

Active Birth Pools

The world's leading supplier of water birth pools.

"The pinnacle of water birth pool design and development. An incomparable combination of design, materials and manufacturing".

Building Better Healthcare Awards



ACTIVE
BIRTHPOOLS

Table of Contents



1	Cover
2	Table of contents
3	Introduction
4	Design
5	Material in brief
6	Safety first
7	Features
8	Our new birthing pools are a changer
9	Active Birth Pool
10	Active II Water Birth Pool
11	Venus Water Birth Pool
12	Venus II Water Birth Pool
13	Princess Water Birth Pool
14	Step Unit
15	Material in depth
16	Lighting and sound
17	Warm To Touch
18-19	Testimonials
20	Our Founder and Director
21-22	Case Studies
23	Further Information
24-25	Terms and conditions
26	Guarantee
27	Distributors

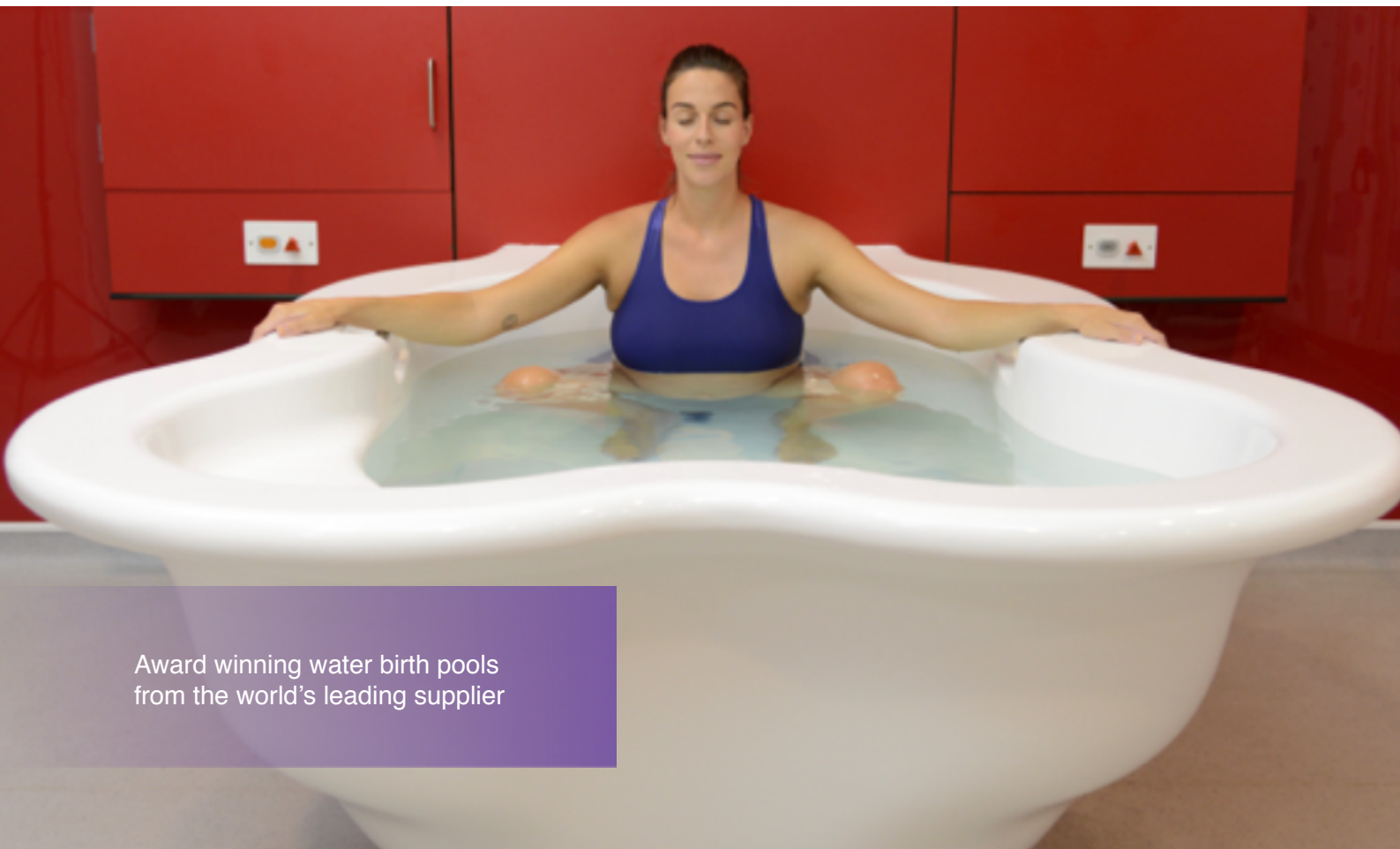
Introduction



We helped pioneer the use of water for labour and birth by designing the water birth pools that made this revolution in maternity care possible.

Established in 1987 – our new water birth pools are a quantum leap forward in every respect. We combine innovative design, specialised materials and bespoke manufacturing to produce birth pools that are in a class of their own.

We've achieved success by keeping things simple and focusing on our core principles of safety, value and performance. Mothers and midwives love our pools because they are incredibly comfortable and user-friendly. Hospitals choose Active Birth Pools because they are safe, built to last for decades and guaranteed for life. Though more expensive than other birthing pools on the market, Active Birth Pools deliver superior long-term value, better results and greater end-user satisfaction.



Award winning water birth pools
from the world's leading supplier

Our experience over the past 35 years has given us the expertise to provide our clients with highly efficient service and post sales support wherever they are in the world.

We have spent decades observing the way that mothers and midwives move in and around the pool and considered how to best serve their needs.



