



Colours Wheelchairs Advances Its International Presence

Med Services Europe B.V., December 15, 2005

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Colours N Motion (www.ColoursWheelchair.com) and Med Services Europe (www.MedServicesEurope.com) make a progress report on the anniversary of a strategic initiative to develop Colours' Wheelchair business in Europe.

PR9.NET December 15, 2005 - Corona, California and Zurich Switzerland - Colours N Motion, a leading US manufacturer of active, ultra-light wheelchairs and Med Services Europe announced progress one year after creating a strategic initiative to develop Colours' presence in Europe.

Dr. Gene Emmer, president of Med Services Europe, said that exclusive distributors have been signed for UK, Ireland, Greece, France, Spain, Poland, The Netherlands, Belgium, Israel and Palestine. "We are truly making rapid progress. One of the most important reasons is that Colours Wheelchairs have many advantages over the competition that offer unique opportunities for distributors of disability products."

"For example in markets with developing economies, the Spazz-G has opened many doors for Colours since it is probably the most economically priced quality, ultra-lightweight wheelchairs available. In more developed markets our Zephyr, our entirely custom-made wheelchair and the Boing! the first wheelchair with four wheel-independent suspension are in high demand." Said Dr. Emmer

When asked about the challenges for the future, Dr Emmer said "First we are looking to complete our positioning in Europe by finding partners in developed markets such as Germany, Italy, Switzerland, Portugal, Austria and Scandinavian markets. But in the mid-term we want to become established in Eastern Europe and the Middle East. Markets such as Turkey, Russia, Czech Republic, Hungary, Ukraine and Saudi Arabia present some of the most interesting opportunities for growth and we are actively seeking partners in those markets. Unfortunately, in many countries the need for quality products for the disabled is poorly understood and under-funded. Also, finding just the right partner can be difficult as there is a shortage of people who can provide the level of service required to become a Colours Distributor."

John Box said "It has been one year since Colours selected Med Services Europe to build our European business and we have made amazing progress. Med Services has found excellent partners for us in Europe. Nevertheless, we still have some open territories and distributors interested in obtaining exclusivity for Colours Wheelchairs are encouraged to contact Med Services Europe."

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About Colours N Motion

Colours is a leader in the rehabilitation industry for its design of innovative everyday, sport and pediatric wheelchairs. Colours' wheelchairs are lightweight, adjustable and customizable. Colours is now expanding in Europe. European distributors interested in distributing Colours Wheelchairs are encouraged to contact Med Services Europe, Colours' European representative. For more information www.ColoursWheelchair.com

About Med Services Europe B.V.

About the Author: Dr. Gene Emmer is President of Med Services Europe (<http://www.NewDisability.com>). We are European Representatives of Colours Wheelchairs and RehaDesign Wheelchair Gloves (the Wheelchair Gloves designed for Active Wheelchair users). We are seeking distributors for our products, please contact us for more information.

Phone: +41764249963
Website: <http://www.NewDisability.com>
E-Mail: americannj@aol.com