



## **Colours Wheelchairs Announces European Plans**

**Amsterdam, The Netherlands and Anaheim, California (PRWEB) 16 December 2004 :**

Colours N' Motion is a maverick in the wheelchair industry. In a market that generally concentrates on price and technology, Colours' focuses on esthetics and comfort. While most manufactures advertise a product, Colours communicates a lifestyle message. Colours' is often controversial, using strikingly beautiful, often sexy, disabled models in its ads to convey the message that sensuality and esthetics need not be limited by disability. A well known brand in the USA, Colours now announces its plans for development in Europe: Colours has selected Med Services Europe to develop and manage its European distribution network.

John Box, President of Colours in Motion said: "Colours designs and manufactures 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. For example, at 14.5 pounds (6.6 kg) the custom-designed Zephyr is one of the lightest, if not THE lightest wheelchair on the market. The Boing! is the first wheelchair on the market with four-wheel independent suspension. But even more than technology, the focus at Colours is on customer service and esthetics. Colours makes every effort to assure that its customers are delighted."

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 lightweight, adjustable and customizable. Colours is disabled owned and operated. For more information: [www.ColoursWheelchair.com](http://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](http://www.MedServicesEurope.com) Telephone: +31648566707