We've employed user-friendly, evidence based, ergonomic design and worked closely with mothers, midwives and health & safety experts to develop water birth pools that are incredibly comfortable, safe and easy-to-use. Our pools encourage mothers to move freely and naturally.

They instinctively discover the best positions and find that the pool provides them with comfort and support.

"Form is based on function and pared down to the essence of aesthetic utility. Design is based upon the dynamics of mothers and midwives as they interact with the pool and each other. Every shape, every curve, every varying degree of rounded corners...

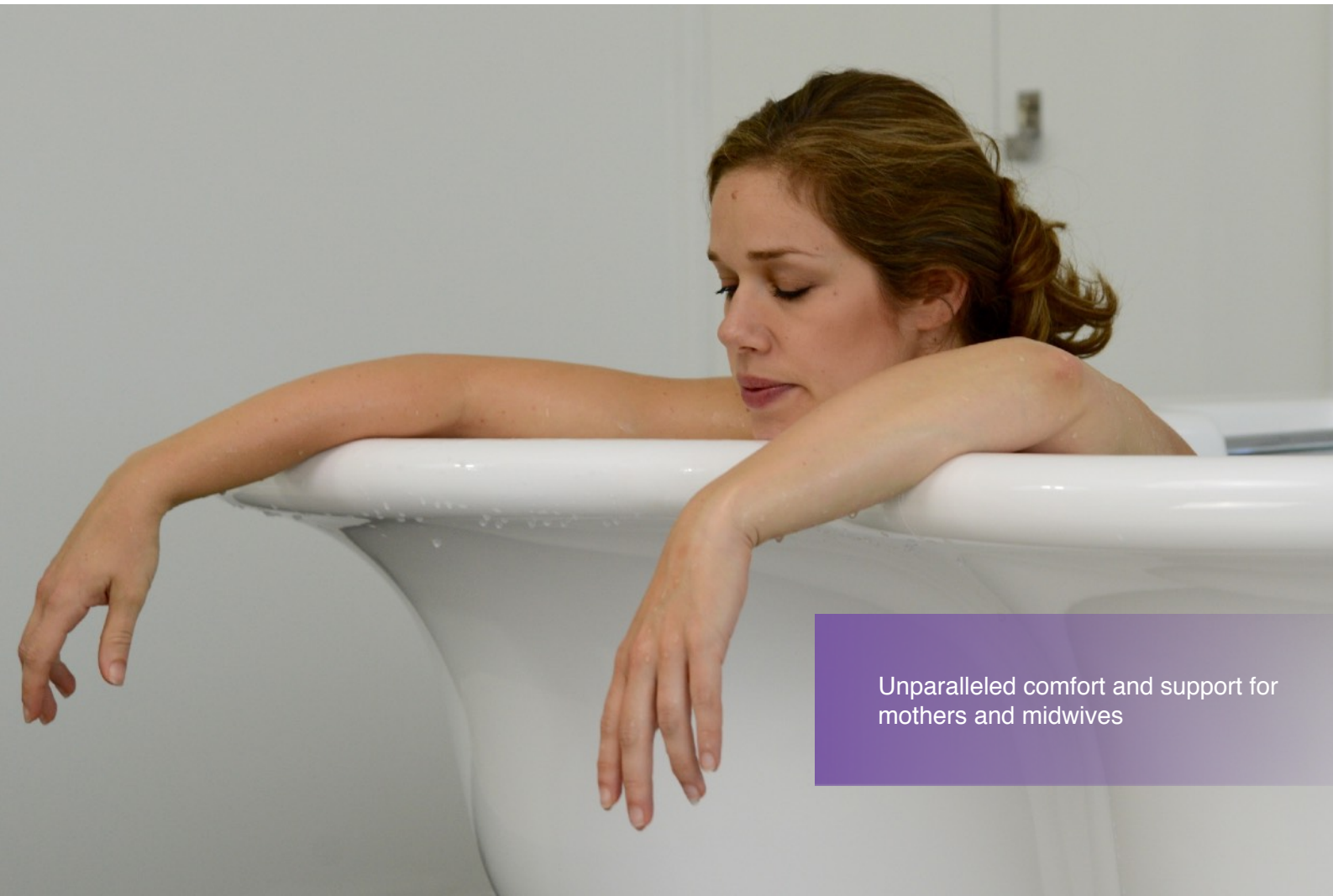
there is a reason behind them".

Material is key to the success of our pools

Active Birth Pools are fabricated from a highly specialised material called FICORE® composite that is far superior to the materials used in the manufacture other birth pools. Ficore's unique properties enable us to sculpt complex, sensuous forms that make our pools incredibly comfortable, supportive and psychologically appealing.

Water birth pools made from Ficore® have many advantages:

1. Superior heat retention
2. Stronger and more durable
3. Less slippery
4. Tactile and warm to the touch
5. Easily repaired if damaged
6. More resistant to bacteria
7. Highest water safety standard



Unparalleled comfort and support for mothers and midwives

Safety First



From the start we worked closely with infection control and manual handling experts to establish standards that have become the benchmark world-wide.

Seamless one-piece fabrication in Ficore® composite denies micro-organisms the environment they need to breed.

Our stainless steel hand rails are made to the highest standards by renown brassware manufacturer Samuel Heath. They are bonded into the fabric of the pool unlike our competitors whose metal work is surface mounted.

