

2019



The Better Hearing Initiative Character Brochure

**NEW!
FOR 2019!**



**all your
favourites
still inside!**



Starkey
Hearing Technologies

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 Laboratories Limited and Arlington Laboratories Limited 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 - a popular request was the 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 Laboratories 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 and Arlington Laboratories have a designated Paediatric Fast Track Team to deal with all the BHI requests!

During this time, Starkey and Arlington Laboratories 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.

In 2012, once again Starkey and Arlington Laboratories 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.

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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



NODDY1



NODDY2



NODDY3



NODDY4

NODDY

NODDY5



DENNIS THE MENACE and GNASHER



DENNIS



GNASHER

Teletubbies



DIPSY



LALA



PO



TINKY

Tweenies



BELLA



MILO



FIZZ



JAKE

fimbles



FIMBO



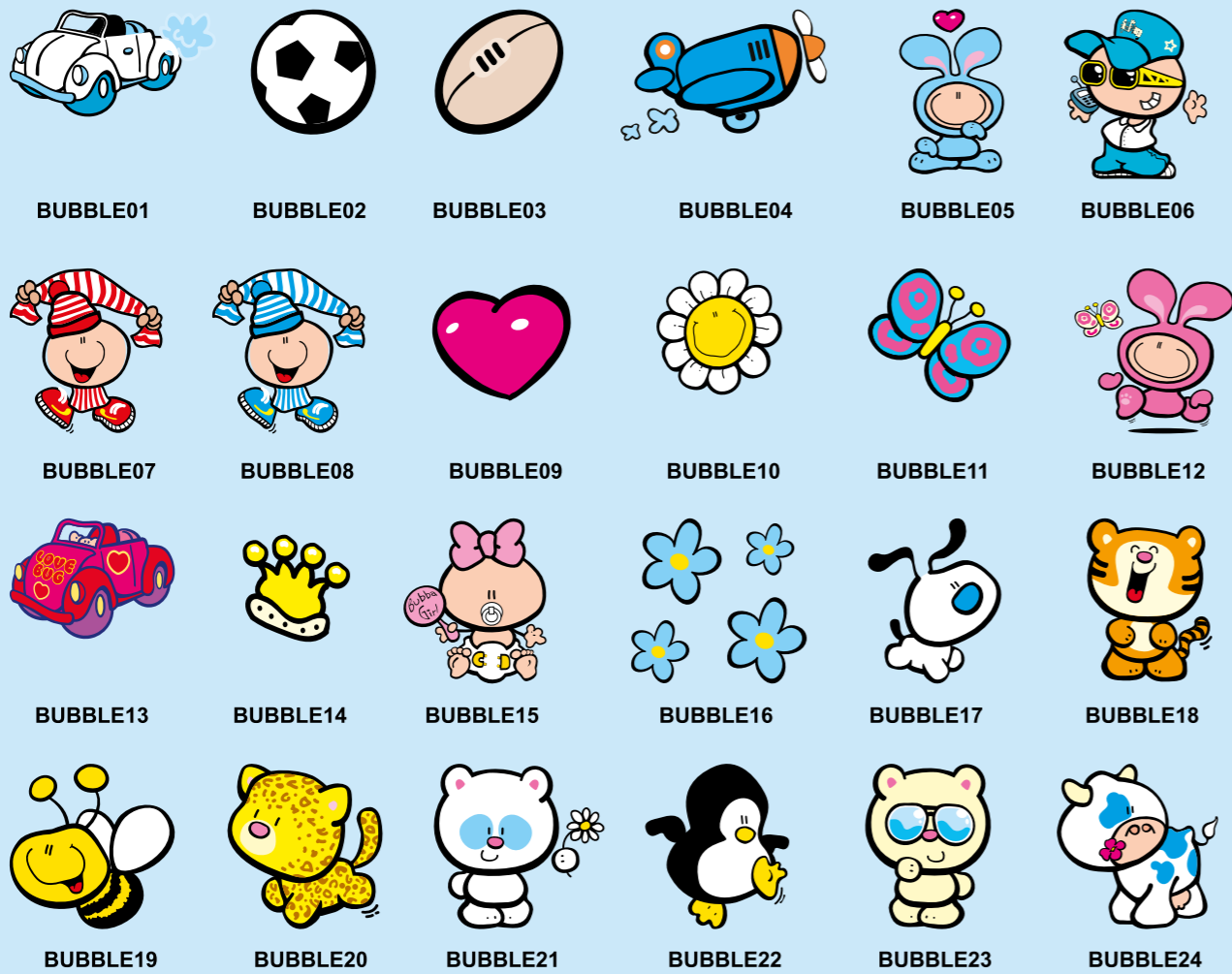
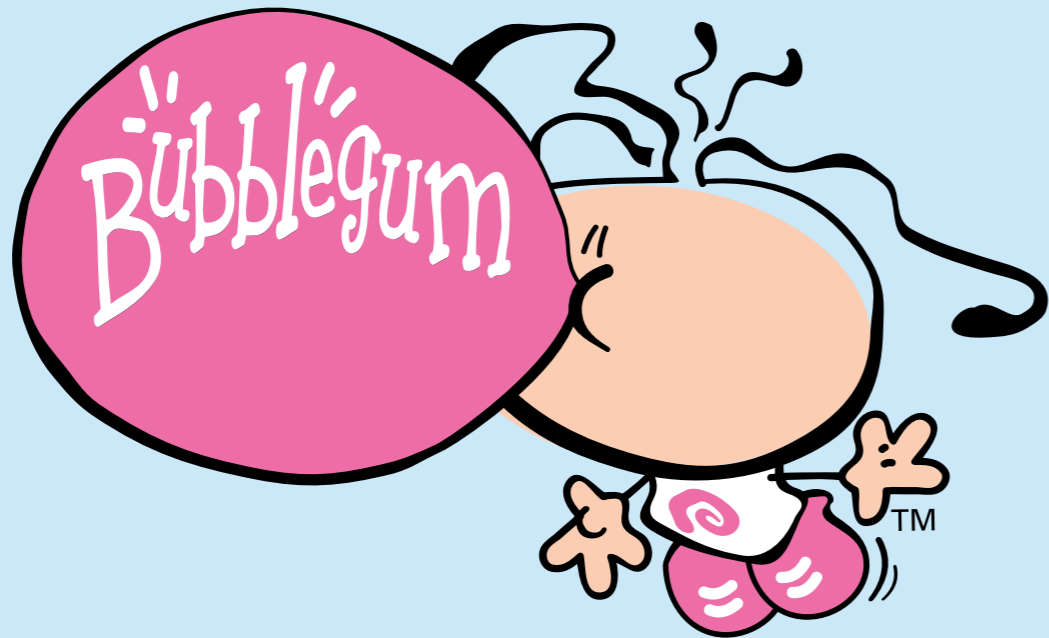
FLORIE



