



# NEWSwheel



## **Wheels are Turning - Even in Winter!** \_\_\_\_\_

### **Let's take a trip!**

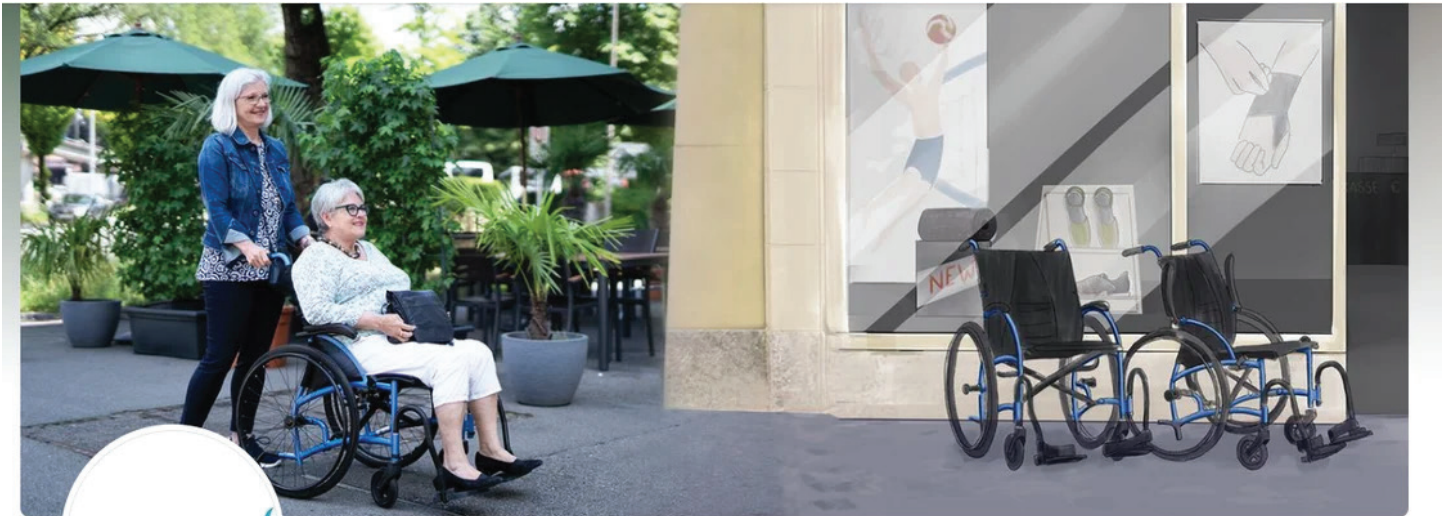
Summer is a fantastic time for wheelchair users to enjoy unforgettable trips, whether it's visiting loved ones around the country or exploring exotic destinations. However, traveling, especially by air, can pose some risks. But don't worry! We've got it covered with helpful tips to make wheelchair travel smoother and suggestions on how to handle any issues that may arise.

Visit our STRONGBACK Blog to read more!

[Traveling with Your Lightweight Wheelchair: Tips for a Safe Journey](#)

# The HUB


News and information you can use this quarter on The HUB!



**Strongback Mobility USA, LLC**

 Shop Now

 Liked

 Message

Social media is a diverse landscape, offering enlightenment, frustration, challenges, and even profitability. Navigating this ever-changing space can feel like a full-time job. But fear not, because we've got your back! Connect with Strongback Mobility USA on Facebook, Instagram, and LinkedIn to get started. By following us there, you'll gain access to relevant and fresh content that you can easily reshare on your business's home pages. Let us be your guide and make your social media journey a breeze!

Having a special event at your store? We are happy to highlight it on our social media pages to broaden your reach. Connect with our digital marketing star, Tiffany to send the details: [tiffany@strongbackmobility.com](mailto:tiffany@strongbackmobility.com)

And, don't forget to click the icons below to follow us!