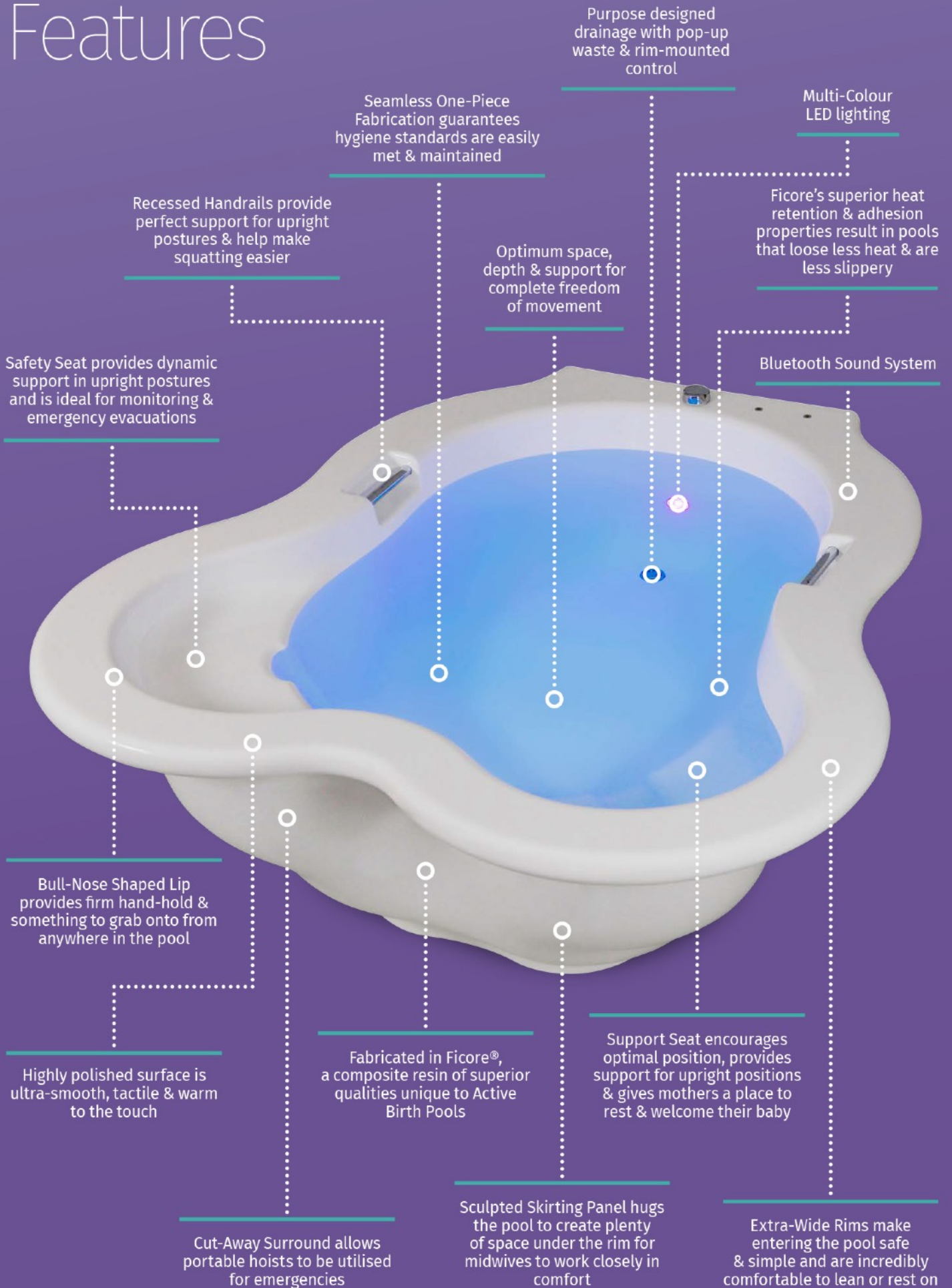


We've made it safe and simple for mothers to enter the pool. They just sit on the rim and swivel in without the need for climbing up step units and putting themselves at risk.

Our pools enable midwives to facilitate emergency evacuations with ease. They are the only pools on the market that are portable hoist compatible.

The extra-wide rims and concave skirting panel allow midwives to sit in perfect comfort negating the risk of back pain and other injuries.

Features



Safety Seat provides dynamic support in upright postures and is ideal for monitoring & emergency evacuations

Recessed Handrails provide perfect support for upright postures & help make squatting easier

Seamless One-Piece Fabrication guarantees hygiene standards are easily met & maintained

Purpose designed drainage with pop-up waste & rim-mounted control

Multi-Colour LED lighting

Ficore's superior heat retention & adhesion properties result in pools that lose less heat & are less slippery

Optimum space, depth & support for complete freedom of movement

Bluetooth Sound System

Bull-Nose Shaped Lip provides firm hand-hold & something to grab onto from anywhere in the pool

Highly polished surface is ultra-smooth, tactile & warm to the touch

Fabricated in Ficore®, a composite resin of superior qualities unique to Active Birth Pools

Support Seat encourages optimal position, provides support for upright positions & gives mothers a place to rest & welcome their baby

Cut-Away Surround allows portable hoists to be utilised for emergencies

Sculpted Skirting Panel hugs the pool to create plenty of space under the rim for midwives to work closely in comfort

Extra-Wide Rims make entering the pool safe & simple and are incredibly comfortable to lean or rest on

Our new birthing pools are a changer

If you look at our new Active II and Venus II water birth pools you'll notice a distinctive "keyhole" shaped channel cut out of the rim. Over the past 7 years this proprietary feature has been trialed in the Princess Pool and has proved such a success that we've upgraded the Active and Venus pools to incorporate it.



The "keyhole" shaped channel contains the plumbing. The spout is positioned centrally above the cut out and the drain is fixed at the bottom of the channel. The mother is protected from the risk of hitting her head on the spout (a common occurrence) or coming in contact with hot water.

The interior of the pool is opened up giving mothers 360 degrees of unobstructed movement. They can now use the whole pool any way they want to and will find comfort and support wherever they are. The bull-nose shaped rim and integral grab rails provide firm hand holds for added support all around the pool. The flange meeting the wall has been narrowed to give midwives greater access to mothers.



