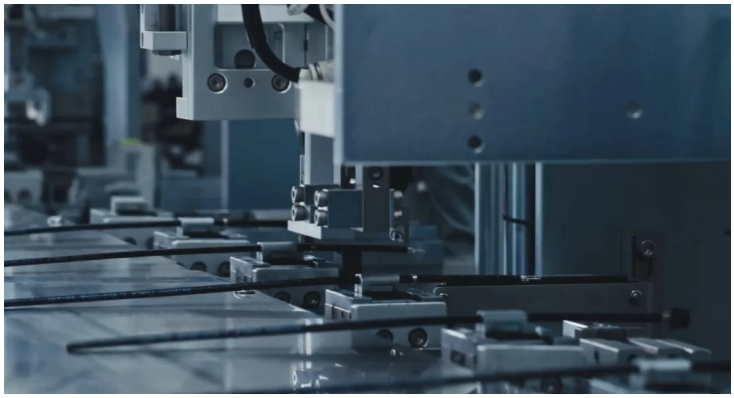
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# Taiwan-based firms Sinbon and Makalot partner to drive medical textile wearable adoption

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**To introduce a revolutionary home fitness suit to the US market this year**



According to the latest study by McKinsey, the global wellness market is estimated to be worth $1.8 trillion by 2024, with the US market alone will reach $480 billion this year, growing at 5~10 percent per year. The key trends that will define this $1.8 trillion wellness markets include digital health, next gen wearable technologies and Gen AI.

To cater to this growing market, Taiwan-based firms Sinbon and Makalot partner to bring the benefits of textile wearables to industries worldwide. Sinbon and Makalot's unique Soft Electronics/Textile product creation platform provides a comprehensive development, validation to production service for brands aiming to launch textile wearable products into global markets.

As a first step, the companies have collaborated with a US fitness tech startup to introduce a revolutionary EMS home fitness suit to the US market this year.

The product aims at providing the world's most efficient workout experience by leveraging the technology of Electrical Muscle Stimulation (EMS). Unlike any traditional EMS training product, which requires a trip to a studio and the physical presence of a trainer, this revolutionary product democratizes access to the transformative power of EMS by integrating every required hardware into a single suit, including the connectors, wire harness and electrode pads. The suit is a FDA Class II medical device and entirely machine washable.

Going forward, Sinbon and Makalot plan to leverage the Soft Electronics/Textile product creation platform to expand their services to partners across multiple industries including Medical, Industrials and Consumers.