cooperate in the sales, marketing and distribution to customers worldwide.

During his relationship with DeRoyal, Salvatore was awarded and has licensed his patents for an EMT cervical collar with a unique flexible chin and a multiple position height and circumference rehabilitative cervical collar as well as increasing his Sofia Orthopaedics product offering including the Austin® Collar, Phoenix™ Collar and Memphis® Collar to meet and exceed his customers' demands.