B-POM



Teletubbies characters and logo © 1996 Ragdoll Limited.
Tweenies ©BBC 1998 ©BBC Worldwide Ltd 2004.
Tweenies is produced by Tell-Tale Productions for the BBC.
Fimbles © & ™ BBC 2002. Fimbles is produced by Novel Entertainment for BB/BBC Worldwide.
Licensed by BBC Worldwide Limited.

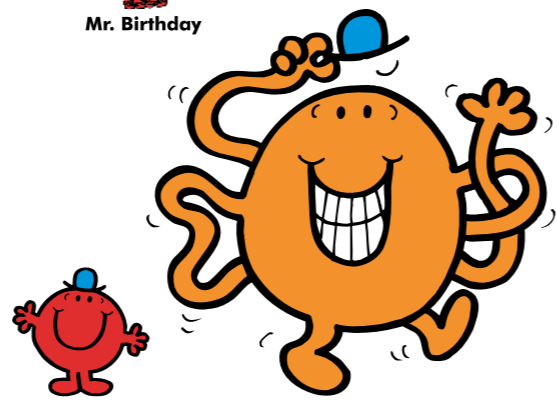
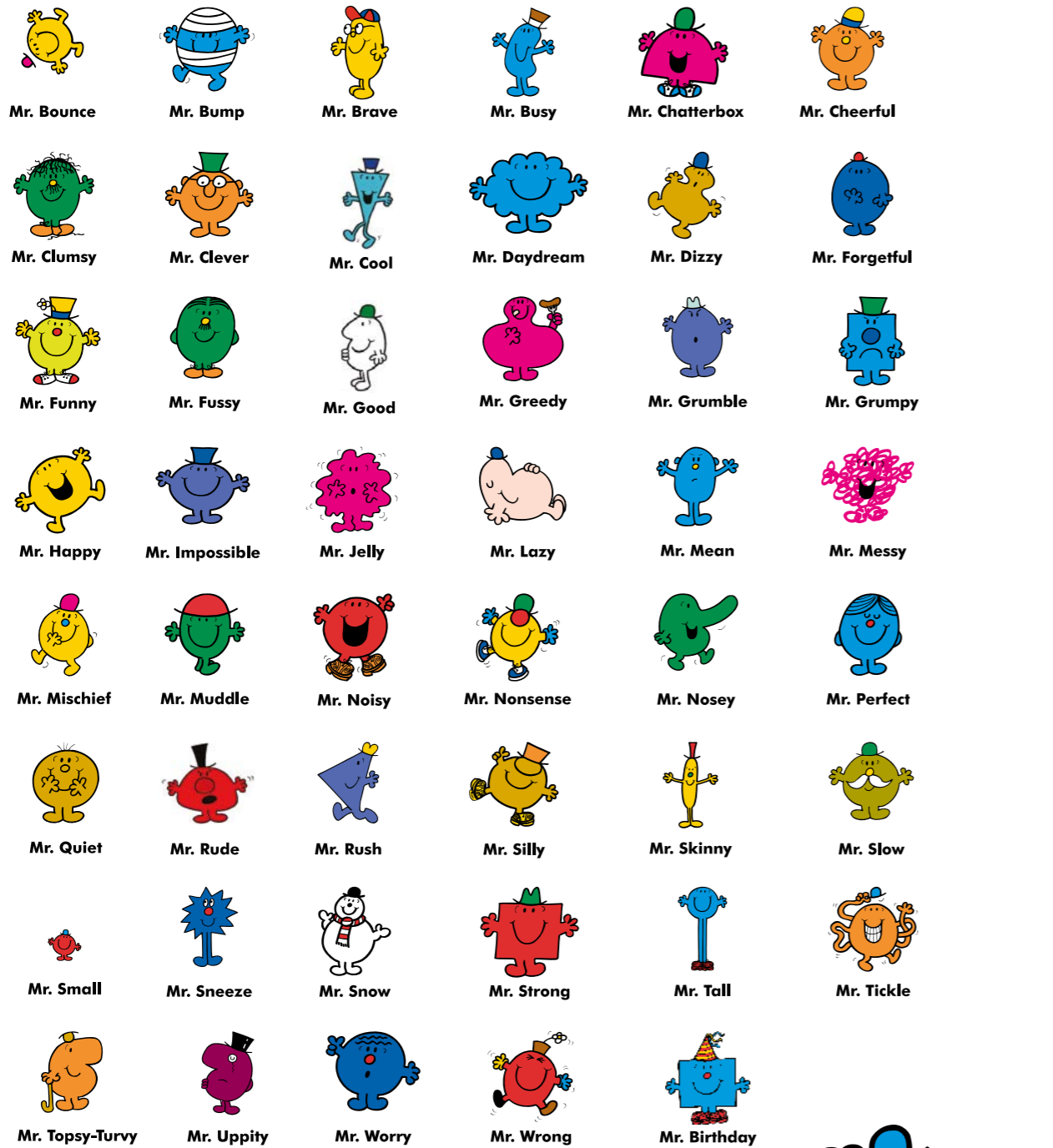


www.bubblegumclub.com
© 2001 Carlton Cards Ltd.