Both models now feature extra wide rims around the back that are more appealing from an aesthetic perspective and more functional from a utilitarian standpoint. These pools are easier to work with and give midwives more options. They will be able to sit more comfortably with their legs underneath the rim and have more room to manoeuvre.



Active Birth Pool

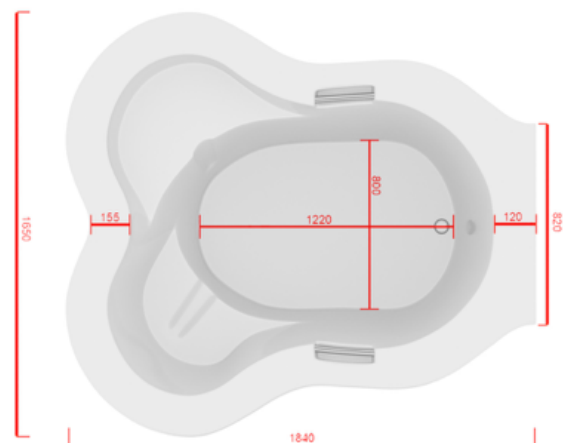
All aspects of design, engineering and manufacture were focused on develop a water birth pool of unparalleled beauty, functionality and durability.

Foremost consideration was given to how mothers and midwives relate to and interact with the pool employing ergonomic principles to design for the dynamic at play.



Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	450 litres (filled to 10cm below rim)
Material:	Ficore® composite
Guarantee:	Lifetime



“The Active Birth Pool offers an incomparable combination of contemporary ergonomic design, superior proprietary materials and bespoke manufacturing techniques that place it firmly at the pinnacle of water birth pool development”.

Building Better Healthcare Awards



Active II Birth Pool

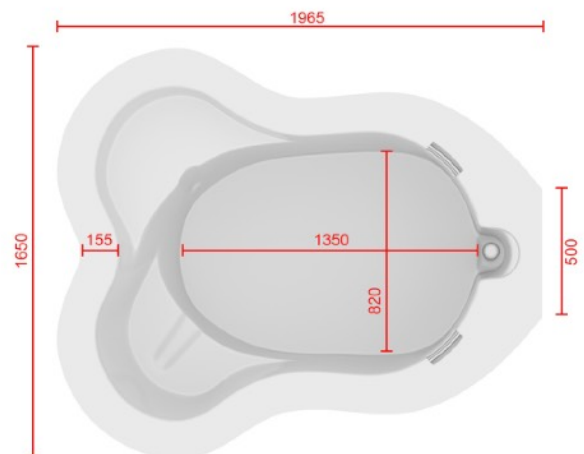
We've taken the original award- winning Active Birth Pool and made it even better by inserting a keyhole shape channel in the back rim.

This has opened up the pool to a full 360 degrees of movement and prevents mothers from hitting their heads on the spout.



Specifications

Length:	1965mm
Width:	1650mm
Height:	770mm
Depth:	640mm
Weight (empty):	100kg
Capacity:	560 litres (filled to 10cm below rim)
Material:	Ficore® composite
Guarantee:	Lifetime



"I've used Active Birth pools for over 17 years. They're really beautiful, technically perfect and exceptionally easy to use?"

**Dr Lucia Rocca-Inenacho PhD, MSc,
RM - Lecturer of Midwifery**



Venus Water Birth Pool

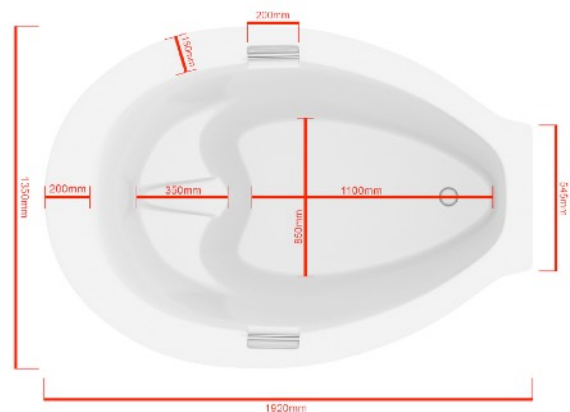
The Venus Water Birth Pool was originally designed with the help of obstetricians, midwives and healthcare specialists in 1987. Since then we have learned a lot of about the design and manufacture of water birth pools.

The current model remains true to the original but incorporates significant innovations in design, materials and engineering.



Specifications

Length:	1920mm
Width:	1350mm
Height:	750mm
Depth:	640mm
Weight (empty):	80kg
Capacity:	500 litres (filled to 10cm below rim)
Material:	Ficore® composite
Guarantee:	Lifetime



"I saw the pool today and I was delighted, it's more spacious than I thought it would be and so comfortable to work with".

**Catherine Verrecchia Head Midwife
Channcy Genevois, France**



Venus II Water Birth Pool

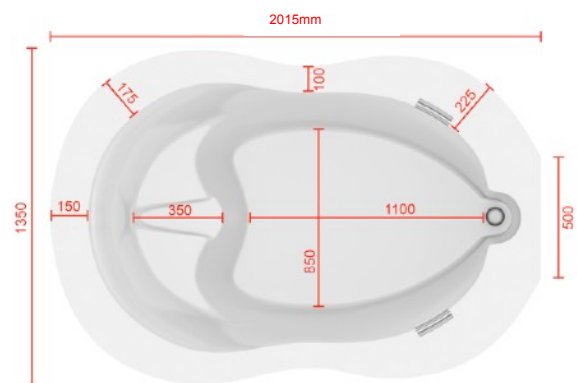


We've taken the Venus Water Birth Pool and enhanced it by inserting a keyhole shape channel in the back rim. This has opened up the pool to a full 360 degrees of movement and protects mothers from hitting their heads on the spout.



