

***“I want you to go over the machine and replace every component that needs it with a really high quality part. I don’t want some chiropractor from Sweden ringing me up and asking me what to do about a massager that’s stopped working”*** *Graeme to the factory manager*

It took a while until we could make a demand like that. The DrGraeme massagers started as something I had built to suit my own needs, which was a really small number for the factory, so we had to take what we could get.

It’s turned out that a lot of other practices have the same needs, and we’ve supplied them. Things have evolved. We’ve now expanded to where we are supplying about 20 countries including Australia, New Zealand and much of Europe.

Instead of a small number of units we buy several container loads a year, so the factory is now bending over backwards to provide us with a better product, and has helped us to go through the quite involved development and certification process to do a major product upgrade. We’re even doing enough to get a manufacturer of commercial/industrial electrical motors to specially make motors for our machines.

**Ladies and gentlemen, we are proud to introduce the new “Euro” version of our Deep Tissue Massager.**

What’s in the new machines?

- New high quality “Z4” motor rather than a “consumer” motor
- Larger much better switch
- larger high quality power board
- Higher quality bearings
- Much heavier cable
- Better cable anchorage
- Better cable protector where it joins the machine

What’s gone?

- The fiddly switch
- The light cord that twisted and cracked with prolonged commercial usage
- The lights: they were of no benefit and just drew extra power from the powerboard creating more heat inside the machine.
- By removing the lights and using a combination powerboard/switch unit rather than separate units four internal wires and eight internal connections have gone, making it simpler and more reliable.

Cost

Large numbers of the “Euro” version Deep Tissue Massagers have been used commercially in Europe over the past six months with **zero** reports of any reliability issues. Although the components are more expensive, our volume is larger and there have been no warranty claims. Therefore, the cost increase is only marginal for a far superior machine :-)

**graeme@drgraeme.com www.drgraeme.com**