



FLAGHOUSE INC. LAUNCHES NEW SNOEZELEN MSE WEBSITE

Hasbrouck Heights, NJ (November 15, 2008)—FlagHouse, Inc., the leading SNOEZELEN Multi-Sensory Environment (MSE) installer in schools, hospitals, residential homes, and long-term care facilities across North America, has launched a new website www.snoezeleninfo.com. For more than 16 years the FlagHouse Sensory Solutions™ team has designed and installed over 1500 MSEs. “Our goal is to empower and educate caregivers, therapists, and educators about SNOEZELEN MSEs,” notes Diana Hohmann, Senior Brand Manager, FlagHouse Sensory Solutions™ catalog.

“The site is a convenient way to get up-to-the minute information about [SNOEZELEN](#). Here our current and future customers will see room designs, become familiar with [SNOEZELEN products](#), and read exciting news in the MSE world,” she adds.

Visitors to the site will learn about [SNOEZELEN's history](#) and approach, benefits, and applications. In addition they will be able to watch videos of SNOEZELEN rooms created by various schools and other facilities. Press releases, news articles, research, video clips and links to the most recent SNOEZELEN articles are also available, as is access to a SNOEZELEN newsletter.

Over 30 years ago, Dutch therapists Jan Hulsegge and Ad Verheul helped to define what is known as a SNOEZELEN room today when they filled a tent with a variety of sensory experiences such as musical instruments, tactile objects, flavorful foods, and scent bottles at Holland's De Hartenberg Institute's annual summer fair. The word itself is derived from the Dutch verbs “snuffelen” meaning to seek out or explore and “doezelen” meaning to relax.

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [Physical Education and Recreation™](#), [Going Strong™](#), [Flying Start™](#) and [Giant Leaps™](#) and through their web site www.flaghouse.com. In addition to being the North American distributor for [SNOEZELEN®](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [CATCH®](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

Diana Hohmann, Senior Brand Manager
FlagHouse, Inc.

Phone: 800-793-7900, x 7541

Email: Diana.Hohmann@Flaghouse.com