Specifications

Length:	2015mm
Width:	1350mm
Height:	770mm
Depth:	640mm
Weight (empty):	90kg
Capacity:	510 litres (filled to 10cm below rim)
Material:	Ficore® composite
Guarantee:	Lifetime



"We love our Venus Pool. They've been a game changer for us! The pools are deep and easy for our staff to work around. No more complaints from patients or staff! We highly recommend Active Birth Pools."

Stephanie Keen-Carlson, Midwife



Princess Water Birth Pool

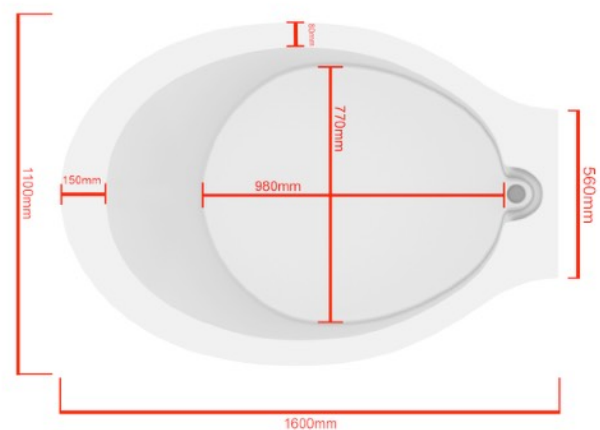
A highly utilitarian pool that's ideal for rooms where space is at a premium.

Though compact the Princess Pool is perfectly formed and surprisingly spacious.



Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	450 litres (filled to 10cm below rim)
Material:	Ficore® composite
Guarantee:	Lifetime



"We love your Princess Pool so much that we have one in every room of our birth centre".

Joanne Talbot Senior Midwife



Step Unit

The extra-wide rim and step unit make easy and safe for mothers to get in and out of our water birth. Provision of a compact, single step gives the mother a height advantage. She can step up – sit on the extra-wide rim and swivel into the water.

There is no climbing – she is grounded at all times and safeguarded from risk.

Specifications

Length:	455mm
Width:	300mm
Height:	150mm
Depth:	640mm
Weight (empty):	3.85kg
Material:	Vitrine® composite

“Brilliant, like the wide rims so mums can sit on the side and swivel their legs round to get in and out, much safer”.

