



Wheels are Turning

Welcome to the Inaugural Edition of Strongback Mobility's NEWSwheel!

Each quarter we will bring insightful and relevant news to you and the DME community. It is full of information on new products, industry news and events, as well as selling tips from top reps and dealers throughout the country. We hope you will read through to the end and walk away with a new lesson, insight, or helpful information for you and your team. Our desire with NEWSwheel is to equip you to serve and assist your customers effectively and efficiently.

As always, be good to your back.

Ladd Lougee
 Visionary and Founder
Strongback Mobility

The HUB

WE HAVE INVENTORY!

As you all know, the shipping industry has been in a downward spiral for months, and many companies have been unable to get products, Strongback Mobility included. We truly appreciate your patience with us and are so happy to give you good news! We have just received over two containers full of chairs and have several containers on the water now and in production ready to ship soon. So place your orders at usa@strongbackmobility.com or call 757-349-7790 and get our award-winning wheelchairs in stock!





Between the Spokes

Team Recognition

Strong spokes are the foundation of any wheel. Here at Strongback Mobility, we want to recognize those who are important spokes on our team. We would like to introduce you to Kenny Bolton, our newest Strongback Mobility representative in Texas. Kenny signed on with us at the end of March 2021. Since then, he has opened 15 new stores that are carrying our chairs and he continues to add to that number every month.

Tell us a little about yourself. Where are you from and what areas do you support?

I was born and raised in Paris Texas. I still live in Paris with my wife Jeri. We have 4 children and 2 grandchildren. I am the STRONGBACK Rep for Texas.

What fuels your passion for selling Strongback Mobility?

My passion for STRONGBACK is very strong in the fact that there is nothing on the market that compares. It's a custom chair without the custom price. In fact, I recently purchased the STRONGBACK camping chairs and enjoy them often.

Have you noticed anything different in the health care product industry post-Covid?

I feel that the dealers are more ready to do business and see sales reps with fresh ideas to help their business model. Most dealers are seeing an increase in buying but unfortunately getting product is more difficult now than ever before.

Do you have any advice for retail stores or other representatives?

My main focus is that I am very passionate about the products I sell and trying to show the benefit of Strongback Mobility. Sitting is believing.

What's your favorite thing to do when you are not working.

Spending time with my family at the lake and traveling.

In the Texas area and looking to add Strongback Mobility's line of wheelchairs and transport chairs to your product line? Here's how you can reach Kenny.



Kenny Bolton

903-739-0371 Cell

Boltonkj5@gmail.com

Wheeling Around

Success Stories

We love our customers and a good success story!

Meet Stefanie, a new Strongback Mobility customer. To see how the STRONGBACK24 has made an immediate difference in her life, read her review below!

I wanted to take a moment to write and thank you for your wonderful wheelchair and for finding a way to get one to me much sooner than expected. Because of your efforts, I was able to get out of my house and



Continued...

have a wonderful, fun day for the first time in over a year (due to both the pandemic and my health problems). Although I had never used a wheelchair before, I found my new "chariot" to be extremely easy to maneuver, even though I had concerns that I would struggle because I had lost a lot of muscle mass. Also, my husband is a R&D mechanical engineer who can be highly critical about product design, but he had nothing but positive things to say about my Strongback24.

Thanks to you, I've so far been able to go to the aquarium with my family, to a wonderful seafood restaurant, and to a lovely outdoor shopping area. You've given me freedom to start enjoying my life again, and exactly at the right time to spend summer break with my little one.

A thousand thank yous!

Thank you for sharing your story with us, Stefanie!



Become a Strongback Mobility Retail Dealer

In addition to strong adherence to MAP pricing, we pride ourselves in providing our dealers with these additional benefits:

- A lucrative business model with strong adherence to MAP pricing
- A strong brand presence through our comprehensive marketing support
- A reliable order-to-delivery process
- Assured availability of stock even with small order quantities
- Complaint resolution that is rapid, courteous, and effective

Become part of the Strongback Mobility family!

**Call 757-349-7790
or email**

usa@strongbackmobility.com

TODAY!

The Squeaky Wheel

Input/Questions/Suggestions

Here's where you get to ask the questions.

- Tell us what you need.
- Share a story.
- How can we better serve you?

Email us at usa@strongbackmobility.com today!

We would love to hear from you!

