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Recreational Oxygen Trade Group, ROANA, Announces New Standards and Best Practices for Growing Category

New Industry-Shaping "ROANA-Approved Organization" Will Foster The Establishing Consumer Industry

Minneapolis, MN (March 1, 2018) – Taking a critical step forward to fulfill one of its founding missions – to define standards and best practices for the category of “recreational oxygen” – the industry trade group, the Recreational Oxygen Association of North America (ROANA), today announced its criteria for the primary category it was formed to represent. The evolving recreational oxygen category currently falls into two sub-sections: “Recreational Oxygen Canister Companies” (e.g., recreational oxygen canisters) and “Recreational Oxygen Bar Services or Equipment Providers” (e.g., recreational oxygen bars).

The non-profit, collaboration-focused trade organization, which is comprised of professionals in the medical oxygen, hyperbaric oxygen, industrial oxygen and recreational oxygen industries, will advance what it believes to be the most important criteria for recreational oxygen companies to uphold – both for consumer welfare and for the reputation and continuation of the emerging recreational oxygen category.

Companies who are members and meet ROANA’s new criteria to become a “ROANA-Approved Organization” will be issued a ROANA seal or stamp of approval, earning the status of a “ROANA-Approved Organization,” (along with the right to use the statement, “Verified by ROANA,” and a “ROANA-Approved Organization” logo). The standards and best practices outlined by ROANA that the organization will use to



Pictured above: ROANA-Approved Organization logo

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evaluate companies in the recreational oxygen industry include quality and safety checklists related to manufacturing, marketing/advertising, sales and transportation.

The newly defined industry standards and best practices are aimed to help shape and guide the future and longevity of this growing wellness industry, and are not necessarily legal advice or requirements.

“Since ROANA was founded, in 2013, the industry trade group has been diligently researching recreational oxygen companies in order to establish benchmarks for an industry still in its infancy,” states Rick McVicar, ROANA Co-Founder and Board Member. “While ROANA stands behind the standards and best practices aligned with the “ROANA-Approved Organization” status, we encourage individuals and organizations with a vested interest in shaping the recreational oxygen industry to reach out with comments and suggestions.”

In an effort to publicize its new criteria and emblem, ROANA leadership will reach out to current ROANA members and potential future members in the recreational oxygen industry through a personal phone call and email in the near future.

For additional information about ROANA, or to join, please visit RecreationalOxygen.org.

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ABOUT ROANA

The Recreational Oxygen Association of North America (ROANA) is a non-profit trade group that exists to establish the growing value of recreational oxygen for active, health-and-wellness minded people - in North America and beyond. ROANA is navigated by six main goals: providing consumer education, conducting market research and analysis, defining standards and best practices, uniting industry leaders, and collaborating with policy makers and regulatory authorities to enhance the presence of recreational oxygen in North America. For additional information about ROANA, or to become a member, please visit RecreationalOxygen.org and follow ROANA on [LinkedIn](https://www.linkedin.com/company/recreationaloxygen).