Building Better Healthcare Awards



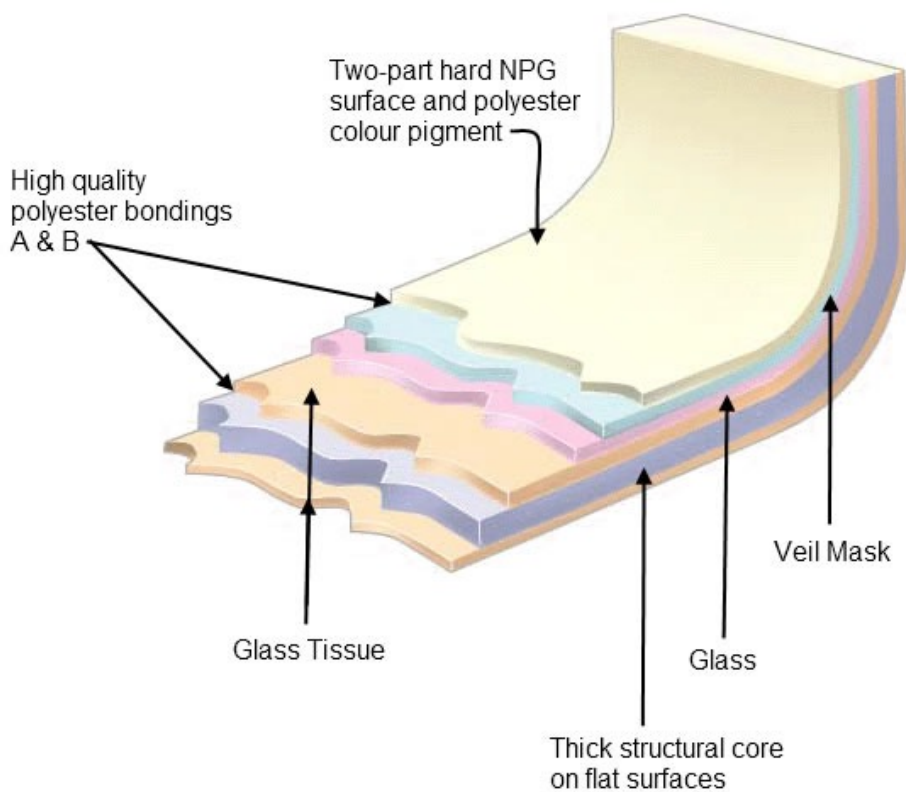
Superior Performance

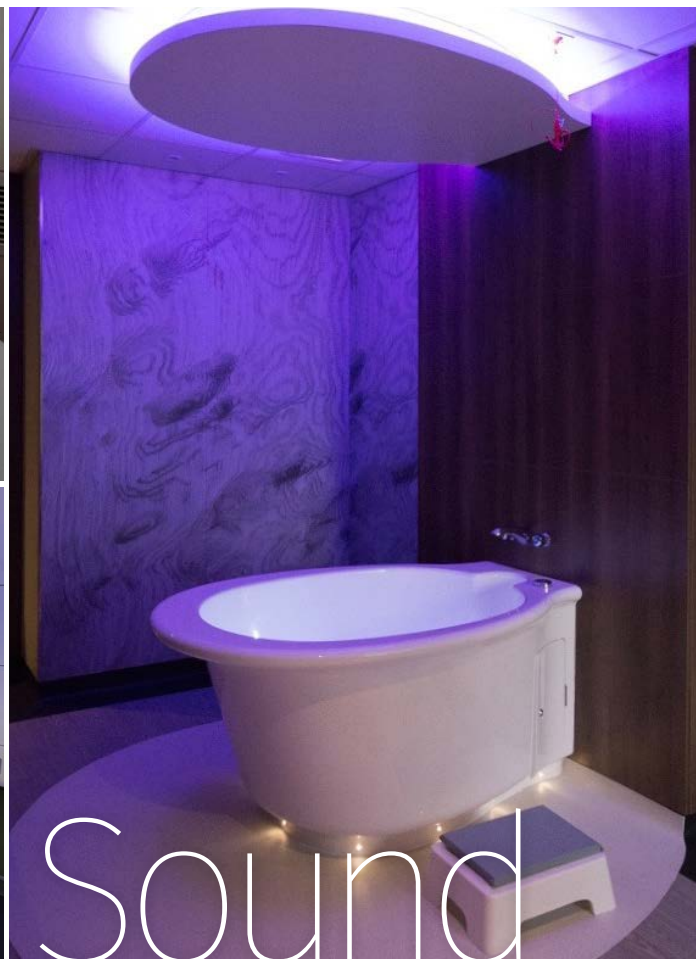
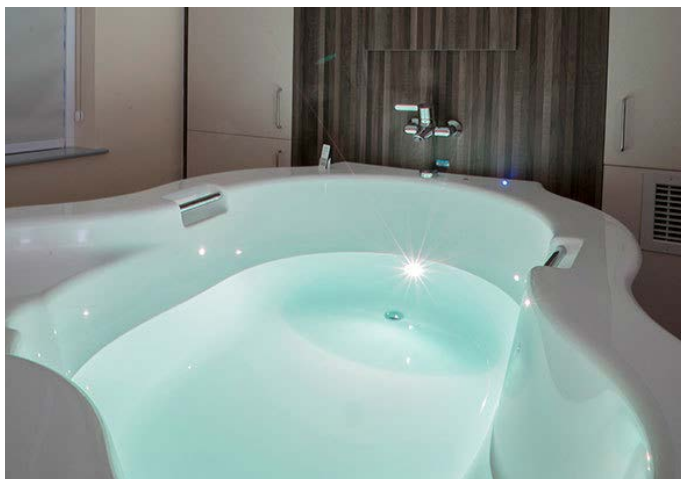
Superior material results in superior performance

Active Birth Pools are fabricated in Ficore® composite, a proprietary material of extra-ordinary properties that was developed to minimise problems associated with other materials.

If you compare Ficore with Acrylic or Fibreglass (the materials other birth pools are made from) you'll notice the difference.

Ficore is a composite of 8 different elements chemically fused during manufacturing, then heat cured at high temperature to create a material that is light in weight but 'heavy' in performance.





Light & Sound

Light and sound play a significant role in the creation of a better birthing environment

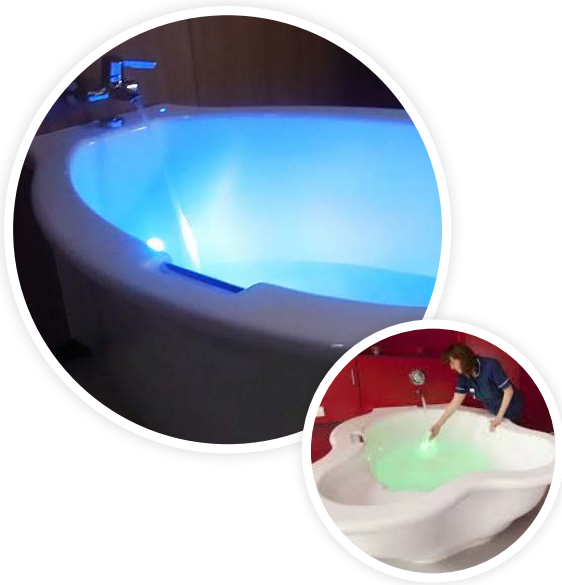
Our easy-to-use lighting & sound systems make it simple for mothers & midwives to control and personalise the atmosphere & ambiance of the room.

In addition to making it easier for midwives to see into the pool the clear LED light illuminates the room with a soft glow.

The multi-colour LED lighting system allows users to cycle through a range of colours to find the hue most they find most appealing.

The bluetooth sound system enables users to wirelessly connect their phones or devices and listen to the music of their choice.

Two integral speakers turn the birth pool into a highly refined audio loudspeaker.



 [Click here](#) for further information

You'll notice a significant difference in temperature between Ficore and the other materials. Ficore is warmer due to the fact that it is composite resin that is much denser than acrylic and fibreglass. Due to Ficore's high insulation factor and the double-wall construction of our water birth pools they maintain water temperature up to 7 x longer.

Structural and engineering advantages

If you hold two equivalent size samples in your hands and compared them you'd notice that the sample of Ficore is heavier, harder and much more rigid. The surface of Ficore is isophthalic neo-pentyl-glycol that is 50% harder (stronger) than the materials other birth pools are made from. Active Birth Pools fabricated in Ficore have an extremely high degree of structural integrity and will not flex, buckle, bow, or change shape under pressure.

Ficore's unique qualities allow us to manufacture intricately shaped pools that fully serve the needs of mothers and midwives.

Ultra-smooth finish

The finish of our pools is highly polished, ultra-smooth, tactile and very pleasant to touch. This makes them more appealing physically and approachable psychologically. The support and comfort our pools give mothers help them relax and feel more at ease.

