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FOR IMMEDIATE RELEASE
September 1, 2016

HAWKGRIPS ANNOUNCES INTERNATIONAL EXPANSION

Conshohocken, PA, September 1, 2016– HawkGrips, leading manufacturer of IASTM instruments, announces its official entry into the international market, naming Nicky Archer as Director of International. Archer has several years of experience in this area, most recently as Co-Director of Kinesio Taping® Association International. Of this new expansion, Archer says, “It is time for us to broaden our horizons. A world of opportunities awaits outside the US and interest has already been growing organically. Word is spreading about HawkGrips and clinicians from all corners of the world are reaching out to us directly in search of education and tools. Now we are implementing a plan to capture and expand that interest and create a global network to support our mission beyond US borders.” She states that her plan is, in short, “Connecting HawkGrips with the world and offering the same quality products, education and customer service that we pride ourselves on here in the US. With the support of the US Commercial Service and the World Trade Center of Philadelphia, we are already in active discussions with distributors from multiple countries across the globe.”

HawkGrips manufactures a high-quality line of surgical-grade stainless steel instruments designed for Instrument Assisted Soft Tissue Mobilization therapy (IASTM). The instruments are utilized by physical therapists, chiropractors, athletic trainers, massage therapists, occupational therapists, and many other healthcare practitioners for treatment of a wide variety of soft tissue injuries and limitations. HawkGrips tools differ from others on the market in several aspects, most prominently the unique cross-hatch grip on each instrument that is designed to prevent the tool from slipping in the hands of practitioners, as well as reduce the amount of force required for proper use. In addition to these instruments, HawkGrips offers educational courses that enable individuals to increase their understanding of IASTM, practice instrument utilization, and earn continuing education credits. Courses are taught by highly experienced industry leaders, and held across the United States throughout the year. Prospective attendees may register for a course in their area, or arrange to schedule a course at their own location.

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