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NorthShore Adult Diapers Exhibits at Largest Home Medical Equipment Trade Show and Conference in the U.S.

NorthShore is taking its high-absorbency product portfolio to HME industry leaders

(Green Oaks, Ill.) – [NorthShore Care Supply](#) has signed on to exhibit at Medtrade East, Oct. 18-20 at the Georgia World Congress Center in Atlanta. The company behind NorthShore®, the leading digitally native brand of high absorbency adult diapers and [incontinence supplies](#), recently invested in a new headquarters with a state-of-the-art call center, fulfillment and warehouse in the northern suburbs of Chicago and added to its senior leadership team. Celebrating its 20th anniversary next year, President and Founder Adam Greenberg says the company is poised for another two decades of growth.



NorthShore brand products are the most absorbent in the U.S. Pictured: NorthShore MEGAMAX Tab-Style Briefs, GoSupreme and GoSupreme Lite Pull-Up Style Underwear, EternaDry Booster Pads, FlexSupreme Protective Underwear and Supreme Quilted Cleansing Wipes.

“As we continue to expand the NorthShore brand, we look toward new product development, compliance, labeling and sourcing, continuous improvement, operational excellence and safety to meet the needs of our business partners and customers,” says Greenberg.

Greenberg will be joined at Medtrade by Jared Bell, vice president of Operations and Business Development, and Sandra DiVito, vice president of B2B Sales and Development.

“We look forward to attending Medtrade and bringing our product portfolio and expertise to industry leaders to help them address today’s challenges for finding the latest and best urinary and bowel incontinence leak protection.,” says DiVito.

Greenberg adds, “Interest from HME and specialty pharmacy companies throughout the U.S. in a high-margin adult diaper line such as NorthShore has been very strong. NorthShore’s briefs and pull-ons keep patients dry for up to 12 hours, which is a game-changer and drives recurring revenue.”

NorthShore will be showcasing its super-absorbent incontinence products and supplies offering up to 3x the leak protection of leading store brands. Visit the NorthShore booth #1054 to learn more.

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[About NorthShore Care Supply](#)

Founded in 2002, NorthShore Care Supply provides premium products for moderate to severe incontinence. Our featured NorthShore® brand is the leading adult diaper brand in the U.S. and is available at NorthShore.com or 800-563-0161. The company is committed to #EndHealthStigma as we help 80 million Americans managing some form of bladder or bowel incontinence live life to the fullest. Follow us on LinkedIn and Facebook @NorthShoreCareSupply, Twitter, Instagram and TikTok @NorthShoreCare.