Roll into the world of wheelchair life with our STRONGBACK Blog! Overflowing with invaluable insights and helpful articles, it's a treasure trove you can share with your customers effortlessly. With just a click of the social share icons embedded in each post, you can open the door to a wealth of knowledge and inspiration for your customers. Don't miss out on this great resource. Check it out now at the link: [STRONGBACK Blog](#)

# Between the Spokes

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## Meet Don Conrad

This month we are recognizing Don Conrad, an important spoke on our Strongback Mobility sales team. Don has 32 years of experience in the DME (durable medical equipment) market space. He has personal experience working for a small dealer and brings his wealth of knowledge to our sales team. He is a delight to work with and operates with integrity and a warm smile!

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

*I am originally from Seattle and live about 40 miles north of the city. My territory includes WA, OR, ID, MT & AK. I have worked in the DME industry since 1991 after serving my country in the Navy. I started in the DME industry by delivering and cleaning everything under the sun for a DME store located on the Seattle Eastside. This included learning how to modify and get approvals for wheelchairs from WA State Medicaid.*

### **What fuels your passion for selling Strongback Mobility?**

*I know from my early experiences in DME and modifying wheelchairs, that an unhealthy seating situation puts an unnecessary burden on the person in the chair. A STRONGBACK wheelchair provides immediate relief to this problem with no customization necessary. It is also the only out-of-the-box manual wheelchair solution with built-in posture support.*

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

*Be sure whoever you are talking to about the wheelchair can sit down in one. It will be the most comfortable chair, ergonomically speaking, that they have ever sat in.*



### **Deciding on a wheelchair type is not as easy as it sounds. What features of a Strongback Mobility wheelchair help make that decision to a potential retailer or a user a confident decision?**

*For a retailer, bringing in a sample wheelchair to display on their showroom floor can be very convincing. It often doesn't last a week before being sold. Dealers who familiarize themselves with the chair know how incredibly comfortable a STRONGBACK is and can say with confidence that a customer will as well. It's that good.*

*I have confidence in STRONGBACK from personal experiences from having helped my friends and family acquire a STRONGBACK wheelchair. They tell me how much their loved one enjoyed their wheelchair, and it was a definite improvement in the quality of their lives. Something I don't hear from other DME brands. People are not limiting their use to just going to the car or the doctor's office. They are often spending the majority of their waking hours in it. Also, these wheelchairs are incredibly lightweight for caretakers to carry and travel with.*

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

*I am a musician and play bass in a band with some friends. Mostly Rock, Blues, or Jazz. I've played since I was young and some of the music we like to play can be challenging, but I'm a firm believer that you have got to have something to challenge yourself mentally if you want to grow old with your marbles intact. I also live on a lake and enjoy getting out for a paddle now and then to remind my shoulders they are needed.*

In the WA, OR, ID, MT, and AK area, and looking to add Strongback Mobility's line of wheelchairs and transport chairs to your product line? Here's how you can reach Don:



**Don Conrad**

C. 206-940-3500

rodgrns@aol.com

## Wheeling Around

Accessories Aren't a MUST but Make Wheelchair Life Easier



**STRONGBACK Cane Holder**



**STRONGBACK Backpack**



**STRONGBACK Travel Bag**

This quarter, we're excited to introduce the latest addition to our STRONGBACK product line - the STRONGBACK Cane Holder. It is designed with convenience in mind, offering effortless, tool-free assembly and constructed from durable, lightweight plastic. The two-piece set includes a removable insert, accommodating various cane sizes with diameters up to 1 inch, ensuring a secure hold. Whether it is preferred on the side or back, the universal design seamlessly fits most wheelchairs, transport chairs, and rollators, making it a versatile and practical accessory for your mobility aid.

Our STRONGBACK Cane Holder complements our popular Wheelchair Backpack and Travel Storage Bag. Combining these three accessories with a Strongback Mobility Wheelchair will make any travel destination easier to navigate, ensuring your customers have everything they need for a smooth and enjoyable journey.

To add any of these STRONGBACK accessories to your product offerings, don't hesitate to get in touch with your local sales representative, place your order on Order Circle, or email us directly. We are happy to place the order for you.

[usa@strongbackmobility.com](mailto:usa@strongbackmobility.com)



## Become a Strongback Mobility Retail Dealer

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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

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### 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](mailto:usa@strongbackmobility.com) today!

*We would love to hear from you!*