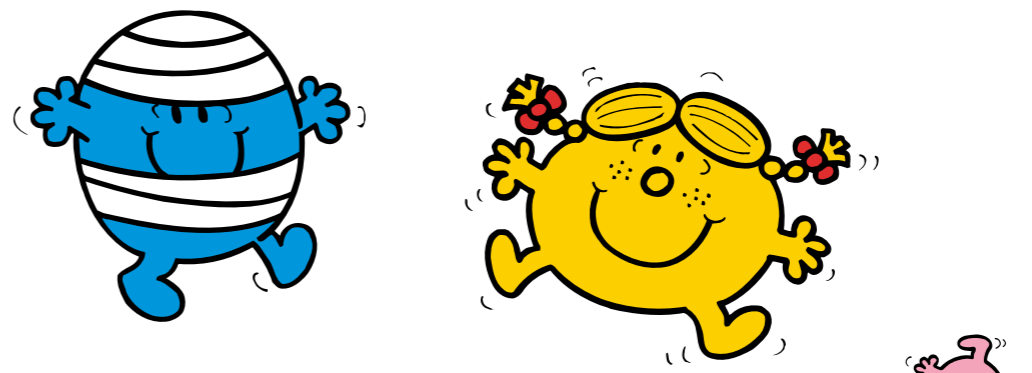
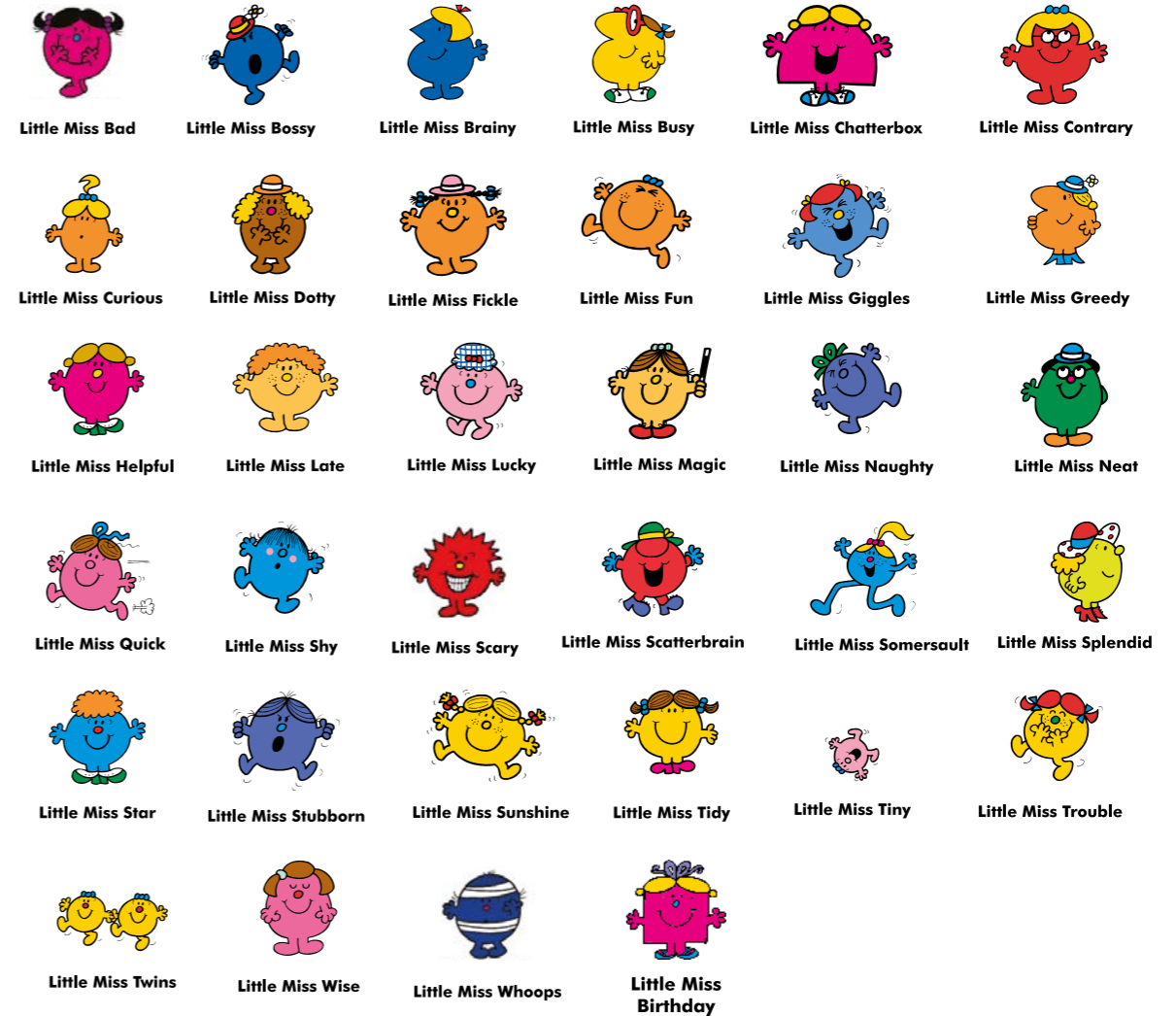
Fairy Tales