Slip Resistance

Run your fingers across the surface of an Active Birth Pool and you'll immediately be impressed with how 'sticky' it is. Compared to other materials Ficore® is much less slippery. Given the circumstances and environment this gives our water birth pools a crucial advantage.

Durability

Ficore is more impervious to damage than other bath materials. However, if it is damaged, it can be completely repaired as new – unlike many alternative materials. Ficore is able to withstand both continuous heat or hot water and thermal shock of alternating hot and cold water.

An Active Birth Pool manufactured in Ficore meets or exceeds all relevant regulations and will withstand the rigours of heavy hospital use and disinfection with caustic chemicals.



"When asked about the history of birthing pools in hospitals, I mention the day when Keith Brainin realised that special bath tubs might be designed and commercialised to meet the needs of labouring women."

Michel Odent – water birth pioneer, obstetrician and author



"Not only are they gloriously spacious and inviting, they are made to the highest specifications and considerations to maximise comfort and safety. In short, they are second to none!"

Sheena Byrom OBE - Activist, Midwife, Speaker and Author



"Beautiful pools and wonderful to see the history of their development. Thank you for all you have done and designed for women, their babies and partners over the last 30yrs to make birth more comfortable and peaceful."

Amanda Edwards – midwife and active birth teacher.



"I have had the pleasure of working with Keith Brainin since 1985. His expertise in birth pools is unparalleled. He is professional to work with and the high standard of the birth pools has resulted in them withstanding the test of time and many births"

Yehudi Gordon MB BCh, MD, FRCOG, FCOG SA Author and water birth pioneer



"Brilliant, like the wide rims so mums can sit on the side and swivel their legs round to get in and out, much safer."

A. Bentley NHS Midwife



“Even birth pools do not always permit free movement. Some pools are elaborate constructions with seats, handgrips and foot-rests. Movement in them is restricted, whereas Keith’s pools allow mothers to move freely to find the most beneficial positions”

Sheila Kitzinger MBE – author and childbirth activist



“I’ve used Active Birth pools for over 17 years. They’re really beautiful, technically perfect and exceptionally easy to use.”

Dr Lucia Rocca-lhenacho PhD, MSc, RM – Lecturer in Midwifery



“Your water birth pools have revolutionised birth”

C. Wilson Senior Midwife, Dewsbury District Hospital



“Let me introduce you to Keith Brainin who provided us with water birth pools for both our birth centres. His pools are brilliant and the service he provides is excellent”

Dr Tracey Cooper MBE – Head of Midwifery Warrington Hospitals



“You clearly have a tub that is far superior to all the tubs we have found, not only for patient comfort, but also for provider convenience”.

Karen Werrbach MSN, RNC-OB, NEA-BC

A Message from our Founder and Director



In mid-90's I met with health service ergonomist Sue Hignett to discuss ways my water birth pools could be improved to better serve the needs of mothers and midwives.

This led to the ground-breaking innovations in design (see article below), materials and manufacture that have culminated in today's range of award-winning water birth pools.

Design is based upon the dynamics of mothers and midwives as they interact with the pool and each other. Every shape, every curve, every varying degree of rounded corner – there is a reason behind them.



The new pools take the 5 points outlined on Pg. 2 of the article to new levels of sophistication thanks to the highly specialised properties of Ficore®, the proprietary composite resin we fabricate our pools in.

Its unique properties allow us to sculpt complex, curvaceous forms that make our pools incredibly comfortable, appealing, practical and easy to use.

My new pools provide mothers with safer options for getting in and out of the pool and midwives with options for monitoring and emergency evacuation.

Please let me know if I can be of further help any way.

Best wishes,

A handwritten signature in blue ink that reads "Keith Brainin".

Keith Brainin

Founder and Director

Improving birthing pool design

Sector: Healthcare

In the early 1990s, water birth was gaining in popularity. However, at the time, the state-of-the-art birthing pools resembled large barrels and had not been designed for any of the users. Mothers found it very difficult to get into the birthing pool and almost impossible to get out in an emergency. Midwives were not able to monitor and examine mothers in the pool without putting strain on their back and neck.



Accommodating multiple users

The needs of people using the pool were identified:

1. The mother, who needed help to enter and exit the pool and who needed to be supported in a range of positions.
2. The midwife, who needed a comfortable working position with knee room by the pool and the ability to reach the mother for examinations and monitoring.
3. The baby, who may need assistance very quickly in an emergency situation.
4. Maintenance, cleaning and infection control support staff, who need to be able to carry out their tasks quickly and effectively. Activities from videos and interviews were then analysed before work with mothers, midwives and maintenance engineers began.

Product Design

Product design is user-created if the key users of a product are identified early on the design process and research is done to understand their needs.

This research feeds into the design process to inform all aspects of the design.

User testing may be repeated at various points in the design process and changes may be made to the design in order to ensure that the finished product is usable, safe and effective.

Impact

Improved user experience
Improved safety
Improved wellbeing
Improved job design

“

I became aware of ergonomic design when I met a health service ergonomist who inspired me to incorporate the principles of ergonomic design into the creation of the original Active Birth Pool.

Keith Brainin, Active Birthpools

”

The key features were challenged and resulted in a new design. A prototype was then built and tested with staff and mothers before approaching a manufacturer to make the finished product.

Making a difference

The pool was entirely redesigned to fit the needs of its users. The new design has:

- Steps and hand rails to assist entry and exit.
- Shaped edges to give armchair style support for the mother and range of supported positions such as sitting, kneeling and squatting.
- A concave side to provide knee room for the sitting midwife.
- An integral seat for delivery and perineal examination.
- A horseshoe-shaped seat that can also be used for rapid exit with the mother able to be floated onto the seat and then evacuated backwards onto a birthing bed much faster than could be achieved with a lifting device.



