



Med Services Europe to Set-up European Distribution Network for Colours Wheelchairs

Amsterdam, The Netherlands and Anaheim, California (PRWEB) 16 December 2004: Colours N' Motion and Med Services Europe announce a collaboration for the development of Colours' business in Europe. Med Services will be responsible for developing and managing Colours' European distribution network. This will include locating, evaluating and selecting European distributors as well as working together with the distributors to drive European market growth.

John Box, President of Colours in Motion said: "Colours designs and manufactures specialized everyday adult and pediatric wheelchairs as well as sport wheelchairs for an international market of disabled customers. With over 85% of our sales derived from the US market and distributors in Japan, Australia, New Zealand and The Netherlands, Colours is now seeking to further develop its market within the European Union. We see our collaboration with Med Services Europe as an important step forward in the development of our international operations."

Dr. Gene Emmer, President of Med Services Europe said: "Med Services Europe is proud to represent Colours in Europe. Colours is exactly the type of company we seek as a partner. Their products are known in the industry as innovative and their focus is on quality and customer service."

European Distributors interested in discussing collaboration are encouraged to contact Dr. Emmer directly.

About Colours 'N Motion:

Colours is considered a leader in the design of innovative active wheelchairs. From its inception in 1992 Colours' main goal has been to improve the lives of disabled people through innovation in equipment and services to the disabled community. Colours' wheelchairs are known to be lightweight, adjustable and customizable. Colours is disabled owned and operated. For more information: www.ColoursWheelchair.com

About Med Services Europe:

Med Services Europe B.V. is based in Amsterdam and specializes in Sales, Marketing and Business Development services for the Medical industry. Its area of focus is Europe. For more information: www.MedServicesEurope.com