MR. MEN *by Roger Hargreaves*



LITTLE MISS *by Roger Hargreaves*



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DOCTOR • WHO



DW-DALEK1



DW-TARDIS



DW-CYBER1



DW-K9



DW-DALEK2

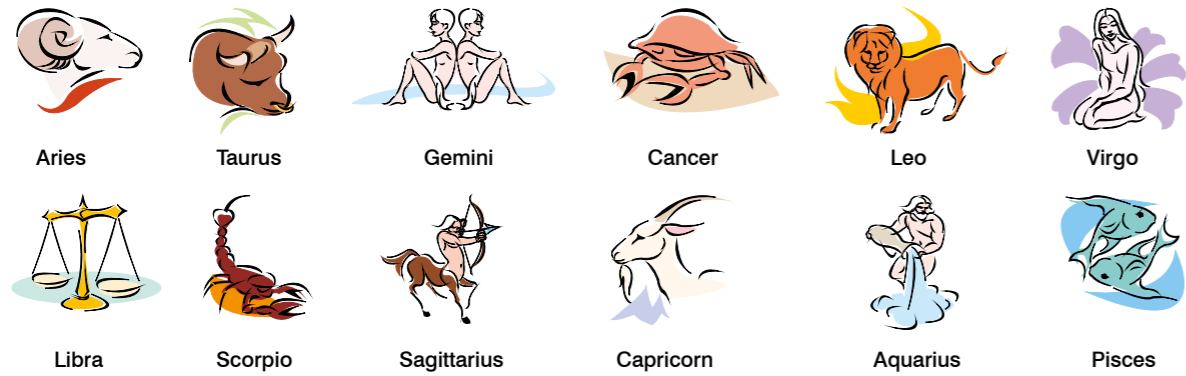


DW-CYBER2

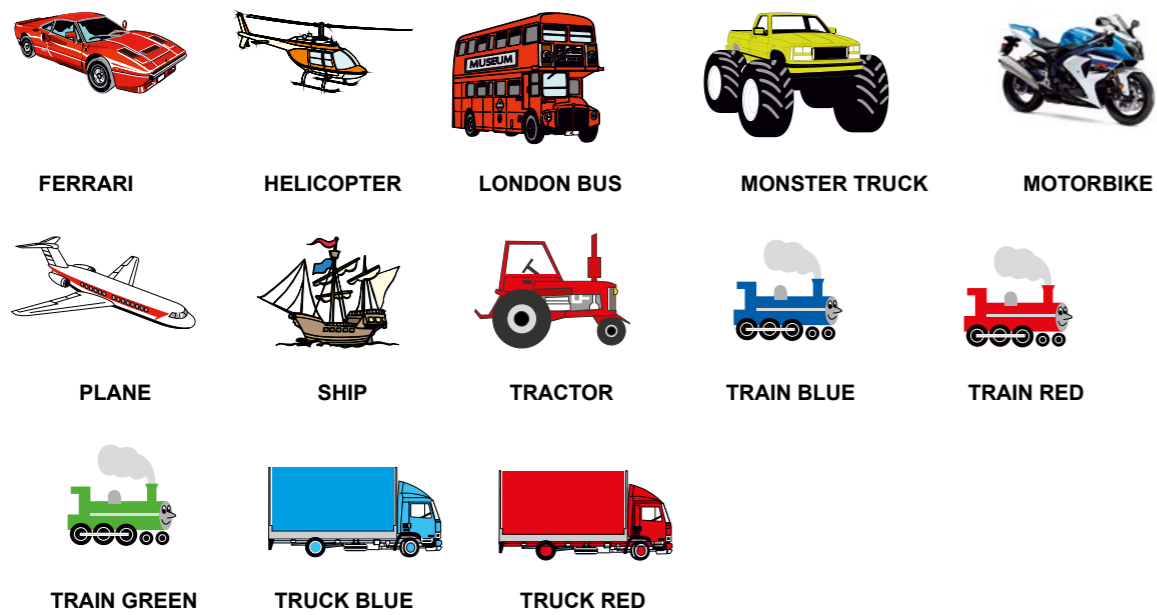




Zodiac & Chinese Signs



Vehicles



Christmas Time...





The Better Hearing Initiative characters
are exclusively available from:



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