

# ***Gruv Button™ Retrofit Timeline***

**Every day** that goes by without *Gruv Button™ Retrofit* is another day with unnecessary stress and frustration for hearing aid users who have difficulty inserting their hearing aids! That's long enough!

## **2009 – Major Manufacturer Patent Application**

**March 26, 2009** A major hearing aid manufacturer cites insertion difficulty in a [patent application](#).

## **2016 – Gruv Button™ in Trade Publication**

**January 11, 2016** Industry trade publication [The Hearing Review](#), begins publishing a [series of articles](#) on *Gruv Button™*. (This is the original, "built-in-during-manufacture" design option; it was presented to the manufacturers but was not adopted by them.)

## **2022 – Industry Documents Insertion Difficulty**

**January 4, 2022** *Each Ear LLC* calls for empathy with people with physical limitations with a series of "[Appeals to Hearing Aid Manufacturers](#)".

**January 24, 2022** *The Hearing Review* reports RIC-style (Receiver-in-Canal) hearing aids' [Return-for-Credit rate is 15.7%](#) among private/commercial hearing aid clinics. Many people begin their hearing care journey, but then give up.

**2022** A *Hearing Industries Association*-commissioned MarkeTrak survey reveals that [40%](#) of new hearing aid users find it difficult to insert their hearing aids.

**2022** *Caregiver Media Group* honors *Gruv Button™* with [Today's Caregiver Friendly Award](#).

## **2024 – Announcement of Gruv Button™ Retrofit**

**April 30, 2024** *Each Ear LLC* [notified the hearing industry of the producibility of Gruv Button™ Retrofit](#), the easy-to-adopt, easy-to-support, and reasonable accommodation – the perfect assistive device.

**September 7, 2024** *Gruv Button™ Retrofit* wins global [2024 Hearing Technology Innovator Award](#).