This work has revolutionised the design of birthing pools with many hospitals in the UK and internationally purchasing ergonomic birthing pools (www.dailymail.co.uk/news/articles-2535103/10million-maternity-fund-hospitals.html).

Produced and published by the Chartered Institute of Ergonomics & Human Factors. CIEHF For more information visit www.ergonomics.org.uk

Wider applications

The approach of constructing mockups to understand how a product will be used in practice is extremely useful, especially when a radical design change is proposed.

This approach has also been used in settings such as the design of future train carriages and can ensure that costs are reduced as designed are then 'right first time' when manufactured.

Further information

S Hignett (2001). Embedding ergonomics in hospital culture: top-down and bottom-up strategies. *Applied Ergonomics* Vol 21, pp61-69.

Acknowledgements

This work was carried out by a Health Service Ergonomist working at Nottingham City Hospital.



"If you are looking for a water birth pool to install in your maternity unit the incomparable Active Birth Pool should be your first choice."

Building Better Healthcare magazine – November 2015

- Why Us?
- Installation Guidelines
- Cleaning and Care
- Setting up a water birth facility
- Water safety management
- Getting in and out of the pool
- Dealing with emergencies

Other than the statements made in Active Birth Pools Ltd Literature, no warranty is expressed or implied as the suitability of any product for any purpose. Purchasers must satisfy themselves on this point.

Acceptance of Orders

Orders are accepted subject to the terms of business of Active Birth Pools Ltd.

Quotes

Quotes are valid for 1 year from the date of issue and subject to change in accordance with cost increases after this period.

Terms of Payment

- Approved accounts and NHS Hospitals: payable 14 days after delivery.
- UK based contractors: 25% deposit with order, balance payable 14 days after delivery.
- International orders: Negotiable.

Carriage

Carriage and packing will be charged at cost.

For land-based UK deliveries our water birth pools are wrapped in protective packaging and placed in purpose made double walled corrugated cardboard boxes and transported by reputable national fragile goods carriers.

Deliveries are quoted for and scheduled on a week commencing basis.

For international and UK deliveries that involve a water crossing our water birth pools are wrapped in protective packaging and placed in timber framed crates with plywood sides that conform to ISPM15 and are stamped accordingly.

International deliveries are quoted for as shipment by sea and cover collection from our factory, all paperwork and delivery to nearest port by sea.

Clients are responsible for clearing the consignment through customs, import charges (if applicable) and local delivery.

Terms & Conditions



Damage or Loss in Transit

Any claim made concerning damage or shortages must be made in writing to us within 3 days of delivery of the goods. Any claim for non-delivery must be made in writing to us within 14 days from the date of our invoice. Original packaging must be retained.

Retention of Title

Notwithstanding that delivery of the goods has been made they remain the property of Active Birth Pools Ltd. until payment is made in full.

Time of Delivery

Every effort will be made to adhere to delivery times.

However, no liability can be accepted for any losses incurred by the purchaser for a failure to deliver within the stated period.

Delays shall not entitle the purchaser to cancel the order nor to claim damages.

Specifications & Descriptions

Technical data, dimensions, weights and illustrations are typical and not binding.

Active Birth Pools Ltd reserves the right to improve or amend any product without notice.

Active Birth Pools guarantees that its water birth pools are fit for the purpose intended in their design, conform to the current relevant published specification, and are free of defects in workmanship or materials.

A water birth pool supplied by Active Birth Pools, and built from Ficore® composite carries a lifetime guarantee against structural failure, loss of rigidity, leakage, and surface breakdown.

In the unlikely event of any of these faults occurring Active Birth Pools will undertake, after proof of purchase, inspection and analysis, to either exchange the faulty product for a new product of the same specification, or, at the Active Birth Pools option, if the fault is minor, to repair and refurbish at its expense.

Active Birth Pools will not accept liability for any consequential loss.

This guarantee does not cover the following:

- Damage caused by misuse, poor maintenance, lack of care, or failure to follow Active Birth Pools Ltd's cleaning and maintenance recommendations.
- Normal wear and tear.
- Damage or deterioration caused by unprofessional or improper installation resulting in faults such as (but not limited to) poor sealing, instability, weight of pool not being self-supported, excessive wear, damage through stress impact, or poor plumbing.
- Damage caused by failure of waterproof sealing at any holes drilled for any purpose by anyone other than Active Birth Pools, such as (but not limited to) brassware, water intakes, jets, under water lights, etc.
- Damage caused by exposure to aggressive chemicals, abrasive or destructive cleaning materials, superheated agents or naked flame, and objects such as lighted smoking materials.
- Faults caused by additions or alterations to the product made without Active Birth Pools prior knowledge and agreement.

Active Birth Pools judgement on cause is final.

Active Birth Pools - Distributors

Active Birth Pools UK and International

www.activebirthpools.com

Active Birth Pools North America

www.activebirthpoolsusa.com

Active Birth Pools Europe

www.febromed.de

Active Birth Pools Australia/NewZealand

www.activebirthpools.com.au

Active Birth Pools Benelux

www.medipax.nl

Active Birth Pools Israel

www.hagai-med.co.il

Active Birth Pools France

<http://www.scemed.com>

Active Birth Pools UAE

www.biomedic-intl.com

Active Birth Pools Scandinavia

www.gm-medical.com

Active Birth Pools Morocco

Medical Services Company

Active Birth Pools Ltd.

9 Carlton Close

London NW3 7UA

T: +44 (0) 77 937 45907

W: www.activebirthpools.com

E: keith@activebirthpools.com

The logo for Active Birth Pools, featuring the word "ACTIVE" in a bold, white, sans-serif font above the word "BIRTHPOOLS" in a smaller, white, sans-serif font, all contained within a teal square.

ACTIVE
BIRTHPOOLS